



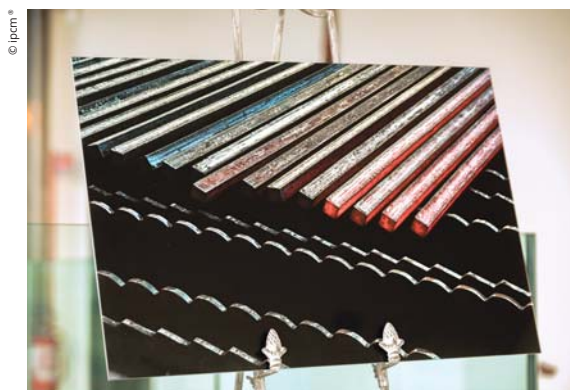
# STEEL-LIFE #32: Perfectly Joining Art and the Metalworking Industry

STEEL-LIFE #32 was the work of art offered by Lucrezia Roda on the auction organised by EOS Mktg&Communication for its tenth anniversary.

A charity auction was held during the evening organised by EOS Mktg&Communication for its tenth anniversary. The proceeds were donated to the Municipality of Monza for the restoration of the epigraphs of the War Memorial monument installed in Trento e Trieste square. The leitmotif of the event "Art in Surfaces" was the relationship between art and industry, and this can also be found in the works donated for the auction.

Lucrezia Roda's STEEL-LIFE #32, a photograph taken on February 2019 to depict the billet continuous casting process performed by the Acciaierie di Calvisano (Feralpi Group), was no exception. Futura Convogliatori Aerei owner Walter Longo purchased it. The picture measures 50 x 75 cm; it was obtained with the Giclée printing technique on Baryta paper and protected by a 3 mm-thick Plexiglas® plate.

Lucrezia Roda is an Italian photographer whose work has already been the subject of an article in the previous issue of ipcm®<sup>1</sup>. Always a lover of art in all its forms, with a penchant for conceptual art, in the last few years she has approached the world of fine-art photography. In 2016, she inaugurated her first personal exhibition curated by Roberto Mutti with her "STEEL-LIFE"



**STEEL-LIFE #32, the photograph which Lucrezia Roda donated to the charity auction by EOS Mktg&Communication.**

series, a research study on the metalworking industry and metal as an ever-transforming material. This continued in 2018 through the use of microscope lenses in the "ABOUT METAL (about me)" project, composed of videos, texts, and images.

These two projects were also selected for the "MIA recommendations" category at the MIA Photo Fair in Milan, obtaining an RaM Sarteano 2018 award. In the same year, Roda was among the finalists of the Arteam Cup award.

In 2019, this young photographer inaugurated the personal exhibition "STEEL-LIFE, la Materia Immortale", curated by Luigi Erba and Barbara Cattaneo, which also included STEEL-LIFE #32. She was also awarded the "AIF 2019 - Nuova Fotografia" prize awarded by the Italian Photo & Digital Imaging Association (AIF) to emerging authors.

**For further information:**  
[www.lucreziaroda.com](http://www.lucreziaroda.com)



**A moment of the auction of last 24 July.**



**Futura Convogliatori Aerei owner Walter Longo won the work of art during the auction.**

<sup>1</sup> M. Fumagalli, "The hidden colours of the industrial world revealed by Lucrezia Roda's photographs", in ipcm® International Paint&Coating Magazine no. 63 (May/June 2020), pages 148-151