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Press Office  
Michela Beretta  
michela.beretta@consulenti.mondadori.it  
+39 333 1749021

[www.electa.it](http://www.electa.it)

## IAIA FILIBERTI SEIDIMANO

*Texts by, Marina Mojana, Enrico de Santis,  
Giuseppe Vitiello, Emanuela Mirabelli,  
Chiara Rostoni*

*"You can discover more about a person in an hour of  
play than in a year of conversation."*  
Plato

*Iaia Filiberti. Seidimano* is a book published by Mondadori Electa, containing images of the works on display by a versatile contemporary artist inspired by the subtleties of the card game, which turns into a game of seduction and life. "You must absolutely continue to play with me, and, let there be no mistake about it, you will do so."

*Seidimano* is the paper transposition of a multimedia work created in 2016: fifty-four works/diptychs that are part of a project consisting of audio and video installations, to be discovered in the rooms of the family home. A sophisticated and voyeuristic treasure hunt in search of the artist's miniatures.

The idea is based on a popular online card game called "burraco." The players use avatars to participate, acting out a full-fledged role play. Like the cards, they both hide and reveal themselves. Iaia Filiberti uses black and white pictures of her face, intriguingly iconic ones, which seduce the beholder's eye in the same way that the game seduces the player. But there is a special link that operates throughout the work and holds the diptychs together, stitched by a visible thread like the traces of letters, or an embroidery of words. They are the words from *The Gambler* by Fyodor Dostoyevsky, a work written by the author to pay off the gambling debts he had built up, creating a transference between the reality of life and the fiction of the work that is also experienced by the artist herself.

Iaia Filiberti is passionately involved in this as she herself is a big gambler, but she is physically so as well, because she puts herself at the heart of the work, with her magnetic and cinematographic face capable of expressing all the colors of her emotions, succeeding in seducing the beholder's eye just as gambling seduces the player, and art seduces man.

*Seidimano* is an "open" work of art that can be read at multiple levels. It is the story of a battle between the artist and Fyodor Dostoyevsky, between art and reality,

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between the mind and the flesh. It is a courtship that provokes and disturbs, for it explores the limits of the imagination and of erotic drives.

This work, which revolves around the artist's own personality, approaches psychological and social issues through the tension between the self-referential ego and the revealing of the human being's innate fragility. After all, if, on the one hand, art for Filiberti is an exciting and powerful antidote to the difficulties in life, on the other, this dimension of living forever remains, for all of us, a big gamble.

Also included in the book are essays by G. Vitiello (full professor of theoretical physics), M. Mojana (art historian), E. De Sanctis (photoreporter), C. Rostoni and E. Mirabelli (photoeditors), which provide an invaluable contribution to the work's strong symbolism.

**laia Filiberti** lives and works in Milan. After earning a degree in Law, she completed her artistic training at the Fine Arts Academy in Brussels. She uses a variety of media for her work, such as drawing, video, and installation art. Many of her group and solo shows have been held abroad since 2000. She published *Pepita* (Salani editore) in 2004, and *Framed* (Charta) in 2010.

The cover and press images can be downloaded at:  
<http://bit.ly/seidimano>