

**GALE
JOEELYN
WOLFF**

UNBOXING

A project curated by

Anna Donà and

Ombeline de Nombel

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PRESS RELEASE

Paris, November 9, 2021

Galerie Jocelyn Wolff invites two curators to develop a digital project beyond the viewing room.

Invited by Jocelyn Wolff to conceive a digital exhibition project beyond the viewing room, UNBOXING, project designed by Anna Donà and Ombeline de Nombel, temporarily invests the digital spaces of the gallery. UNBOXING is a multi-channel, nomadic and virtual exhibition project. Intangible by nature, the project has no location or predefined format. It will circulate and mutate.

UNBOXING intend to generate new interactions, reflections and contents by exploiting the codes of different types of platforms: website, social networks (Instagram, Facebook) and communication systems (Zoom, radio). Committed to the promotion of emerging artists, UNBOXING analyzes the presentation of the works, their perception, their durability in this digital context, while questioning established roles and hierarchies.

Projects :

UNBOXING#1 _Yue Yuan

UNBOXING #2_Louise Mervelet, from November 11 on

<http://www.galeriewolff.com/unboxing>

Then, on social media and Zoom

UNBOXING#3 _Giuliana Zefferi

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