



PRESS RELEASE

Contemporary Art and Innovation: Innotica Group launches their *Innovation in Art Series*

Kitti Gosztola, nominee of the prestigious Essl Art Award, is the first artist to exhibit her *Labours of the Months* cycle at Innotica Group's Budapest offices.

The **Innovation in Art Series** support young talents exhibiting their work, and also aims to stimulate inspiring dialogues between corporate managers and contemporary visual artists in the spirit of innovation and creativity.

'Creativity and aesthetics provide valuable impulses for our business, our clients and the society as a whole.' said **Dr. Zoltán Csedő**, General Manager of Innotica Group, and initiator of Innovation in Art Series. 'That is why we actively support contemporary art. We engage in promoting young, talented artists who embrace innovative approaches in their work. We also offer them exhibition opportunities within our offices.'

The medieval Book of Hours inspired the first exhibitor **Kitti Gosztola's** *Labours of the Months* cycle. It contains 12 paintings, each representing typical landscapes of each month. The paintings address several conventional themes of history of art, integrating kitschy landscape elements with a great sense of humor. The exhibition is also special because of the wide variety of technical solutions and innovative approaches, used by the artist.

The paintings from the *Labours of the Months* cycle can be visited in Innotica Group's offices from 15th of July until the end of September, based on individual appointments.

Students of Moholy-Nagy University of Art and Design's MA Program in Art and Design Management are also planned to be involved within the **Innovation in Art Series Series**. They are going to participate along Innotica Group in selecting the next young talents and their works for the new exhibition opening in October.



Kitti Gosztola

Kitti obtained her MA in Painting from the Hungarian University of Fine Art, in 2012. She is currently a resident artist of the Inventio Art Studio in Budapest. During her university years she was granted the Fellowship of the Republic of Hungary for her outstanding achievements, as well as the Óvári László Memorial Ring. In 2013, she became a nominee of the prestigious Essl Art Award Central and Eastern Europe.

Kitti Gosztola uses several mediums in her work: paintings, objects, installations and videos. She often questions the common meaning of different phenomena, places them into new contexts, showing new, innovative ways of understanding them. Her recent series reflect this artistic attitude of her, e.g. Folk Intimacy, Labours of the Months, Right Tree Right Place. The technical background of her work is always in-line with her thoughts, emotions, critical approach, and sense of humor.

Innotica Group

Innotica Group is a leading provider of innovative Knowledge Management and Organizational Development services in Central and Eastern Europe. Established in 2003, and headquartered in Budapest, Innotica Group served more than 55 multinational clients within the last 10 years. Innotica Group provided high-quality knowledge content and unique learning experience for 1 500 000 users within 180 countries; their innovative technologies are available in 9 languages. Innotica Group proudly supports scientific research, higher education and contemporary art in Hungary.

For further information, please visit our website at: <http://www.innotica.com>