

KOSMOS

PARATIXXIMA



29 OTT
2 NOV 2025

REAL COLLEGIO CARLO ALBERTO
MONCALIERI - TO

Concept and Visual Guidelines

- **21 as a symbol:** the 21st edition of Paratissima turned the number 21 into a metaphor of balance, maturity, and universal order, uniting body, mind, and spirit.
- **The heart of the event:** the Real Collegio of Moncalieri hosted over 350 artists, becoming a vibrant space where historical memory met contemporary visions.
- **Art throughout the city:** with Art In The City, Paratissima expanded beyond the exhibition venue, activating streets, shops, and urban spaces.
- **A balanced system:** KOSMOS connected micro and macro, personal and universal, through five days of exhibitions, performances, talks, and encounters.

The visual identity of PARATISSIMA KOSMOS was designed by Elisa Seitzinger, an Italian illustrator and visual artist.



Venue



Real Collegio Carlo Alberto

12,000 square meters of exhibition space

- **A historic and strategic venue:** the Real Collegio Carlo Alberto is a 200-year-old, 12,000 sqm complex in the historic center of Moncalieri, close to the train station and just 10 minutes from Torino Lingotto.
- **Part of Art Week for the first time:** included for the first time in the Art Week circuit through Paratissima, the venue stands out as an exceptional and highly evocative space.
- **Monumental neoclassical architecture:** founded in 1838 and designed by Benedetto Alfieri, featuring grand staircases, courtyards, galleries, and richly decorated interiors.
- **A strong exhibition vocation:** once dedicated to noble education, the spaces now open to contemporary art, enhancing it through the historical beauty of the setting.

