

GOWEN
GENEVA, SWITZERLAND

MADRE

A participatory performance in Geneva by Giuliano Macca

December 10, 2026 – February 6, 2027

Public opening:
December 10, from 5 pm to 9 pm

At GOWEN LAB,
Rue Jean-Calvin 4, Geneva

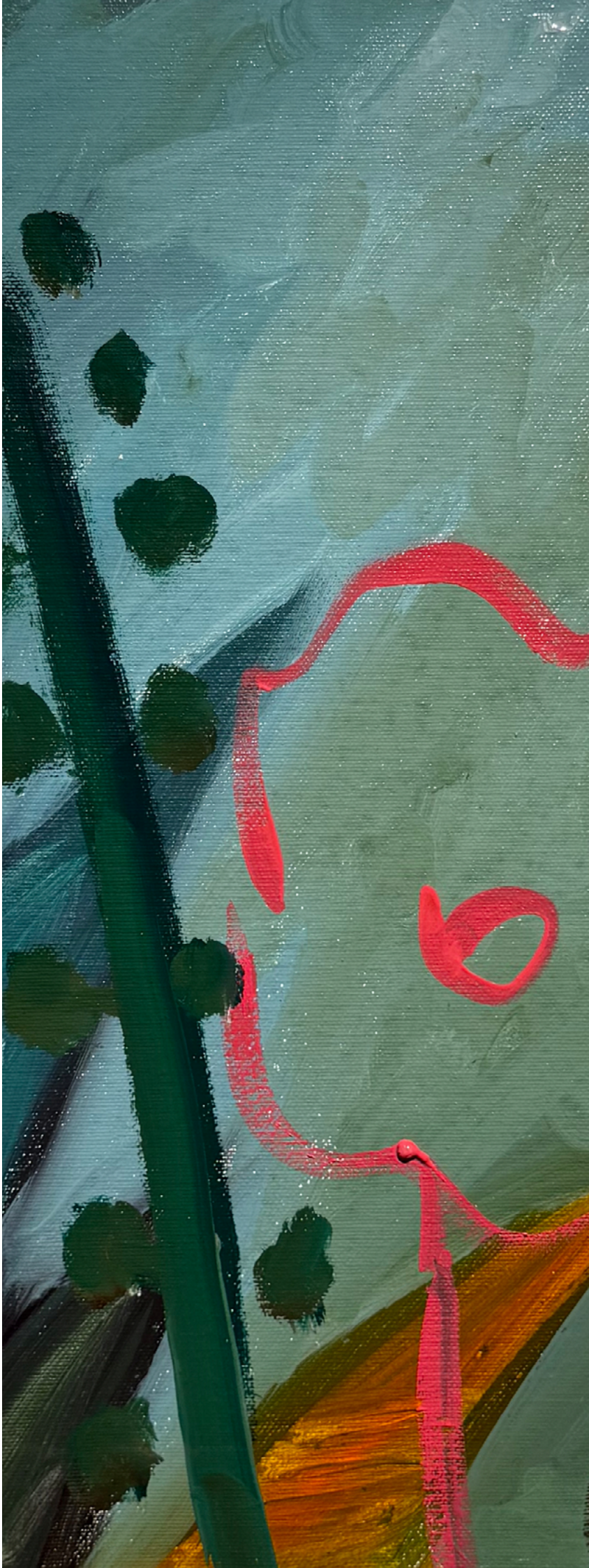
In the presence of the artist

Press Release | GOWEN | 2026

Following its unveiling in Milan this Autumn, GOWEN is excited to bring *MADRE* by Italian artist **Giuliano Macca** (b. 1988, Sicily) to Geneva. On view at GOWEN LAB, the presentation continues the story of a work that incorporates a unique, participatory intervention centred around a monumental oil painting and develops several of the themes frequently reflected upon by the artist: transformation, gesture and time.

Shown as a single, painted image, the experimental work is composed of one hundred and twenty A3 canvases, to which fourteen new parts of varying dimensions have been added, produced specifically for this presentation. Brought together, they reveal a female figure immersed in a landscape, veiled by transparent acetate sheets covered with over nine thousand painted drops or tears. In this latest iteration, new figures emerge, melded into Macca's poetic, dreamlike forests and skies.

The human form, a recurring presence in the artist's work often appears as bodies and faces, blending into landscapes suspended between memory, myth and reality. *MADRE* forms part of this exploration through narratives of metamorphosis, the relationship between figure and landscape, transformation and the fragmentation of the image. In this unconventional project, these elements coexist with public participation: visitors physically interact with the work and alter how it is perceived.



