

ARTICOLTURA *work and art for tomorrow's agriculture*

Our peninsula mainly consists of agricultural landscape which - thanks to the expertise of the peasant civilization and to a series of favourable circumstances – has become an exceptional environmental heritage of rare beauty and harmony.

However, the old agreement between man and the land has long been interrupted. The results of progressive and apparently relentless destruction of the environment does not merely lead to 'aesthetic' consequences but represents a danger to the whole stability of our existence.

The safeguard of the Italian landscape is a guarantee for better life standards to the future generations. It involves the possibility to convey memories, knowledge and fundamental values expressed by the peasant culture. It means protecting our sense of identity and belonging to our surrounding environment. And, not least, it provides a rewarding and serious possibility of work, still retaining its ancient dignity. It means keeping in the right consideration our health and real sustainable well-being, respect, solidarity and sharing the material and immaterial needs upon which we all depend.

The **ARTICOLTURA** project - *work and art for tomorrow's agriculture* - comes from these considerations and issues. A container of initiatives developing according to a multi-disciplinary perspective aiming at establishing a link between the world of agriculture and different disciplines, especially related to art and culture. The very word **ARTICOLTURA** recalls a precise and real 'psycho-physical area' where *work* and *art* are blended together. The ideal melting-pot of undisputed Italian skills, **ARTICOLTURA** is a workshop aiming at binding our technological expertise, manual skills and proven accuracy, to our historical recognized experience, indisputable hard work and renowned creativity. All these elements are combined and kept together by extraordinary shared values and convergence of goals. **ARTICOLTURA** suggests some strategies and possible solutions *for tomorrow's agriculture* in our Country which – especially during the present global crisis – can exploit the successful combination of *work and art* as a very promising practical resource respecting our identity.

2010 EDITION

**WORKSHOP
CONVENTION**

SPECIAL NIGHT EVENT

TRAVERSETOLO (PARMA) from 25th June to 3rd July 2010

'ARTICOLTURA' 2010 edition is divided into three phases: creative elaboration by the students from the Master, presentation of the proceedings followed by public debate and conclusive stimulating public entertainment. The aim is to bring different realities with common interests together and elaborate shared solutions for a better future.

workshop – 25th June / 3rd July

TUTOR:

Raffaella Spagna and Andrea Caretto - artists
Elisabetta Bianchessi – co-director of the master - landscape architect
Anna Kauber – landscape gardener

The raw-milk dispenser huts – often including an almost life-size reproduction of a cow – are placed in urban or suburban areas, in parking areas or green areas on the town outskirts. These prefabricated huts, which might appear out of context, underline the issue of the unavoidable link between the city and the countryside.

From this idea, the **'ARTICOLTURA'** workshop realises a theoretical-practical research project on the rural world and develops themes of critical considerations on third-generation agriculture, kilometre zero, natural environment and agricultural production.

The students of the Master in 'Extraordinary landscape *landscape art and architecture*' at Politecnico and NABA in Milan, are asked to make creative interventions on some of these points of distribution. At the end of the workshop, the students' proposals will be presented in the Convention open to the public.

Convention - 3rd July

The agricultural and food production excellence – a result of the renowned and consolidated synergy between *farming* and *processing* of the products of the land – has made our territory a source of wealth which is famous all over the world.

The convention will widely and innovatively deal with themes of the agricultural world and its many links.

The programme

h. 10

at Centro Civico 'La Corte' - Sala Consigliare - in Traversetolo
presentation and greetings

h. 11

meeting with **Guido Giubbini**, Art historian and founder of the magazine 'Rosanova': *"The agricultural landscape: work of art, holy place and memory of the world"*.

h. 11.45

presentation of the '**ARTICOLTURA**' workshop proceedings (included in the Master 'Extraordinary landscape') by the workshop tutors.

h. 12.45

'*Noi, da lontano*': performance by the actor **Piergiorgio Gallicani**. The king of a remote island returns to his people after his long 'state visits' to a series of distant Western countries called Europe. A reverse-anthropological 'modest proposal'.

h. 13.30

Lunch break: buffet

h. 15.45

at the -milk dispenser open air performance/happening by **Piergiorgio Gallicani** leading to the Sala Consigliare.

h. 16.30

at the Centro Civico 'La Corte' - Sala Consigliare - in Traversetolo
meeting with **Alberto Massa Saluzzo**, agronomist and expert in **Agricultural Community Politics**: '*The agricultural farmer as a producer of landscape*'. The environmental approaches of agricultural activities as a means of territorial development.

h. 17.15

projection of the film/interview 'Three questions to the poet' **Tonino Guerra** – poet and scriptwriter, an original production for '**ARTICOLTURA**' (by: **Anna Kauber**- video maker: **Lucilla Pesce** - music: **Vincenzo Mingiardi**). The film shows the poet's 'soul places', his creations – such as the Orchard of the forgotten fruit – through the words of the artist who has spread Italian culture all over the world, a poet called '*Homer of the peasant civilization*' and '*Guardian of landscape beauty*'.

h. 18

meeting with **Father Ennio Stamile**, regional delegate of Caritas Calabria and parish priest in Cetraro: '*The other side of an agriculture deprived of memory*'. Life and work conditions through the experience of an active protagonist in an area densely penetrated by the mafia.

h. 18.45

'Noi, da lontano': performance by the actor **Piergiorgio Gallicani**.

h. 19

meeting with the film maker **Giorgio Diritti**: 'Through my eyes: tales of men, work, landscape'. "There are films where words are important. In mine I try to let the landscape and the unsaid speak to us". An artist speaks about the life of peasants and of a world characterised by deep values.

h. 20 *music greetings* and conclusion of the Convention

special night - 3rd July

At the conclusion of the '**ARTICOLTURA**' event, a SPECIAL NIGHT of significant cultural interest for the whole town.

h. 21.15

at Centro Civico 'la Corte Bruno Agresti' open air projection of Giorgio Diritti's film '*Il vento fa il suo giro*' and meeting with the film maker.

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