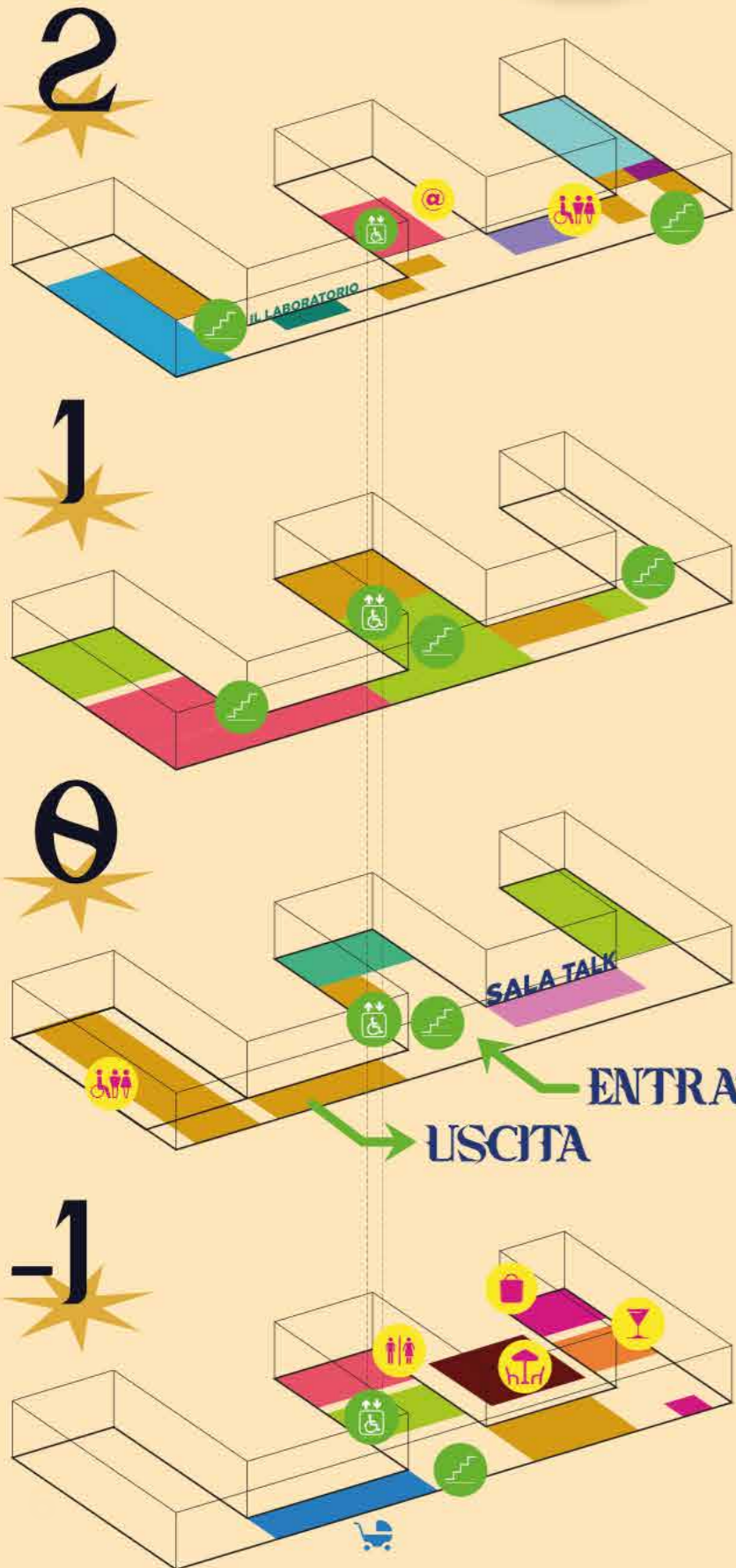


Catherine Gipton

Ai Curator ideata da Alessandro Scali

Hal perso la rotta?
Chiedi a Catherine Gipton
di guidarti

Scansiona il qr code e ti risponderà



ARTSHOP



- ART PRODUCTION
- PRS COLLECTION
- CONSULENZE VENDITE
- THE TORINESER
- ESPOARTE
- ARSCODE

BAR

TERRAZZA MAESTRI DEL GUSTO



SPECIAL PROJECTS

- 1 CAFFÈ
- GIUSEPPE PALERMO
- T-AFFORDABLE
- JULIAN T.
- CLUB SILENCIO

GUEST PROJECTS

Letizia Scarpello

UNPREDICTABLE - UNTITLED 1

A cura di Roberta Bani

KIDS LABS

Area passeggini / Neonati - Luogo calmo

SALA TALK

GUEST PROJECTS

Valerio Perino E Jacopo Della Rocca

SPECIAL PROJECTS

- BEST ARTIST IN GERACE
- ACCADEMIA ALBERTINA
- APS THE SHARING
- SABINO GALANTE

DISOBEDIENZA FORMALE

A cura di Martina Ghignatti



SCALE



ASCENSORE



TOILETS



SOCIAL ROOM



BAR



TERRAZZA BY MAESTRI DEL GUSTO



GUEST PROJECTS

- CARLA CROSIO - MARGHERITA LEVO ROSENBERG
- CARLA IACONO
- DANIELE ACCOSSATO
- JUNJIE LAI e LAICHAO YAN
- ALESSANDRO GIAMPAOLI, CINZIA BATTAGLIOLA, CARLA IACONO, MCLp studio, ROBERTO GHEZZI

SPECIAL PROJECTS

ARTEAM CUP
THAILANDIA - VIETNAM GUEST COUNTRIES
ASSOCIAZIONE MADE IN SANSA

UNPREDICTABLE - UNTITLED 2

A cura di Roberta Bani



SPECIAL PROJECTS

Club fotografico Oreste Perini d/la FAMIJA MONCALEREISA
FONDAZIONE LA STAMPA SPECCHIO DEI TEMPI
ARTEQUADRI
MARCO STRANO
DIEGO MAZZONI
La FORMA DELL'ACQUA
SARA ZUNINO

LIQUIDA WINTER EDITION

A cura di Laura Tota

UNPREDICTABLE - UNTITLED 3

A cura di Roberta Bani

DEL COLORE DELLA LAVANDA

VISIONI LIMINARI
A cura di Margherita Caselli

ALGORITMI

A cura di Valeria Cirone

NICE&FAIR

ANTICAMERA: *La consistenza del vuoto*
ATLANTI DELL'OBLIO
INVENTARIO FRAGILE DI UN ARCHIVIO LOGICO
PARENTI COLLATERALI
THE SAFEST PLACE
TRA LE CENERI, IL SEME

