

**Carla Della Beffa**

Italy

photography, video, relational art

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**Art and Society****Statement**

Economy, and the way money issues influence society, are my art research field since 2011.

There is a great difference between money and economy, not to mention finance. Economy is the production of things and gestures and actions, before and after the actual money cost or the value: they change easily from a person (or a moment) to another, almost independently from the product. Financial reasons have taken too much power in deciding of our lives and policies, but without production and a decent life for most this world cannot go on for long: even the 1% will suffer, sooner or later, of the growing inequality for the 99%. With many famous economists, I believe capitalism is still the best choice we have, but it has to be changed and made much more human. That's why I work to increase awareness: in myself, in the public, and in those who make the economic choices and impose them to our governments.

I am currently working on several ongoing photographic series.

*Money Transfer* focuses on the themes of work and globalization, finding new images and ways to reveal what's behind the scene, showing that everything we look at and do is a web of jobs and incomes. It is complemented by a video, *Business as usual*, 2014.

*Constellation* presents photos of the sky with a man-made element. Above it all, a grid of currency symbols defines the invisible rules governing our lives. It's about nature and culture: culture as jobs and thoughts, and nature as it is today, mixed in every fiber with our actions and achievements.

*Money Talks* is made after reading piles of books, finding quotations about money, jobs, making a living, and hunting for the images that can better enhance the phrases, and vice-versa.

My photos are always unretouched and uncropped.

I also produce videos and relational art, sometimes an interdisciplinary workshop or a performance aiming to connect people and ideas. For this, I need to be invited to make a project, and helped to meet a group sharing something: they could live in the same neighborhood or go to the same school. The videos are online but they are not the typical YouTube success, and two *Money Transfer* photos have been printed and pasted in Milan, Italy, as public art posters in 2015, on my very small budget. I need financing and support to reach more people, making my work effective.