

The first time someone asked me to write about Roberto Fassone it was the eve of the April Fools' Day and he was organizing a "sabotage" of Viifarini's website! At that time I was doing my first internship there and I had to work that day, but of course the website was not working. I couldn't realize at that moment but, right then, it was the first time I was starting to work seriously.

"Learning, the educational process, has long been associated only with the glum. We speak of the "serious" student. Our time presents a unique opportunity for learning by means of humor: a perceptive or incisive joke can be more meaningful than platitudes lying between two covers." Marshall McLuhan.

Roberto Fassone was born in 1986. He is a basketball player, an accurate observer of the art scene and an ironic "transliterator" of that. In Milan, in Fanta Spazio, Roberto Fassone plays *Charades*. Seven collectors are invited to attend to a private performance, the artist, in the middle of the space, mimics a series of artworks, the first collector who guess the name of ten artworks wins a photograph of the artist. Behind all of this there is an accurate background. Roberto Fassone had already given to every collector a big package of stickers, a real "collection" of contemporary art. A collection that ranged from Man Ray to Federico Tosi, inviting his players to study titles, concepts and images of the selected works. The artist makes a real invitation to study and concentration. After he had left to the collectors a reasonable period to prepare themselves, he examines them and indeed, he challenges them. Do not forget that each participant was asked for an invite payment.

Today what we can find in the two rooms of Fanta Spazio are a video documenting the whole course of the performance and a photograph, prize for the winner collector, installed downstairs in an excellent way. Oh, Yes, it's true, there are also two bottles, one of Pepsi and one of Coca-Cola, the two brilliant participant of any Fassone's shows. The video of the performance is shoot with a fixed camera, sometimes you can see the flying hands of some collectors, but you are always sitting comfortably with them, in a perspective that invites you to participate to the game, but you will be inevitably under-trained to join. The leading thread that accompanies the whole performance is the constant atmosphere of pleasant entertainment. Laughs, jokes and at the end there is a winner, even if at that moment there were still some competitive players who would have liked to continue and move forward with the riddles. More than a *mise en abyme*, Fassone takes the art system and plays down the content, giving to us a clear product, amusing and stimulating in many ways. His work (in my opinion) is changing in the right way and is acquiring more and more confidence, becoming the pretext for stimulating and much more concrete reflections, perhaps more helpful. Yeah, Fassone, yeah.



*Charades, 2016. Photographic print, 70 x 100 cm. Video, color, sound, 20'. Courtesy of the Artist and Fanta Spazio, Milan. Photo: Roberto Marossi*



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*Installation view, Roberto Fassone, Charades, Fanta Spazio, Milan, 2016. Courtesy of the Artist and Fanta Spazio, Milan. Photo: Roberto Marossi*

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