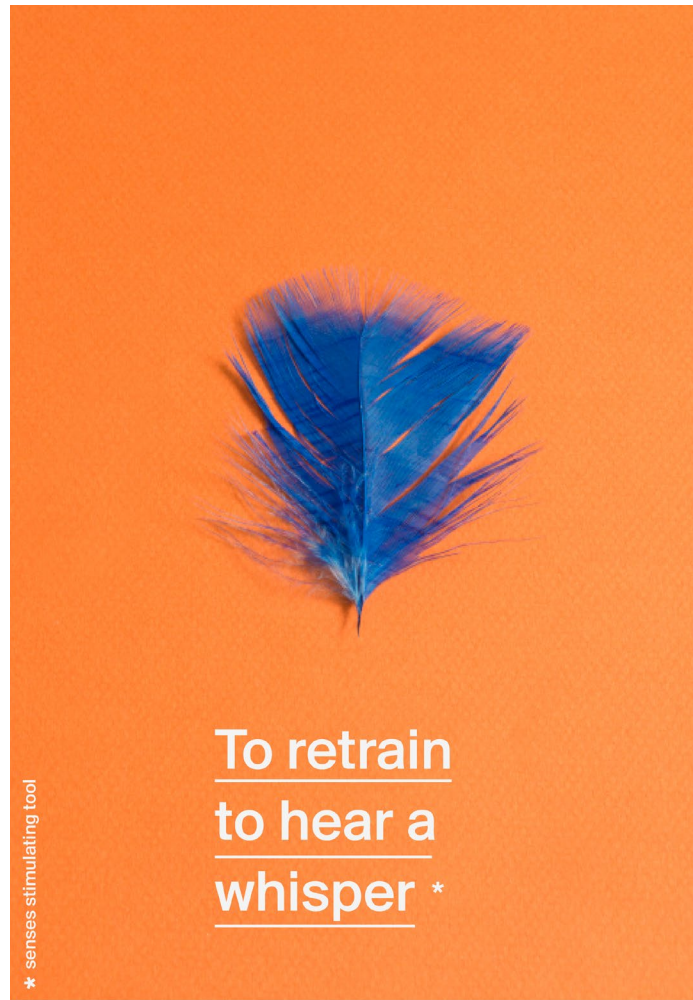
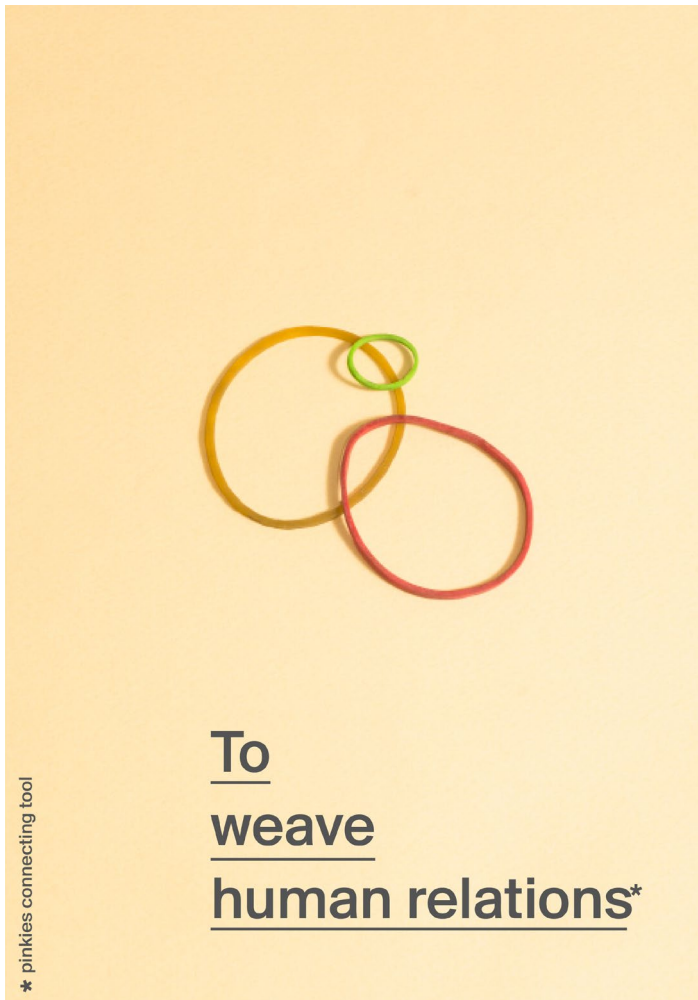




The Other Archive

2018

Galleria Fondazione San Fedele, Milan, Italy, september 2018
 Blue back prints 120 gr, 70x 100 cm per manifesto, total dimension 360x100cm.

