

ILARIA RICCIONI
**FUTURISM ANTICIPATING
POSTMODERNISM**
A SOCIOLOGICAL ESSAY ON AVANT-GARDE
ART AND SOCIETY

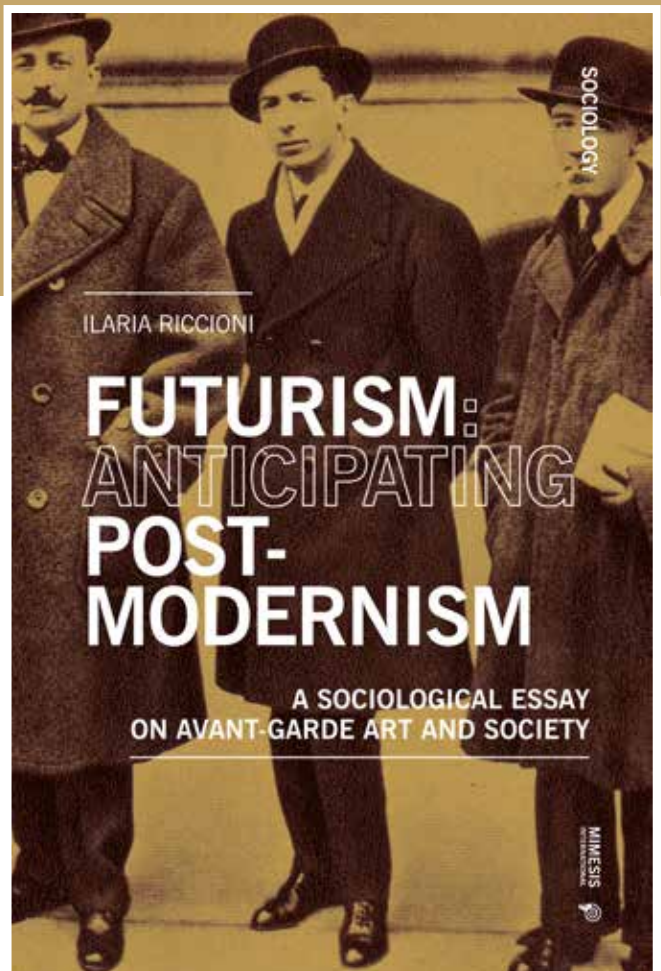
The first Manifesto of Futurism was published on *Le Figaro* on February 20th, 1909.

It was to become the first avantgarde movement in art, with the multiple aim of: changing the function of art within society, foster Italian culture beyond its provincial domains, and last, but not least extend language as free expression of a new and forthcoming society of technology.

Art in life, was the deep aim of Marinetti's poetry, which was then to expand well beyond Italian borders and well beyond artistic expression, becoming an attitude for entering the new society. The more society was developing social constraints, the more artistic expression would become free of canons to let imagination fluently overwhelm reality. The main topics proclaimed as crucial by Futurists are the contemporary most influential topics for social stability: politics, communication and technology as well as the major movers of social change. What can we still grasp from the radical claims of avant-garde art?

Ilaria Riccioni teaches sociology at the Free University of Bolzano. She has been doing research and seminars in Italy, France, Austria, UK, USA and Australia on social theory, cultural studies and art as factor for social change. Among her recent publications: *Élites e partecipazione politica. Saggio su Vilfredo Pareto* (2016); *Art, Capitalist Markets, and Society. Insights and Reflections on Contemporary Art*, in *Art and the Challenge of Markets Volume 2: From Commodification of Art to Artistic Critiques of Capitalism* (2018).

“What was the intent of avant-garde movements? Why did avant-garde art develop in the first years of the twentieth century? Was it only a rebellion against cultural stagnation or was it a farsighted intuition about the forthcoming industrial society?”



TEMPORARY COVER

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// KEY SELLING POINTS //

- A unique exploration on Futurism from a Sociological perspective.
- It enters a debate which is increasing about social impact of art and its capacity of producing social change.