



Press Release
“**2JFK by Sergio Lombardo**” | September 1 – 24, 2023

The MAECI, Ministry of Foreign Affairs and International Cooperation, is pleased to present the traveling exhibition “**2JFK by Sergio Lombardo**”, curated by Miriam Mirolla and organized by the Italian Cultural Institute in New York directed by prof. Fabio Finotti.

The exhibition, which began in Washington at the Italian Embassy, is now hosted in New York in the Cima Foundation’s exhibition spaces, from September 1st to 24th. Following these events, the exhibition will then continue at the Italian consular offices in Boston and Miami.

“**2JFK** by Sergio Lombardo” is the title composed of the acronym of John Fitzgerald Kennedy preceded by the number two, as are the historical paintings made by the Italian artist Sergio Lombardo in the two-year period 1961-1963 and exhibited for the first time in New York. The title is also a recall to the American President on the 60th anniversary of his assassination, and a tribute to his leadership.

The exhibition is concentrated into 2 historical works made by Lombardo: “JFK who smokes the Cuban cigar” taken from the series of “Typical Gestures”, and “JFK Smiling”, from the series of “Colorful Political Men”.

A prominent member of the Scuola di Piazza del Popolo, founder of the Teoria Eventualista and the Rivista di Psicologia dell'Arte, Sergio Lombardo has profoundly renewed the history of Italian art thanks to his research from the end of the 50s, and continues to evolve today. Lombardo embodies an artistic and scientific history that represents an absolute excellence of the Italian avant-garde. His work encapsulates numerous periods of research. In particular, during the first half of the Sixties, the portrayal of John F. Kennedy acquires a considerable centrality for Lombardo, both for the growing influence of the mass media on the public (considering the years in which the figure of Kennedy became a myth), and for its historical importance in maintaining the balance of peace.

Interested in analyzing the psychological influence of mass media stimuli on the public, Lombardo is among the first artists to investigate the fascination of this political figure. A significant figure responsible for the destinies of humanity, who had managed to conquer the American people and the whole West all due to the spread of his image and charisma through the new tools of mass communication.

This exhibition highlights Sergio Lombardo's original and scientifically rigorous approach to enhancing JFK as a model of charismatic leadership and globalized media mass brand.



The exhibition is accompanied by a seminar that will take place on September 8th at the Italian Cultural Institute in New York, with the contribution of prominent scholars on “The Futuristic roots of the Italian avant-garde in the 60s.

The works are on display at the Center for Italian Modern Art CIMA (421 Broome Street, 4th Floor New York, NY 10013) and can be visited from September 1 to 24 - Monday through Friday from 10am to 6pm, upon reservation by email at info@italianmodernart.org or by phone at +1 646.370.3596.

Sergio Lombardo's Gesti Tipici will be also exhibited in a monographic presentation at Independent 20th Century taking place at Cipriani South Street in NY from September 7 to 10

Presented by 1/9unosunove Gallery, Rome, the curatorial oriented Artfair represents an important platform for discovery of historical and established international artists.

More info at <https://www.independenthq.com>