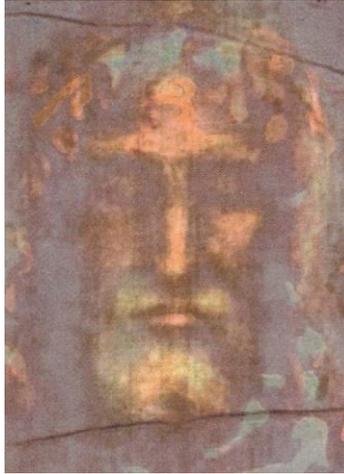


THE HOLY SHROUD



An immersive experience by Italian artist Veronica Piraccini to be presented in an exhibition setting exclusively in Melbourne in November 2019

Media Release: Tuesday October 8, 2019: From November 15, 2019, *The Holy Shroud*, an immersive experience by celebrated Italian artist Veronica Piraccini will be presented in an exhibition setting at SpACE@Collins in Melbourne. For 10 days only, six artworks created in response to the Holy Shroud of Turin using an ancient technique and colours of Piraccini's own invention, invite you to embark on a historical, scientific and artistic journey whilst provoking dialogue and contemplation.

The *Holy Shroud* exhibition will be presented for the first time in Australia from November 15-24 after successful exhibitions in Italy, the United States, Brazil, Africa, the Philippines, Spain, Mexico and China. Ticket buyers for each session time during the exhibition period will be taken on a guided tour of the artworks. Tickets for this immersive experience are therefore required and pre-booking is essential.

The *Holy Shroud* exhibition explores the enduring fascination with the Holy Shroud of Turin, a large linen cloth bearing the image of a crucified man, alleged to be Jesus of Nazareth. For millions of the Christian faith, the Shroud of Turin is physical proof of his crucifixion, death and resurrection. The Shroud of Turin is also the most scientifically researched, analysed and tested religious relic in the world, with its formal study known as sindonology.

Veronica Piraccini is an internationally respected artist and academic based in Rome. She currently holds the Professional Chair of Painting at the Academy of Fine Arts in Rome, the first woman to be appointed in that position. Piraccini has participated in numerous

solo and group exhibitions both nationally and internationally. In January 2015, Pope Francis bestowed his blessing on Piraccini's works, assuring the artist an honoured place in a long tradition of sacred art.

During Easter celebrations in 2012, Veronica Piraccini found herself in a unique position when she looked upon a life-size scan of the Holy Shroud of Turin which was delivered to her studio in Rome. It was the culmination of a dream come true for the artist, who has always been attracted by the Shroud of Turin in the same way that it has fascinated theologians, archeologists, historians and scientists throughout the ages. Piraccini's reaction to this experience gave rise to a series of artworks that would intersect ancient methods with innovative techniques, using what Piraccini calls 'imperceptible' pigments, because of their extraordinary ability to appear and disappear with a change of light. Piraccini used these pigments to create colours that are unique and cannot be duplicated. The works were completed in February 2013 with two of the works approximately the same size as the original Holy Shroud (4.37m x 1.13m).

The *Holy Shroud* exhibition is curated by Dr Giovanni Butera, Chairman of GAIA, the Global Association of International Artists and CEO of the Nixora Group. Butera says of the upcoming exhibition, "*it is a journey through history and art to discover the artistic legacy of the Holy Shroud through the artworks of Veronica Piraccini*".

The *Holy Shroud* exhibition is organized by GAIA, and it is supported by The Italian Consulate of Victoria and Tasmania, Co.As.It, and SBS Radio as well as large Italian businesses such as Barilla, Campari, Aperol, Schiavello, Piccolo Architecture and Nixora Group, and established Melbourne icons such as DOC and King&Godfrey.

GAIA is a not-for-profit cultural organization supporting the international exchange of artists with the aim of creating global pathways for using their art to promote social cohesion.

There will also be specially curated events taking place during the exhibition period. Proceeds from these events and the general exhibition tickets will support the objectives of GAIA, in facilitating the international exchange of artists.

The remarkable achievement of this exhibition is that it stands unequivocally at the intersection of religion, science and art. Do not miss this opportunity to experience the work of Veronica Piraccini in *'The Holy Shroud'*.

The Holy Shroud

Immersive Experience in an exhibition setting

November 15-24, 2019

SpACE@Collins: The Walk Arcade, Level 1/278 Collins Street, Melbourne

Pre-booking is essential

General Admission sessions – it is a “guided” exhibition - dates and times below:

November 16, 11am, 2:30pm

November 17-20: 11am, 2:30pm, 6pm

November 21: 11am

November 22: 11am

November 23: 11am, 2:30pm and 6pm

November 24: 11am

General Admission Tickets: \$45 adults or \$30 concession/students

The exhibition ticket includes complimentary nibbles and soft drink with alcoholic drinks available for purchase

Associated Events:

Media Call November 15, 2019, 10:30am and a preview of the artworks for the sponsors and supporters at **6pm**

Official Opening, November 16, 2019, 6pm-9pm

Veronica Piraccini will make her first public Australian appearance.

Featuring live music and complimentary Aperol Spritz at the door, a buffet and soft drinks.

Cocktail and Catwalk Party, November 22, 2019, 6pm

Where art, fashion and music will merge to provide guests with an unforgettable experience, featuring entertainment by DJ Perri Lee, and a themed fashion parade by stylists Lynette Pater and Lucy Laurita.

Closing Ceremony, November 24, 2019, 6pm

Featuring live music and complimentary Aperol Spritz at the door, exquisite Italian buffet and soft drinks.

Tickets for these events are available via Eventbrite.

For more information visit www.artgaiagnet.org/thehollyshroud, [GAIA Facebook](#), info@artgaiagnet.org or M: 0410 860 036

For all media enquiries, interviews and imagery, please contact:

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