



PRESS RELEASE

**FONDAZIONE LA RAIA PRESENTS MOODCLOCK, A NEW SITE-SPECIFIC
INSTALLATION IN A 17TH-CENTURY CHURCH IN SERRALUNGA D'ALBA, ITALY
BY RICCARDO PREVIDI AND CURATED BY ILARIA BONACOSSA ON SATURDAY,
JUNE 7th**

A site-specific installation, MOODCLOCK by Riccardo Previdi, brings a playful and unexpected presence to the architectural fabric of one of the most atmospheric towns in the Langhe region.

Fondazione La Raia arrives in Serralunga d'Alba—where the Rossi Cairo family has managed Tenuta Cucco wine estate for the past ten years—with a new art experience.

Novi Ligure, Italy – May XX 2025 – [Fondazione La Raia – arte cultura territorio](#) is pleased to announce a new initiative in Serralunga d'Alba, home to Tenuta Cucco. An organic wine estate that the Rossi Cairo family has been running for more than a decade.

On Saturday, 7 June, Fondazione La Raia - arte, cultura, territorio will inaugurate *MOODCLOCK*, a new installation by Riccardo Previdi (Milan, 1974), curated by Ilaria Bonacossa. Created specifically for the architectural context of this small Langhe village in the Cuneo area, the work centres around the 17th-century bell tower of the church in Piazza Umberto I, just a few metres from the castle and its iconic French-style fortified tower dating back to the 14th century.

MOODCLOCK consists of four brightly coloured wooden panels that symbolise emotional states through expressive faces: a laughing face, a despairing one, and two that convey emotions in between. The form borrows from the bell tower itself, using a graphic twist, the arched opening that houses the bells is flipped downward to resemble a shield. This is a contemporary reinterpretation of the sundial, an ancient timekeeping feature often found on bell towers, which, like the ringing of bells, historically marked time visually. Here, the visual language is evoked anew, echoing the striking silhouettes of the Langhe towers.

Inspired by the ethos of radical architecture, the project creates a symbolic connection between the winery, the bell tower, and the castle. This is further expressed through an additional panel installed on a window at Tenuta Cucco, visible as visitors ascend the road into the village centre. From this point, the bell tower and castle appear in the distance. This fifth face is an upside-down laughing emoji titled *ZEITGEIST*. With *MOODCLOCK*, Previdi anthropomorphises architecture, suggesting that the spaces we move through are capable of reflecting emotions and resonating with our moods. This whimsical yet poetic work invites us to imagine emotions as markers of time itself, shaping how we perceive its passage.

The materials and techniques used in *MOODCLOCK* are those traditionally employed for shutters and window blinds, while the colour palette, deep green and burgundy, evokes not only the tones of local finishes but also grape leaves and wine. Ilaria Bonacossa, Artistic Director of Fondazione La Raia, explains: "Riccardo Previdi's work probes the possibilities and limitations of contemporary thought, revealing the complex mechanisms behind the everyday objects and images that surround us. In *MOODCLOCK*, he references emojis, amplifying the symbols our society uses to communicate, and critiques our increasingly childlike relationship with the world, our instinct to attribute feelings to



every experience at the touch of a button. At the same time, the work comments on the subjective way we experience time. Here, bell towers and sundials become instruments to narrate emotional rhythms.”

A key factor in developing the project was Previdi’s decision to engage with the nearby castle, built in brick around 1350. This historic landmark, which characterises the surrounding landscape, also serves as a dramatic backdrop to Tenuta Cucco. Riccardo Previdi comments: “While observing the castle and the nearby Church of San Sebastiano, now deconsecrated, the idea for *MOODCLOCK* emerged. The bell tower, lacking both clock and sundial, made me think about the passing of time and how our measurement of it has become increasingly precise in a society driven by modernity and technology. My *MOODCLOCK* takes up a space traditionally used to track time but suggests a different reading: one that is less fragmented, less efficient, perhaps less abstract and more grounded in real human experience. Drawing on medieval heraldic aesthetics and, more specifically, the Serralunga coat of arms, which features a bunch of grapes (a series of circles) and a chalice (a semicircle), I created four masks, each representing a different mood. Well, four plus one.”

Sergio Moscone, Mayor of Serralunga d’Alba, states: “Thanks to *MOODCLOCK*, Serralunga d’Alba joins a circuit of outstanding contemporary art presentations supported by major foundations and leading private entities engaged in Piedmont’s cultural mission. This marks the second time our municipality has collaborated with Fondazione La Raia on public art projects, a testament to the strength and value of public-private synergy.”

Giorgio Rossi Cairo, President of Fondazione La Raia, adds: “With *MOODCLOCK*, the Foundation, already behind eleven other commissions by international artists, returns to Serralunga d’Alba to further encourage reflection on the town’s extraordinary and unique historic and natural landscape. Through art, we hope to heighten awareness of its defining features: the keep, the Langhe landscape stretching toward Monviso, the UNESCO-recognised vineyards, the village, and the ancient church within the estate of Tenuta Cucco, now deconsecrated but open by request to tourists and travellers.”