IL LABORATORIO

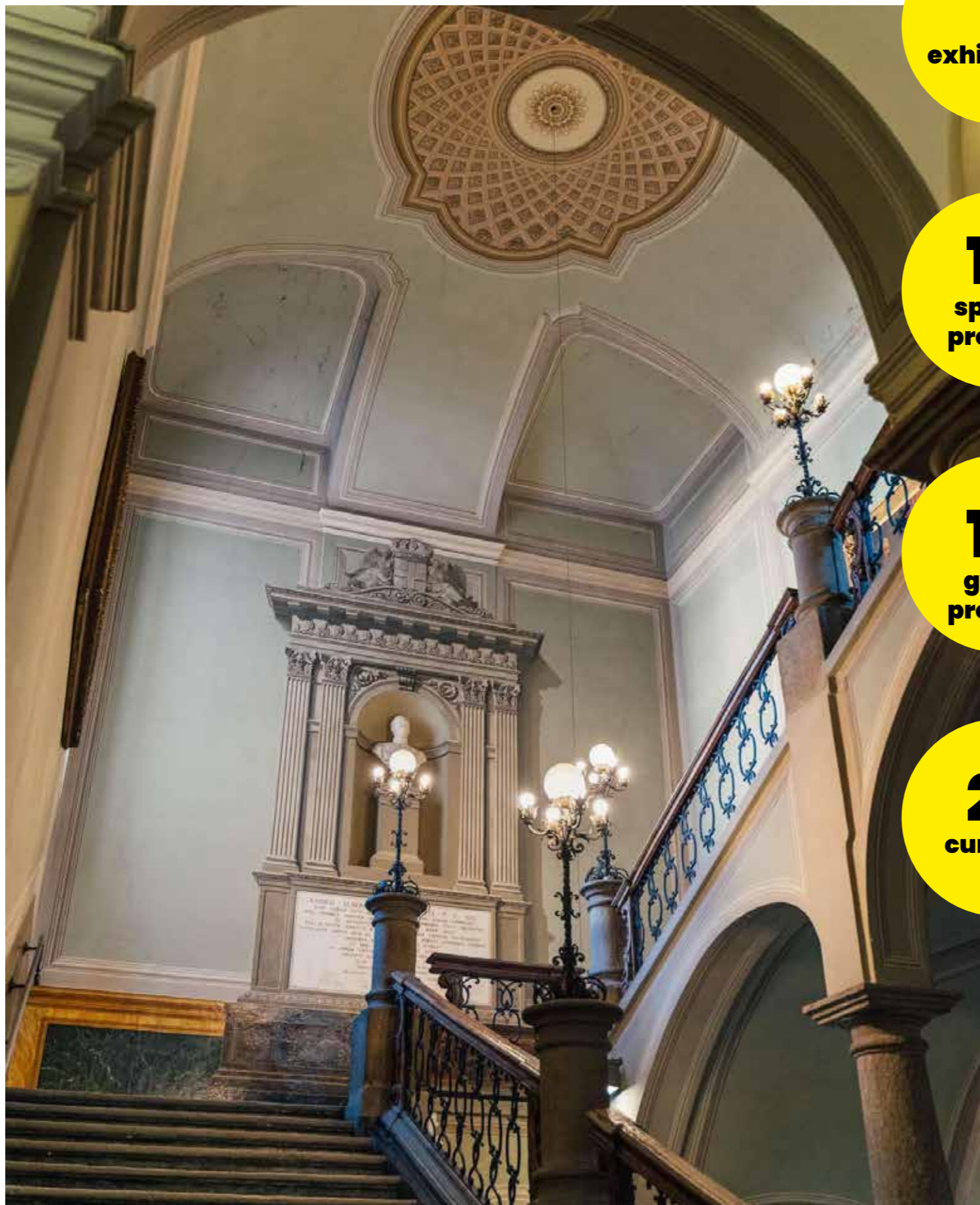


11
exhibitions

19
special
projects

10
guest
projects

20
curators



Special Project

Thailandia - Vietnam Guest Countries



Teevara Manonuek
Thuy Quynh Le
Charttakhon Kantatip
Lita Charoenying

Pare Patcharapa Inchang
Bich Thuy To Tran
Thi Hue Nguyen
Thanh Phong Hoanh



Catherine Gipton

Virtual mediator of the event

We welcomed a new entry to the Paratissima staff:
Catherine Gipton, virtual mediator of the 21st edition.

