

Graduate School

Master of Science in Economics
and Management in Arts, Culture,
Media and Entertainment

Master of Science in
Marketing Management

The Art of Bill Viola Lecture

14 May 2012 6:30pm
Aula Manfredini via Sarfatti 25

Bocconi



Università Commerciale
Luigi Bocconi
Graduate School

Welcome Addresses

Stefano Baia Curioni

Director, Master of Science in
Economics and Management in
Arts, Culture, Media and
Entertainment, Università Bocconi

Antonella Carù

Director, Master of Science in
Marketing Management,
Università Bocconi

Contemporary Art at Villa Panza

Marco Magnifico

Vicepresident, FAI Fondo Ambiente
Italiano

Chair

Andrea Rurale Università Bocconi

**Bill Viola will discuss his creative
process with students.**

In collaboration with

FAI Fondo Ambiente Italiano

For information:
Graduate School
tel. 02 5836.5305

Registration online required at
www.unibocconi.eu/events

Bill Viola is internationally recognized as one of today's leading artists. He has been instrumental in the establishment of video as a vital form of contemporary art, and in so doing has helped to greatly expand its scope in terms of technology, content, and historical reach.

For 40 years he has created videotapes, architectural video installations, sound environments, electronic music performances, flat panel video pieces, and works for television broadcast. Viola's video installations – total environments that envelop the viewer in image and sound – employ state-of-the-art technologies and are distinguished by their precision and direct simplicity. They are shown in museums and galleries worldwide and are found in many distinguished collections.

Bill Viola's works are currently hosted at Villa Panza (Varese) for the exhibition "Reflections" until 28 October.