

# 'Big Apple' Jobs Tribute On Show, Goes on Sale

By [Olga Panova](#)

October 20, 2011

**The**  **Moscow Times**

ST. PETERSBURG — Contemporary Italian artist Alessandro Gedda has created an interactive installment entitled “Big Apple” to commemorate Steve Jobs’ death earlier this month.

Gedda, who knew the Apple founder personally, is selling the pieces on show at the Academy of Arts in St. Petersburg, with all proceeds donated to the Scientific Research Fund.

“The morning after Jobs’ death, while walking to the magnificent Academy of Arts, I was thinking about the power of an idea, the power of a dream and the atmosphere of the city, a fruit of the dream of Peter the Great,” Gedda said. “That inspired me to create this series in front of the young students of the academy and to show them where freedom of vision, the power of their imagination and dedication to their dreams can lead them in the future.”

Gedda’s exhibition was organized by the Maimeri Foundation together with the Russian Academy of Arts to take place during the year of Italy in Russia culture exchange. The

exhibition consists of a selection of digital art installations, oil paintings and works of contemporary design. The subjects include New York skyscrapers, Hollywood stars and colorful race cars.

“Big Apple” runs through Nov. 6 at the Academy of Arts Museum, 17 Universitetskaya Naberezhnaya. Tel. (812) 323-6496. Metro Vasileostrovskaya. St. Petersburg.

Original url:

<https://www.themoscowtimes.com/2011/10/20/big-apple-jobs-tribute-on-show-goes-on-sale-a10311>