In just a few clicks (and with no app to download!), visitors were able to **ask Catherine all the useful information for their visit to Paratissima** — how to reach the venue, opening hours and concessions, exhibition routes, and information about the artists. She was able to provide answers in just a few seconds.

Catherine was highly sought after during the event, and contacting her in advance helped visitors plan their experience at **PARATIXXIMA KOSMOS**.

Catherine Gipton was conceived by artist and researcher **Alessandro Scali**.



[▶ Discover more](#)



ParatiXlma Kosmos the Numbers

 [Discover more](#)

18,000+ VISITORS

KAROLO ALBERTO SARDINIAE REGI P. F. AVG.
1800 ANNO D. N. FRANCISCANIS ASTRIS COMITIBUS
XXV DIE APRILIS AMPLIATA VETUS SPLENDIDISSIMA CULTE ORATORIA
EX RECTITUDINE GREGORII XVI PONTE MAX.
PER OCTAVIUM BERGONZIUM KANONICUM TUMIDISSIMO LOTTEN HAVITANUM
VEGETALIVM LOTTEN DNE EX VIGINTI ANTIQVITATIBVS AVSERT
SODALITIBVS BARONIBVS NOBILITATE PVBI
VT DIE PATRIA NOBILITATE AVSERT
AD JUREM SVBSTITVIT ET INCENSU LOTTEN AVSERT
SODALITIBVS BARONIBVS NOBILITATE PVBI
SODALITIBVS BARONIBVS NOBILITATE PVBI
PRINCIPI MANIFICENTISSIMO
DELLIGENS ET BOVARUM AVTUM 1800
MDCCLXXXV



486 ARTISTS







1

2

37

7

6

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21

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32

REAL COLLEGIO
CARLO ALBERTO
PARATISSIMA



Piazza Vittorio
Emanuele II

Castello di
Moncalieri



PARCHEGGIO
PARATISSIMA



Via Camillo Benso Cavour

47

42

31

29

30

Via Cristoforo Colombo

28

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Via Real Collegio

Via Carlo Alberto

Via Vittorio Alfieri

Via Vittorio Alfieri

Via Vittorio Alfieri

Via Vittorio Alfieri

Via Vittorio Alfieri

Via Vittorio Alfieri

Via Vittorio Alfieri

Via Vittorio Alfieri

Via Cristoforo Colombo

Via Bogino

Via Bogino

Via Bogino

Via Bogino

Via Bogino

Via Bogino

Via Bogino

Via Bogino

Via Bogino

BORGIO NAVILE

Str. Torino

FIUME PO

Str. Torino

39

Viale del Castello

Piazza
Baden Baden

Strada Genova

43

C.so Savona

45

44

A child with long blonde hair in pigtails, wearing a pink sweater, is using orange-handled scissors to cut a sheet of white paper. The paper has a grid of red and pink flowers. The child is sitting at a table with other papers and images scattered around. The text '+700 CHILDREN & YOUTH ACROSS 5 DAYS' is overlaid on the image.

**+700 CHILDREN & YOUTH
ACROSS 5 DAYS**



**30 PARATISSIMA
LIVE PERFORMACES**



30 PRIZES FOR ARTISTS & CURATORS



**170 COLLABORATORS,
INCLUDING VOLUNTEERS AND STAFF**

The community of Paratissima



32.300
follower

↪ @paratissima



43.730
follower

↪ @paratissima



40.800
mailing list

↪ @paratissima

Audience profiling

Social audience

Gender:

WOMEN



50,6%

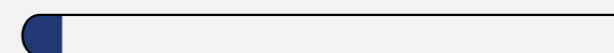
MEN



49,4%

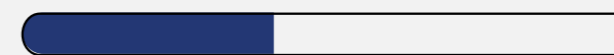
Age:

