The
Bally
Foundation

Sloganism and sloganisms – Theme for the Bally Artist of the Year 2020 Award

Sloganism and sloganisms is the theme of the Bally Artist of the Year 2020 Award. Participants are invited to reflect on the complex relationship between the artistic value of an artwork and its meanings, focusing attention on the role of communication within the creative process and the "cross-contaminations", further expanded by external factors such as slogans whose impacts, particularly exacerbated through social networks, can, by changing the perspective, influence the creative impulse.

The immediacy of relationships, signs and words that most impact us determine an imprint that also involves the art sphere. Art identifies a way of communication, obtained through different techniques and diverse mediums of expression whose meanings either cannot always be fully coded, contain a subliminal dimension or even have a value of meta-message with different levels of readings.

The incisive and concise formula of a slogan, mostly designed for advertising or political purposes, is the result of the intention to influence and direct the collective conscience, contributing to the formation of a trend in society or, at times, acting as a catalyst. The information channels and propaganda that, incidentally, can draw from the languages of art and vice versa, interact with each other, hence opening new horizons to the universal imagination. The immediacy of a slogan or a "sloganistic" image can be linked to a transformative process that is often not easily and completely understood.

Participating artists to the Bally Artist of the Year 2020 Award are free to trace their vision through the media deemed most suitable and to report on the perception of the truth contained in slogans of yesterday, today or tomorrow, on the changes and goals pursued by the slogan culture, as well as their role as a booster for ideals produced by the radicalism of some widespread stances and the consequent impact on the artists' work. **"Sloganism and sloganisms"** is an invitation to develop languages that connect "form and message", generating an interaction that catches the eye and stimulates the thought.

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