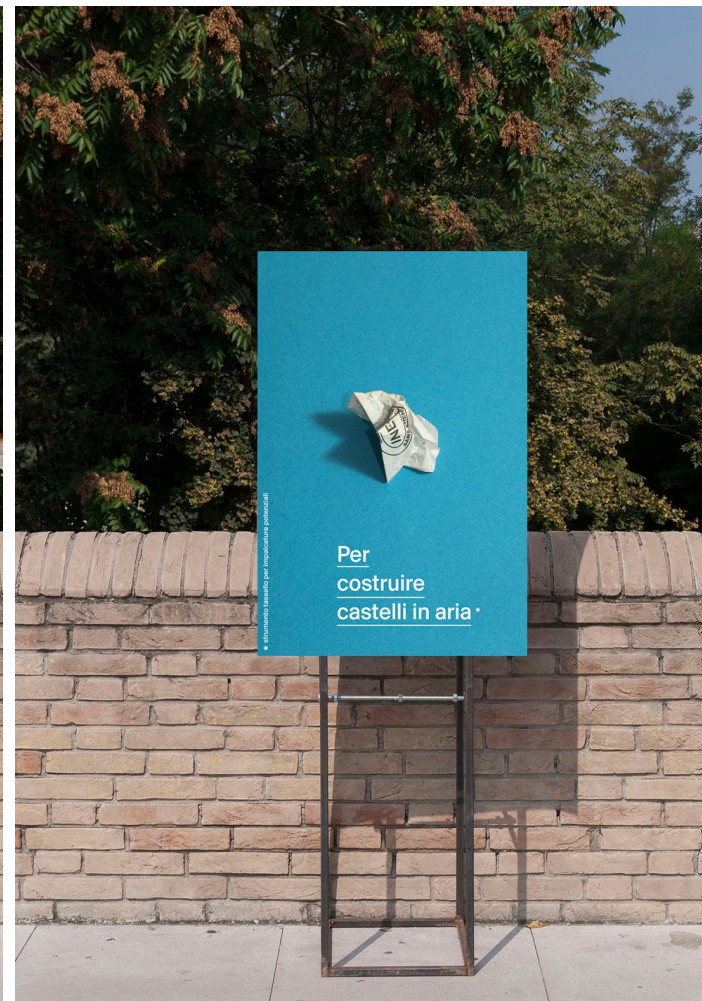
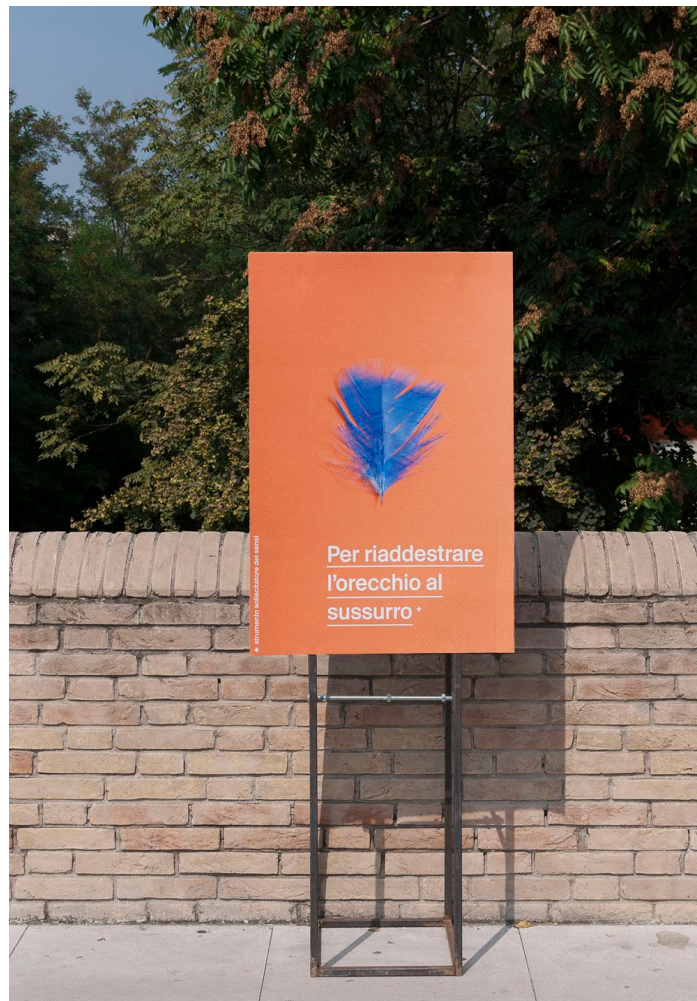