18 - 24



3,6%

25 - 34



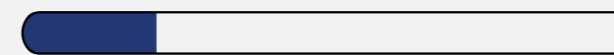
42,4%

35 - 44



30,4%

45 - 54



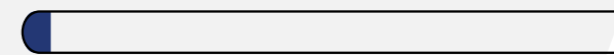
13,4%

55 - 64



7,3%

65 +



2,9%

Location:



25%



68%



32%

Audience survey

- Paratissima's audience **is mature, educated and loyal.**
- **Online communication** is the real driver: social media and the web drive attendance.
- Average length of stay is high (over 80% of visitors stay more than 2 hours) → the experience is perceived as rich and immersive
- The **venue** is highly appreciated, but on-site directions are a clear weak point
- **Information on artworks and artists is poorly accessible** → primary area for improvement.
- **Kids activities** are of high quality, **but little known.**
- There is a need to **improve information and storytelling** about the artworks.
The audience appreciates Moncalieri, but not unanimously → territorial communication should be strengthened.

[▶ Discover more](#)

Artists survey

The 2025 edition of Paratissima was positively received by the artists, with an overall good level of satisfaction and a strong **appreciation** of the role of the **staff** and the **quality of the support provided**. The venue, although evocative and distinctive, presents some functional limitations that affect the exhibition experience.

The **main areas for improvement** concern the **visibility of individual artists**, the **consistency of information** on display (QR codes, prices), and the need for more effective **tools to support sales**.

The interest expressed in a possible articulation of the event over two consecutive weekends opens up new project opportunities, while a reduction in the number of days is not appreciated.

Overall, the questionnaire highlights an **event with a solid qualitative foundation** and strong potential for development, driven by listening to artists' needs and by the intention to **improve services, communication and the use of exhibition spaces**.

[▶ Discover more](#)