GENERAL INFORMATION

Artist: Riccardo Previdi

Installation name: MOODCLOCK

Curator: Ilaria Bonacossa

Inauguration date: Saturday, 7 June 2025, at 11:30 AM

Location: Church of San Sebastiano nel Borgo, Piazza Umberto I – Serralunga d’Alba (CN)

RSVP required: segreteria@fondazionelaraia.it

With the patronage of the Piedmont Region, the Province of Cuneo and the Municipality of Serralunga d’Alba

For more information about Fondazione La Raia- arte cultura territorio, visit <https://www.la-raia.it/en/foundation>.



About San Sebastiano nel Borgo: San Sebastiano nel Borgo in Serralunga d'Alba was already referred to in historical documents as "old" by 1550. It served as the town's main church until 1888, and its adjoining spaces housed the village school until the mid-1950s. Rebuilt in the 17th century on a medieval layout, with the entrance and altar reversed from their original positions, it was later restored between 1886 and 1888. Its architecture features clean, simple lines, standing apart from the Baroque style typical of the mid-1600s. Inside, the space consists of a single nave with four side altars set into deep recesses. Musical cherubs, elegantly dressed Savoyard nobles such as Duke Amadeus IX of Savoy, saints, and scenes like the expulsion of Adam and Eve from Paradise are among the surviving frescoes still visible on the lateral walls, vaulted ceilings, and choir area—executed by different artists over various periods. The church's bell tower, built on the original medieval church façade and structured over four levels, stands alongside the castle as one of the most recognisable landmarks in the Langhe landscape. Its local stone base is topped with a sharply pointed spire, typical of many bell towers in the region, dating back to the mid-17th century. One distinctive feature is its access point, which opens directly from street level outside the church. Now owned by Tenuta Cucco, the church is included in the estate's wine tour and can be visited by appointment. In July 2019, it hosted *BIOMEGA – Multiverse*, a site-specific exhibition by Cosimo Veneziano, curated by Ilaria Bonacossa and promoted by Fondazione La Raia.

About Riccardo Previdi (Milan, 1974): Riccardo Previdi studied architecture and visual arts. He has exhibited at the first Moscow Biennale, Manifesta 7, the inaugural Turin Triennale, Fondazione Sandretto Re Rebaudengo, MARTa Herford, De Vleeshal Middelburg, the Italian Cultural Institute in New York, Villa Croce in Genoa, and Museion in Bolzano, among others. From 2001 to 2016, he lived in Berlin, where he created the *Green Light Pavilion*, a temporary exhibition structure hosting solo and group shows. Since 2018, he has taught contemporary art at the Faculty of Design and Arts at the Free University of Bolzano.

About Ilaria Bonacossa: Ilaria Bonacossa has served as Artistic Director of Fondazione La Raia since 2016 and is currently Director of Palazzo Ducale in Genoa. From 2022 to 2024, she was Director of the Museo Nazionale dell'Arte Digitale in Milan. A curator and art critic with an extensive body of publications and catalogues in multiple languages, Bonacossa has curated numerous exhibitions in Italy and abroad. From 2017 to 2021, she directed *Artissima – International Fair of Contemporary Art* in Turin. Previously, she spent nine years as a curator at the Fondazione Sandretto Re Rebaudengo in Turin. In 2007, she was a member of the Jury for the Golden Lion at the 52nd Venice Biennale and, in 2013, she curated the Icelandic Pavilion at the Venice Biennale. Between 2012 and 2016, she served as Director of the Museo Civico di Arte Contemporanea – Villa Croce in Genoa. Bonacossa has held advisory roles with leading institutions, including the acquisitions committee of FRAC Provence-Alpes-Côte d'Azur in Marseille, the scientific committee of PAC (Padiglione d'Arte Contemporanea) for the City of Milan, the selection committee for the Prince Pierre Prize in Monaco, and as a nominator for the Kyoto Inamori Prize in Japan. As of 2024, she is a member of the Scientific Council of the Genoa Science Festival, and in 2025 was appointed by the Italian Ministry of Culture to the National Committee for the Bicentenary of Alessandro Volta's death.

About Fondazione La Raia – arte cultura territorio: Fondazione La Raia- arte cultura territorio was established in June 2013 to promote critical reflection on the landscape, both in Italy and internationally, through multidisciplinary research and contributions. It develops artistic, cultural, educational, scientific, and research activities that also foster a deeper understanding of the Gavi region. To date, the Foundation has commissioned permanent works by Remo Salvadori, Koo Jeong A, Michael Beutler, Adrien Missika, Francesco Jodice, Teresa Giannico, and Tami Izko (all publicly accessible); hosted a site-specific exhibition by Cosimo Veneziano at Tenuta Cucco; published a volume with philosopher Elio Franzini (Corraini Edizioni); and organised numerous public conferences on landscape theory featuring leading voices such as Gilles Clément and the French collective Coloco, Paolo D'Angelo, Adriana Verissimo Serrão, Francesco Jodice, Francesco Zanot, Stefanie Hessler, and Franco Farinelli. Fondazione La Raia was



founded by Giorgio Rossi Cairo and Irene Crocco and is currently directed by Ilaria Bonacossa. *With thanks to Galleria Francesca Minini - Artistic Director, Fondazione La Raia*

Media Contacts

Grace Hitchen-Hilsley

grace@rq2comms.com

(+44) 7398-790-190

Vittoria D'Adda

vittoria@rq2comms.com

(+39) 3498571950