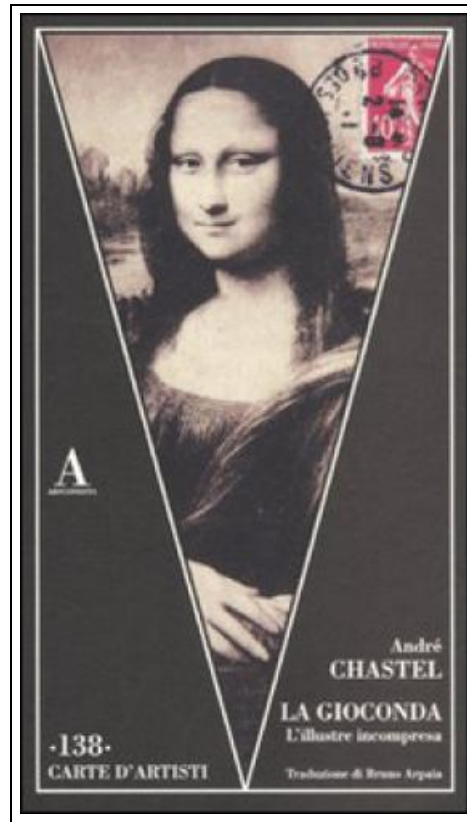


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Abscondita, 2012. Book Condition: new. Milano, 2012; br., pp. 136, ill. b/n. (Carte d'Artisti. 138). "Sono stati il romanticismo e la litografia" scrive André Chastel "a rendere popolare il capolavoro di Leonardo. Sono stati gli uomini di quel tempo a insegnarci l'ermetico fascino di quell'enigma che siamo abituati a leggere senza decifrare. Occorrerà attendere il XX secolo e il clamoroso furto del quadro nel 1911 perché La Gioconda venga esposta alle insolenti manipolazioni del kitsch: dagli "attentati estetici" dadaisti all'associazione della sua immagine con dentifrici, aperitivi, e altri prodotti di largo consumo. E ci saranno anche gli illustri detrattori: fra tutti Bernard Berenson che, incredibilmente, tirerà un "sospiro di sollievo" alla notizia del furto, e il grande Roberto Longhi che definirà La Gioconda "una pallida pagnottella". L'evoluzione della fama di quest'opera illumina in profondità le esigenze e la povertà della cultura di massa. La sua notorietà dubbia, popolare, concerne un oggetto che non ha più nulla a che vedere con l'opera di un certo Leonardo da Vinci, pittore in una certa epoca del Rinascimento. Nella fabbrica insaziabile dei media, essa appartiene a un altro regno, quello delle finzioni, dei divi, di tutto ciò che è destinato a un consumo di massa. È ormai distaccata da ogni realtà storica e umana. Lo scarto è diventato incommensurabile".



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