



## PRESS RELEASE

### “This is not a T-Shirt”

A collection of t-shirts which lets you wear works of art by three 'outsider' artists.

“**This is not a t-shirt**” is the provoking title of ArtB's first t-shirt collection which is derived from a paradox in order to shift the attention from support to content. This is not a t-shirt because it comes from the ephemeral logic of the fashion world, it is, instead, fundamentally a work of art you can wear, a revelation which you can slip on, a creation born in the silence that demands meeting, visibility, delicate glance.

ArtB means **gathering** signs, traces, and small sediments of Life. It means **receiving** all that is buried and hidden in the depths of tradition and in the 'wrong direction' of Life. It means to **reveal**, become a means of clamour and silence, and bring to the world secret visions, dreams, obsessions, irritations, different syntony and different looks, to discover an immense richness of meanings and emotions in those uncontrolled and gratuitously 'rough' signs and drawings.

ArtB originates from an encounter between **Big Sur**, Italian laboratory of images and visions, and **La Tinaia**, a centre for expressive activities located in the ex psychiatric hospital San Salvi in Florence. In this 'place of free expression', the rehabilitation of people with psychiatric problems using artistic activities has been obtaining surprising results for over thirty years.

ArtB has chosen to use the t-shirt and other items (exercise books, posters, furniture accessories) to reproduce the graphic art created by the artists from the Florentine studio. The creators of this first collection of ArtB are **Marco Raugei, Claudio Olivieri and Franca Settembrini**. Their works have been presented at the most important exhibition centres all over the world which are dedicated to Brut Art, from New York to London, to Chicago and some of these works are now part of the collection of the Museum of Brut Art in Lausanne.

There are those who dress to cover themselves, almost never revealing anything. This production of t-shirts wants to pay tribute to those Artists who, with their works, were able to create an opening in communication between feeling and expressing a reality otherwise ignored, an invitation to discover those expressions of necessary art which, as Dubuffet had put it, “It is a totally primordial need, as is, if not more, the need for bread”.

Part of the proceeds from the sales of ArtB's production is directed towards the supporting of La Tinaia's activities.