

Edoardo Marcenaro and the glasses of art

Text by Francesco Cascino for the collection of artist banknotes by Edoardo Marcenaro.

The decision to create a digital museum with a collection of original banknotes, signed and modified by leading artists, then inserting it in Metaverso so as to make it accessible to anyone, it is itself a conceptual artwork. Indeed, as we may read and understand in the wonderful text by Edoardo Marcenaro, money is nothing but the projection of a value. The same projection of Duchamp's Urinal, it being in turn an erotic projection as you have to urinate inside to touch it, thus sending us vital elements that necessarily come out of the body. We do not touch the object, even if in part we do so, and this generates a shift of meaning, in addition to the most famous of all: it is a urinal in a public bath, it is an artwork in an artistic context. You may not ask for more displacement.

The idea of the collection arises out of this creative paradox, the most famous, important, long-lived and expensive one in the world, embodied by the artwork that has left an indelible mark of the historical Avant-garde in the actions of finance, industry, theater, training, politics and mindset of last century. The collector of banknotes enhanced by artists has made *an operAction*, i.e. an artwork accompanied by real action, going even more paradoxical: he asked us to create a virtual museum where the currency, already virtual of its own (being a symbol and fetish, of everyone and nobody, metaphor and legally representative of gold reserves, which do not exist, and above all a convention questioned by the new cryptocurrencies), becomes even more virtual because it can be used in the Web3 ecosystem, with an exploration provided through visors and knobs that however turns into the most known form of entry into an environment, the one with the

body. A body that becomes pixel like the coin becomes a symbol, *i.e.* a value in the absence of value).

This is pure art, idea in the idea, paradox in the paradox, so in line with the predictions of the Futurists that the speed by which a person in New York can access the collection of Edoardo Marcenaro through a link on which he clicks and finds himself in different rooms, walks, observes, touches and explores in every sense and with all the senses, including the most important one: empathy, **the eighth sense**, not surprisingly, according to what I discovered by meeting and being continuously stimulated by artists and neuroscientists, the sense that carries the number of infinity. The treasure of Marcenaro is now infinite, immortal, permanent, still, visitable 24 hours a day and evolving in a real world that is as virtual as the value of money.

Francesco Cascino

www.francescocascino.com