

We live in a time in which superficial information is progressively simplifying the dynamics of thought and human interaction within the social sphere. The impoverishment of critical thinking drives homogenization, conformism, and a certain uncritical attitude toward the complexity surrounding us. COSCIENZA INTUITIVA highlights and criticizes the poverty of content, language, and meaning in a society increasingly characterized by the over-accumulation and re-sharing of images. It is a critique of a process that exploits social relationships mediated by those very images and their sharing: "RETWEET, SHARE, LIKE".

Powerful social media platforms connect billions of individuals, dominating and homogenizing the planet. These media construct illusions and communicate universal truths that conceal the falsehoods and abuses of our time. The society of the image elects idols, constructs icons, and mocks its inhabitants by inducing behaviors selected from a limited range of possibilities: it suggests what to do, what to choose, what to say, and what to think, while promising freedom, success, and happiness.

The COSCIENZA INTUITIVA project reflects on the aesthetic canons of our era, on the process of accumulation, and on the languages that express the fragmentation and acceleration of the current digital age, developing an open, additive visual language designed to be in constant evolution. Mass-consumption products and icons—"artifacts of banality"—merge with the ruins and fragments of a decaying architecture that remains rich in symbolic, historical, and cultural values. This yields a baroque visual clash, detached from the canons of harmony and proportion, founded on an iconography packed with bold formal solutions that integrate classical and iconic elements with mass-society products, toys, memes, and popular figures. This fusion—centered on the key structural detail of the column supporting its elements—highlights the value of classicism while simultaneously sculpting a specific temporal reminiscence.

The aesthetic language of COSCIENZA INTUITIVA opposes the centuries-old dichotomy between beauty and culture; contaminated Baroque becomes its virtual symposium and main point of reference. It is a space where architectural languages are not predefined, but are rather the direct consequence of temporal and cultural compromises achieved through the fusion of contrasting styles.

Driven by a bold critique of a society weary of Pop images and iconography, the COSCIENZA INTUITIVA project generates new forms of beauty by integrating antiquity and modernity, reflecting on the present and on the cultural heritage that contemporary society will pass down to future generations.

On display are virtual sculptures created as NFTs along with their physical counterparts: "The Fragmented", "Coscienza Intuitiva 75", "Coscienza Intuitiva 100", and the coin series "David ETH" and "Venus BTC". Furthermore, in collaboration with TRIA, Federico Fauli has created a hologram of one of his works, "Zecchino", which will be exhibited for the first time on the occasion of the COSCIENZA INTUITIVA exhibition.

TRIA is a Holographic Digital Art Platform founded with the goal of providing artists, digital art enthusiasts, and collectors with a patented, one-of-a-kind holographic visualization technology. This system enables the conversion of digital art collections into holograms, fostering the dissemination of this new art form in Italy and worldwide.

FEDERICO FAULI

is a digital artist with a background in architecture. His work transcends the boundaries of art, architecture and design, unfolding between virtual and physical spaces and engaging with digital ephemerality and solid matter. His poetics integrate pop codes and classical aesthetics, are contemporary, influenced by the language of social media. Federico delves into global languages and iconographies and experiments with frontier materials, technologies, and production techniques, using design as a means to unveil a contextual language that enriches personal critical sense. His most recent production consists of virtual sculptures realized in NFT format and their physical variants, vacuumed resin canvases. Fauli graduated in Architecture from the Polytechnic of Milan and from the Architectural Association of London.

He worked at the Renzo Piano Building Workshop in Genoa and with Zaha Hadid Architects and Bjarke Ingels (BIG) in London.

He has participated in and won numerous competitions, while his works have been exhibited internationally, most recently at the Seoul Biennale and the Decentraland Pavilion during the latest edition of the Venice Biennale. Federico Fauli teaches in London at the AA, a course aimed to dissolve the boundaries between art and architecture, the result of which is the production of an artwork in NFT format.

He is a curator at the NiftyGateway platform, where he has published his first NFT collection, also present on various Marketplaces including SuperRare, Ninfa, and OpenSea.

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