Art Gallery

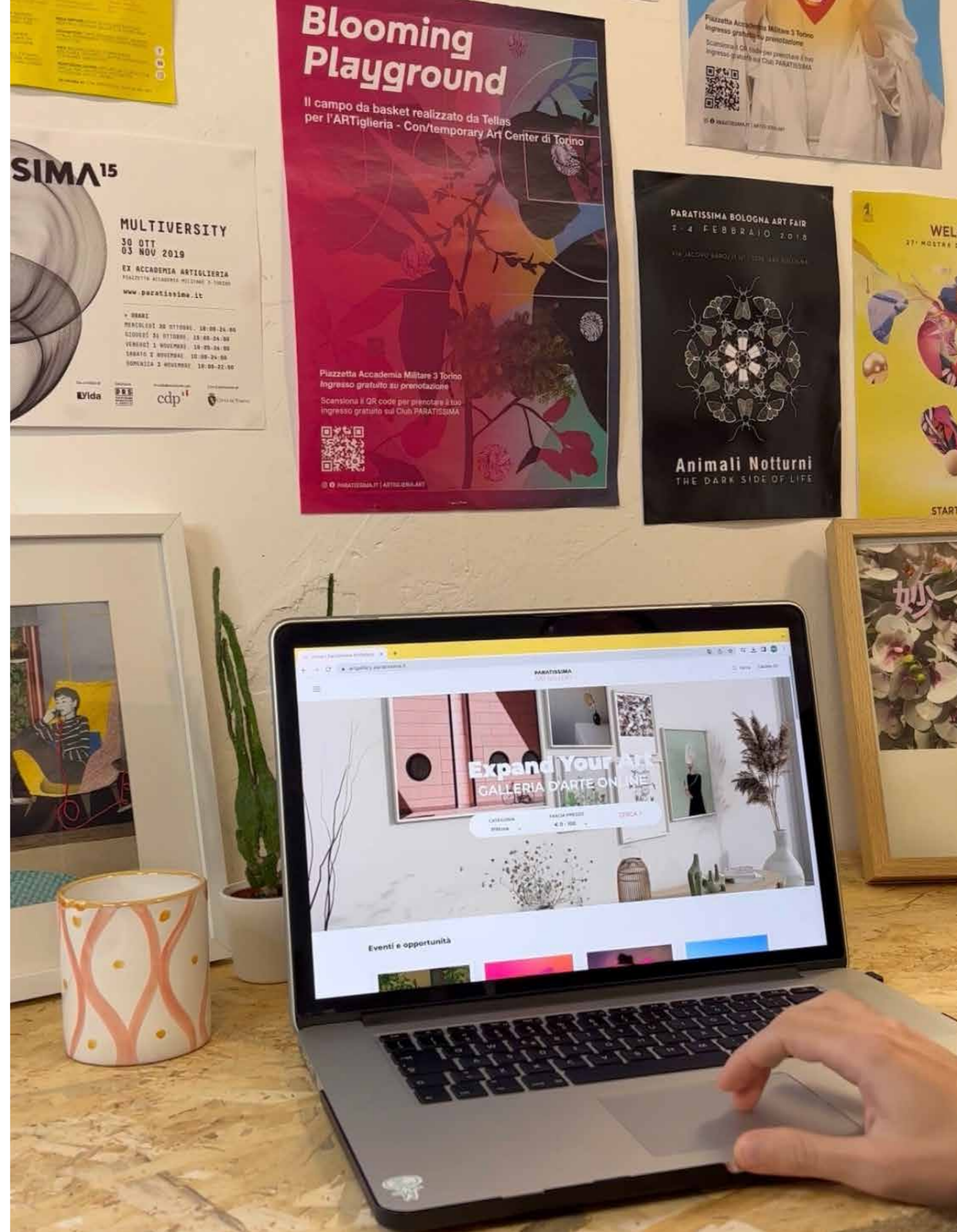
ONLINE ART GALLERY

5.550
Artists

13.767
Artworks for sale

€ 71.165,56
Total 2024 sales

 Art Gallery Online



Press Review 2025

torino sette VENERDI 24 OTTOBRE 2025 11

PARATISSIMA

LETIZIA SCARPELLO al Real Collegio Carlo Alberto di Moncalieri mercoledì 29
**“Fra le pieghe dei miei tessuti
il mistero e la miseria dell’umanità”**

L'ARTISTA ABRUZZESE INAUGURA LA FIERA CON LE OPERE "CIRCOLARE" E "THE KÁRMÁN SERIES"

FABRIZIO VESPA

Tra gli otto guest project di Paratissima spiccano i lavori dell'artista abruzzese Letizia Scarpello, che ha realizzato per questa XXI edizione due opere di grande impatto. In particolare mercoledì 29 dalle 10, durante l'opening ufficiale della fiera, si inaugura davanti al municipio "Circolare", mentre alle 16 viene svelata l'installazione site specific "The Kármán Series".

Letizia, da dove nasce il suo interesse per i materiali impiegati?
«Il più delle volte per i miei progetti utilizzo il più delle volte per i miei progetti utilizzo tessuti, gommapiuma e altri supporti che mandano alle mie radici. Provengo da una famiglia di artigiani da tre generazioni e lavoro in un atelier storico a Pescara, la mia piccola bottega del tessuto».

L'installazione di Letizia Scarpello (me...)

34 print publications
3 national
31 regional/local

85 web
38 national
47 regional/local

2 tv
1 national TV channel
1 regional/local channel

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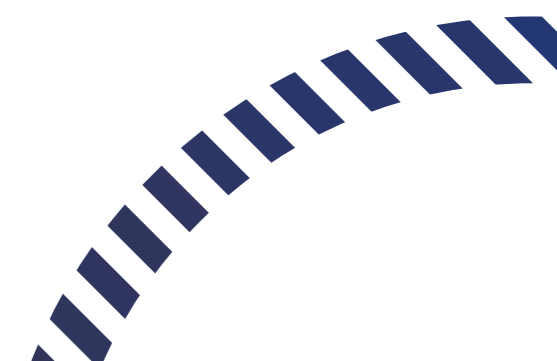
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Kids Partner

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Torino TO

LEGAL HEADQUARTERS Torino

PRS Srl Impresa Sociale
Corso Re Umberto, 9 bis 10121, Torino



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