

Transformations

process, place, and the art of discovery

Creative Workshop with Artist Daniel Canogar
17 - 20 October 2024, Podere Trafonti, Tuscany

*The acclaimed multimedia artist **Daniel Canogar** will lead a workshop on creativity accessible to anyone who feels inspired to explore and expand their artistic capacities.*

Art is an essential tool to process and understand reality. It offers insights into ourselves and our place in the world. When we make art, and look at it carefully, we contemplate the intricate, messy, and beautiful nature of life itself.

Through a teaching structure he has developed over three decades, artist Daniel Canogar, will prompt participants to delve into their creative selves. By looking, responding and looking again, something will take shape.

Central to Daniel's methodology is collective visual thinking: responding to each other's creation while a theme continues to evolve. In this way, making gets woven into the experiential mesh of our larger world, as art wants to be.

The first three days of the workshop will be about preparation and inspiration. Daniel will offer a

series of presentations on significant themes in our cultures intended to spark conversation, insight, and questions to then be translated into creating. There will be several practical exercises allowing participants to materialise the themes previously explored. The resulting initial works will be shared with the group while Daniel actively engages responses from others and offers his own observations.

The emphasis of the workshop is on process. These exercises support each stage of a creative process including a final stage: completion. On the last day of the workshop participants will distill what has inspired them into the conception of a completed art project. The resulting creations will be celebrated in a on-premises exhibition, offering a welcoming shared experience for participants and their invited guests.

Daniel Canogar

Daniel Canogar (Madrid, Spain, 1964) holds a Masters' degree in Photography from New York University's International Center of Photography and a Bachelor of Arts in Visual Communication from the Complutense University of Madrid. He lives and works between Madrid, Spain and Los Angeles, USA. Canogar's fascination with the technological history of optical machines inspired him to design his own visual devices. His artworks are mobile-like hanging sculptures that project images onto the surrounding walls. His interest in the possibilities of the projected image led him to create monumental public artworks across the globe, such as Oculus, a generative

animation for the zero-energy media façade at the Novartis Pavilion (Basel, 2022) to name but one. Canogar conceptualizes visual media as sculpture. By projecting animations onto obsolete devices, he reignites them to reveal the shared memory they hold within. Memory and its loss are a central theme in his work. Unless we remember, we are condemned to an amnesiac and flat present. Moreover, Canogar wants the viewers of his artwork to engage with it, and to see it with our moving, sentient body. With this full-bodied gaze, the artist believes we gain a richer experience of the world and can claim the right place in it for ourselves.

Programme

Thursday, 17 October 2024

Welcome and check-in from 1 pm onward.
Workshop from 3 to 7 pm
Dinner at 8 pm.

Friday, 18 October and Saturday 19 October 2024

Breakfast at 9 am.
Workshop from 10:30 am to 1:30 pm
Lunch from 1:30 to 2:30 pm
Workshop from 3 to 7 pm
Dinner at 8 pm.

Sunday, 20 October 2024

Breakfast at 8:30 am
Workshop from 9:30 am to 12:30 pm
Exhibit and reception 1 to 3 pm
Check-out and departures

Sessions will be held in the property's atelier, but participants will be encouraged to create their artworks outdoors, in dialogue with the picturesque landscape.

All artistic mediums are welcome. All you will need is your laptop, and any materials you personally like to use. However, Daniel's philosophy is to use what is at hand, including what you might find in nature, to further fuel your creativity.

The workshop is open to creative individuals at any stage of their artistic life (from 18 years of age onward). No artistic prerequisites or academic knowledge are required. It will be held in English with spatters of Spanish and Italian.

Min. 6 and max. 10 participants.

Accommodation

The workshop will be held at Podere Trafonti, a chic guesthouse set in an organic agricultural domain in the heart of Tuscany, near the historic towns of Montepulciano and Pienza. It offers comfortable bedrooms, spacious common indoor facilities, and

many enchanting sanctuaries in its garden, olive groves and forest. The host, Antonella Notari, and her team will treat you to delicious home-made, seasonal, and locally-sources food.