Giuliano Macca, *Madre 78*, 2026,
Oil on canvas, 42 x 29.7 cm.
Courtesy of The Artist and GOWEN. © Giuliano Macca.



Macca's choice to describe the work as a 'performance' reflects the way it changes through the audience's experience. In an intimate, singular gesture, visitors are guided through the space, invited to progressively remove the teardrops, each becoming a discrete fragment of the artwork accompanied by a certificate of authenticity.

Here, transformation goes beyond the gesture itself, becoming an essential component of the artwork. In this moment of removal, the weeping ceases, and the figure and landscape are temporarily freed from the veil. The work, evolved over time and in its final, altered form, captures this unique audience encounter and the durative dimension of the performance.

Drawing from his own lived experience, Macca has conceived *MADRE* as a poignant visual ode to all women. Associated with origin, creation and care, the work makes an initial reference to Mother Nature yet opens onto a broader dimension: a maternal presence influenced by her surroundings, held within a landscape which embraces her. The visual composition is deeply influenced by the artist's experience gained during his residency at the Hampi Art Labs in southern India in 2025. Solitude, proximity to unspoiled nature and an interest in Pahari miniatures inform atmospheres dominated by green, almost enveloping the figures.

"For me, the drop represents life, water and growth."

- Giuliano Macca

Madre Opening Night, Ditroit Dream, Milan, 29.10.2026.
Courtesy of The Artist and GOWEN. © Giuliano Macca.



Giuliano Macca, *Madre*, 2026, oil on canvas, 42 x 29.7 cm (each piece). Courtesy of The Artist and GOWEN. © Giuliano Macca.

Within this landscape, the drop carries two meanings: of water, life and growth, but also a tear, like an emotional trace and the promise of purification. Just as the rain regenerates the earth, weeping becomes part of a process of transformation. For Macca, removing a tear can be understood as a gesture of consolation and liberation, though only temporarily.

Following each audience participation, *MADRE* will continue to exist in the form transformed by the encounter. Later, the individual canvases are intended to be separated to continue their stories in different places. This dispersal, as a metaphor for life, witnesses fragments born from the same image moving apart, absorbing different contexts and energies, and retaining the possibility, imagined by the artist, of one day coming together again.

ABOUT THE ARTIST



Giuliano Macca's relationship with classical art is both original and genuine, finding a response amongst a young generation of international artists who use tradition to invent new languages. The appropriation of the past in movements of art history reflect shifts in power, perspective, and ideology. Macca's commanding, sincere work, derived in perfect affinity with his native background, has emerged as a relevant voice within the contemporary panorama.

Giuliano Macca was born in Noto, Sicily in 1988 and is a graduate of the Academy of Fine Arts in Rome. Selected exhibitions: 2026 *MADRE*, Ditroit Dream, Milan, IT; 2026 India Art Fair, with GOWEN, New Delhi, IN; 2025 (group) *REVIVAL II – THE RENAISSANCE,* GOWEN, Geneva, CH; 2024 *Etere*, GOWEN, Geneva, CH; 2024 - *Un silence qui en dit long*, Hiflow, Plan-les-Ouates, CH; 2024 (solo) & 2023 (group) artgenève, with GOWEN, Geneva, CH; 2023 *Revival I - XVIIIe siècle*, GOWEN, Geneva, CH; 2021 *Escape Line II - Drawings and Sculptures*, GOWEN, Geneva, CH; 2019, Museo Diocesano di Padova, Padova, IT; 2017, Scuderie Aldobrandini, Frascati, IT; 2016, MAAM Museo dell'Altro e dell'Altrove di Metropoliz, Roma, IT; 2016 (solo), Tonnara di Marzamemi, IT; 2011 Artexpo: collettiva dell'Accademia di Roma, Arezzo, IT. In summer 2023, Macca completed a site-specific installation at the Nuovo Cineteatro Italia di Scicli, Sicily. His work is included in the following collections: Ms. S. Jindal, Mumbai, IN; Ferzan Özpetek, IT; MAAM (Museum of the Other and the Elsewhere), Rome, Italy; Raffaele Curi, Rome, Italy; Andrea Guerra, Rome, Italy. In 2025, Giuliano Macca participated in a residency at Hampi Art Labs, Karnataka, India. He has been represented by GOWEN since 2021.