

Marco Brambilla's 3D Megaplex Masterpiece at La Nave, Ibiza

BY NICHOLAS FORREST | JUNE 28, 2016



Marco Brambilla, "Megaplex"
(Courtesy the artist and La Nave Salinas)

New York-based art collector [Lio Malca](https://web.archive.org/web/20160720110313/http://www.liomalca.com/exhibitions/marco-brambilla-megaplex) (<https://web.archive.org/web/20160720110313/http://www.liomalca.com/exhibitions/marco-brambilla-megaplex>) has inaugurated the second season of his exhibition space La Nave Salinas in Ibiza with an exhibition of leading video and installation artist Marco Brambilla's 3D video trilogy "Megaplex" ("Civilization," 2008; "Evolution," 2010; "Creation," 2012). The old salt warehouse of La Nave Salinas has been transformed into a multi-level cinema that descends into the ground as the "Megaplex" experience unfolds.

Born in Milan and based in New York and Berlin, Brambilla is best known for using new and cutting-edge technology to create what he describes as "elaborate re-contextualizations of found imagery." He pioneered the application of 3D technology in video art with "Megaplex," which is being shown in public for the third time at La Nave Salinas, following screenings at the 68th Venice Film Festival in 2011 and at the Fondation Beyeler in 2015.

"Megaplex" deals with what Brambilla describes in an [interview with Fondation Beyeler](#) as "mainstream cinema and the idea of spectacle having taken over from content in Hollywood cinema." Executed as a series of dense video collages composed of hyper-saturated versions of the source material, "Megaplex" draws inspiration from the non-linearity of Breugel and Bosch's narrative paintings, retelling the grand Renaissance's human themes through cinematic pop culture.

Commenting on the exhibition, Lio Malca said that Brambilla's work brings a certain shock and awe, but he feels that the local people in Ibiza and the visitors to the island are ready for this type of cultural experience. "At La Nave, I want to showcase a broad range of art and create dynamic installations around the works," Malca has said. "My vision is to create an exhibition space that aims to not only be a celebration of the artwork it will showcase, but also to celebrate the island of Ibiza itself."

"Marco Brambilla: Megaplex" runs through September 30 at La Nave Salinas in Ibiza.

(<https://web.archive.org/web/20160720110313/http://www.blouinartinfo.com/#twitter>)

(<https://web.archive.org/web/20160720110313/http://www.blouinartinfo.com/#pinterest>)

[Contemporary Arts \(/web/20160720110313/http://www.blouinartinfo.com/visual-arts/contemporary-arts\)](https://web.archive.org/web/20160720110313/http://www.blouinartinfo.com/visual-arts/contemporary-arts)

[Reviews \(/web/20160720110313/http://www.blouinartinfo.com/visual-arts/reviews\)](https://web.archive.org/web/20160720110313/http://www.blouinartinfo.com/visual-arts/reviews) [Columnist \(/web/20160720110313/http://www.blouinartinfo.com/visual-arts/columnist\)](https://web.archive.org/web/20160720110313/http://www.blouinartinfo.com/visual-arts/columnist)

[Visual Arts \(/web/20160720110313/http://www.blouinartinfo.com/visual-arts\)](https://web.archive.org/web/20160720110313/http://www.blouinartinfo.com/visual-arts) [Marco Brambilla \(/web/20160720110313/http://www.blouinartinfo.com/tags/marco-brambilla\)](https://web.archive.org/web/20160720110313/http://www.blouinartinfo.com/tags/marco-brambilla)

[Lio Malca \(/web/20160720110313/http://www.blouinartinfo.com/tags/lio-malca\)](https://web.archive.org/web/20160720110313/http://www.blouinartinfo.com/tags/lio-malca) [Nicholas Forrest \(/web/20160720110313/http://www.blouinartinfo.com/tags/nicholas-forrest\)](https://web.archive.org/web/20160720110313/http://www.blouinartinfo.com/tags/nicholas-forrest)

[LA NAVE \(/web/20160720110313/http://www.blouinartinfo.com/tags/la-nave\)](https://web.archive.org/web/20160720110313/http://www.blouinartinfo.com/tags/la-nave)