Cost

EUR 1186 per participant.

This includes accommodation for three nights in shared double rooms, all meals from dinner on 2 November to lunch on 5 November, the exclusive use for the group of all facilities and installations, coffee breaks and snacks, and sales' tax. An additional tourist tax of EUR 1/person/night will be charged in cash on site.

It doesn't include any transportation costs to and from Trafonti, insurance, nor extra alcoholic beverages (which are available against separate

payment). Payments can be made by bank transfer or on-site via credit card.

Cancellation policy: 50% of the retreat fee if you cancel at 14 to 8 days prior to the beginning of the retreat and 100% of the retreat fee if you cancel at 7 or less days prior to the beginning of the retreat.

Registrations will be valid upon reception of the completed and signed registration form, see last page.

Location and Travel

Podere Trafonti
Strada Provinciale SP 15,
Montefollonico, Torrita di Siena,
Siena, Toscana, Italia.
<https://goo.gl/maps/TYKM3Xi6PbB2>

By airplane to Perugia or Florence or Rome and from there by rental car to Podere Trafonti.

By train to Florence or Chiusi-Chianciano Terme, then with rental car to Podere Trafonti.

By car. More details available upon registration (depending on your place of departure and travel plans). If possible, Antonella will organize carpools.

We suggest you arrange your trip early for better rates. We also advise on contracting a travel insurance to cover changes or cancellations.

If you wish to arrive earlier or leave later, feel free to inquire about the availability of rooms at Podere Trafonti or in the vicinity.

Antonella will be happy to guide you with your travel plans.

For more information and registration

Antonella Notari Vischer
Mob. / Whatsapp +39 392 763 74 78
Email welcome@poderetrafonti.com
Website www.poderetrafonti.org

REGISTRATION FORM – CREATIVE WORKSHOP WITH DANIEL CANOGAR – 17-20 OCT. 2024

First and Last Name

Address

Mob. (+ Whatsapp, if different)

E-Mail

Emergency Contact (Name, Relation, Mob.)

Dietary restrictions and Allergies

I, the undersigned confirm my booking for the Creative Workshop with Daniel Canogar for the rate of **EUR 1186**. I agree to make the full payment as and when requested, and at the latest on location, on 17 October 2024. I agree to pay 50% of the retreat fee if I cancel at less than 14 days prior to the beginning of the retreat and 100% of the retreat fee if I cancel at less than 7 days prior to the beginning of the retreat.

I declare to travel under my full responsibility in Tuscany with the group organized by Daniel Canogar and Antonella Notari Vischer. Daniel Canogar, the teacher, and Antonella Notari Vischer, the host, are relieved of all and any responsibilities in case of incidents related to the workshop and travels by rental car or others means of transportation, as well as during all other activities undertaken during the retreat and the journey. Furthermore, I declare that I will abide fully to the rules of behavior applicable at the time of the retreat concerning health, hygiene, and safety measures.

Privacy and Personal Data Protection: At Podere Trafonti we collect basic personal data about you when you make a reservation and when you stay with us. We use your personal information internally and share it with other people or organizations who need to know it as part of working with us in our normal business activities. Furthermore, we are legally required to pass on your personal data to the provincial law-enforcement and tax authorities. We do not disclose or sell your personal information to others for marketing purposes.

I, the undersigned, pursuant to the above information on the processing of my personal data authorize the accommodation facility to communicate my personal data to the provincial law-enforcement and tax authorities and to such third parties who need it to provide the requested services. I furthermore authorize the accommodation facility to store and manage my personal data to speed up the operational, administrative, and quality control procedures.

Place and Date

Signature

Thank you for sending the completed and signed form to Antonella at welcome@poderetrafonti.com

Your reservation will be confirmed upon receipt of the signed registration form. We will advise you closer to the date of the retreat on when and how you can make your payment. Don't hesitate to contact us for any additional information. We are looking forward to seeing you in Tuscany and thank you for your participation!