I wondered how to reactivate a virtuous circle of human relations by changing the eyes of citizens. Walking through the city I collected objects that I then transformed and made the subject of posters that launch special “advertising” messages far from the normal consumerist reviews. The result is a series of “advertising posters”, an invitation to the inhabitants to rediscover a lost, forgotten feeling. Urban geography fits in this way in the exhibition space. My work in general consists in combining and re-contextualizing photographic images in an attempt to create new poetic visions, open new meaning perspectives and translate psychological and emotional aspects into a visual poem. In this specific case I worked with objects found in the street, recontextualizing urban “waste”, objects without value abandoned by the citizens but can be transformed into icons of the rediscovery of sensibility, devices that implement other ways of living. The project consists of an attempt to activate a different sensibility through the re-contextualization and the semantic re-attribution of these scraps, small totems that I have transformed into actuators of new behaviours. Here I present 5 posters, printed with the same technique of advertising posters (blue back), which invite us to act differently and trigger new relationships, rediscover one’s own sensibilities of men and undertake other, more human and sensitive life models. The archive of objects - and messages - is more extensive and evolving, up to date it counts about thirty items.

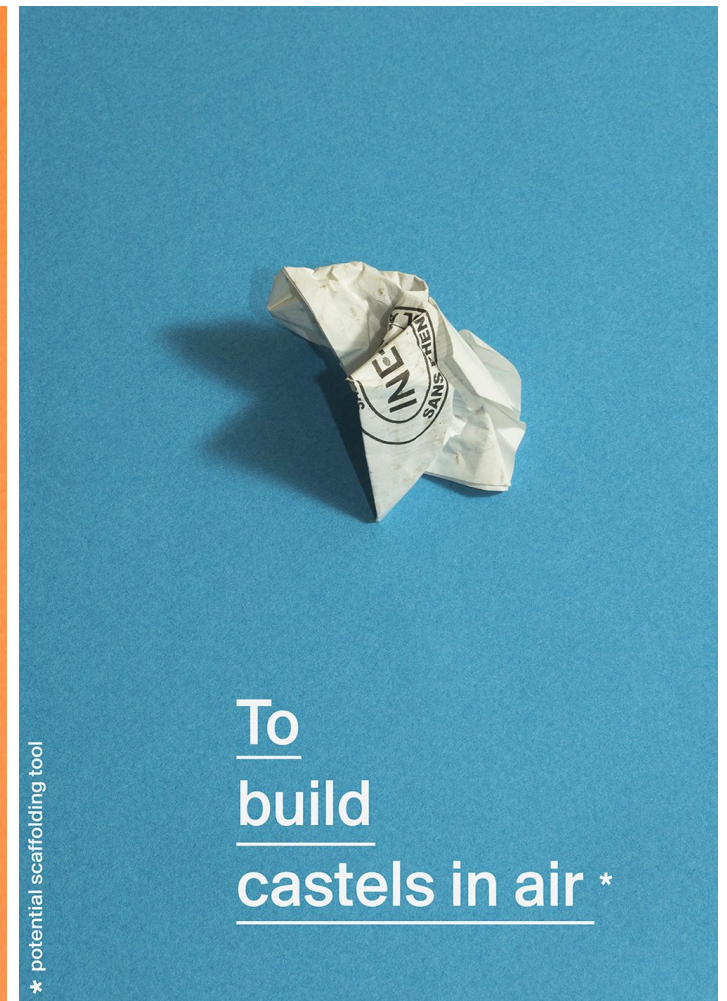
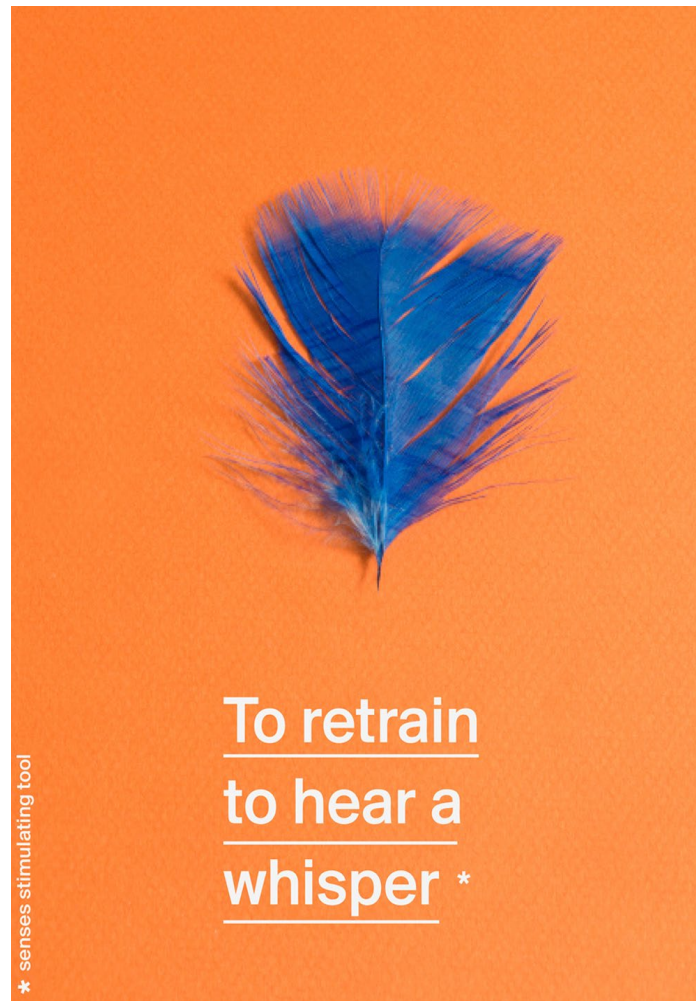
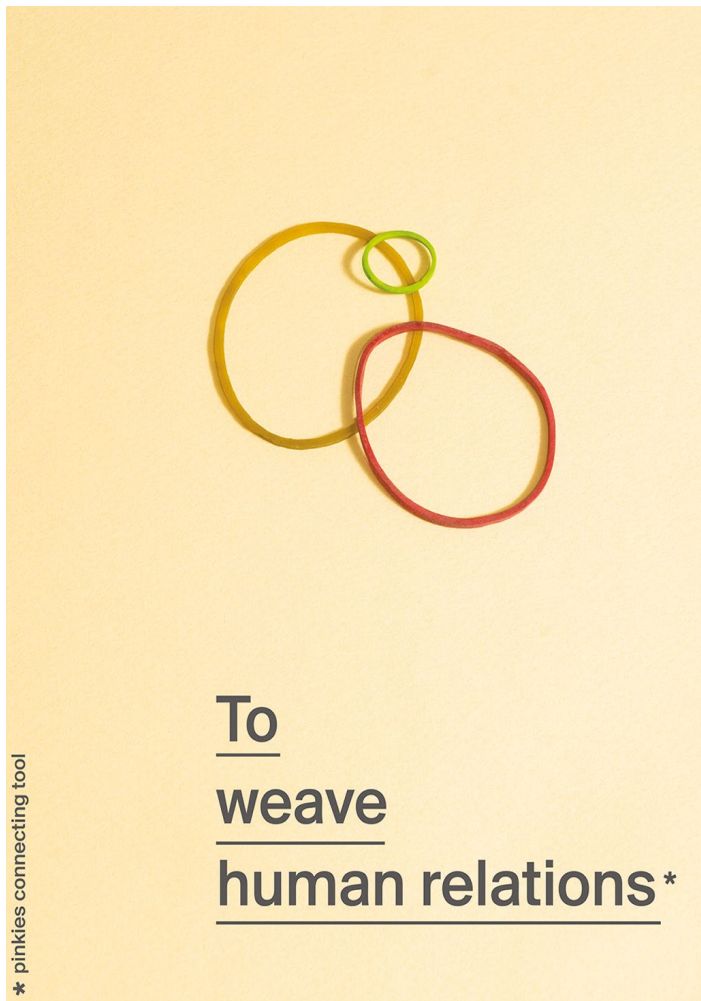
English version details of some of the manifestos

Acknowledgements

- First Prize Winner of Fondazione San Fedele Prize for Visual arts, September 2018, Milan.
- Si Fest off open call winner, Savignano sul Rubicone, Italy, sept 2018



Si Fest Festival, Savignano sul Rubicone, Italy, september 2018.
Open air installation. Installation view, blue back prints 120 gr, 70x 100 cm per manifesto.



English version details of some of the manifestos

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- Si Fest off open call winner, Savignano sul Rubicone, Italy, sept 2018

* strumento tassello per impalcature potenziali



Per
costruire
castelli in aria *

* strumento misuratore delle metà che si attraggono



Per
riconoscere
l'amore *

* strumento sollecitatore dei sensi



Per riaddestrare
l'orecchio al
sussurro *

Italian version details of some of the manifestos