



DESIGN AND INTERCULTURE IN TURIN

Cultural initiative promoted by the Institute of Applied Arts and Design – Turin in collaboration with the Network for the Social Communication Development in Piedmont

WHEN

Saturday 11th of June from 15,00 to 19,30

WHERE

In Turin, at a selection of commercial exercises in Via Pietro Micca, Via Bertola, Via Barbaroux, Via Dei Mercanti, Via Santa Teresa and Via San Tommaso.

WHY

Because Turin, the city of design above all is “always on the move”. Because young people are naturally immersed in a growing reality, with a spontaneous attitude and not distrustful, curious and not hostile, constructive and not of closure, because their need of understanding is stronger than any other commonplace.

WHAT

Saturday 11th of June from 15,00 to 19,30, around 30 shops in the centre of the city will host 60 exceptional testimonials: the students from the Institute of Applied Arts and Design – Turin, that will have the task of realizing graphic boards, directly in the shop-windows prepared on purpose for this aim, having interculture as main theme. In this way the public can watch closely the students at work and better understand how their creative vein is born and develops, which are the study methodologies applied and which instruments are used, manual and virtual, to realize the works. It will be also possible to speak directly to the boys and girls that intend to conceive evocative images of what is considered as “new culture”, while shop-keepers will cheer the the public with refreshments inspired by the multiethnic cuisine. The interculture theme, that in this specific case will find its multifaceted expression on the works of our young designers, will be examined thoroughly and interpreted bravely facing the jungle of commonplaces and personal interpretations to try and come to the theme’s head line that recites “are we aware?”. Before reaching and jumping to express their own creativity in the blazing shop-windows of the Turin shops, the students participated to lessons and meetings headed by the representatives of the Network for the Development of Social Communication in Piedmont, so that they understand how delicate this theme is.

Collateral initiatives will be valued, in coherence with respect to the general theme, to confer major visibility to the event.





IN CONCLUSION

The projects will make part of a conclusive public wider and more articulated exhibition that will take place in September (date and location to be defined).

REFERENCES

For the Institute of Applied Arts and Design – Turin, Via Pietro Micca 15 Laura Milani – Director

Tel. +39 011 548868

For Piedmont Region, P.zza Castello 165 Riccardo Lombardo – Communication Sector Coordinator

Tel. +39 011 4324836

INTERCULTURE Year theme chosen by the Network for the Development of Social Communication in Piedmont

INTRODUCTIVE NOTE

The immigration phenomenon in our country, particularly in a Piedmontese reality, is getting different outlines in respect to the past. From the problem of dealing with the emergency (through solidarity and assistance) they have gone to the need of answering the requests of participation, of hiring an active role related to the real contribution given to society. Immigrants ask to participate to the life of the country that hosts them without being forced to forget or deny their own culture. They ask that words like “citizenship” and “interculture” substitute terms like “acceptance” and “multiculture”. A delicate passage that alarms who would like to go back to the monocultural society that they lived in until few decades ago.

OBJECTIVES

To ameliorate the interaction between Italian citizens and immigrants, contributing to destroy the distrustfulness and fear barrier that exists in some parts of the population. To remind that understanding the needs and the values of these new citizens is useful for everyone (believing that is possible to stop the immigration flow is an attitude against history). Favour a correct perception of immigrants by the Italian citizens, to turn to account the richness of the different cultures and traditions and underlining advantages of the cultural plurality. Fight stereotypes and prejudices on the subject promoting the concept of equality (particularly in reference to civil rights).





STRATEGIC APPROACH

The campaign will work on the positive aspects of interculturalities with the objective of reassuring and calm down who fears immigrants with a role and major "weight" in respect to the past. Through concrete examples we will remind how cohabitation and contamination represent today a reality. We can start, for example, from the attitude of spontaneous opening by part of young children – used to cohabit with children from other countries – propose to see with different eyes who is not like us by language, religion, skin colour, culture. We can also reflect on the fact that immigration is a "natural" phenomenon, in line with evolution of our society. In synthesis: - considering the complexity of the theme, choosing a simple "tone" ("humble") avoiding to propose messages with a "resolute" tone and to use a "friendly" tone – fight stereotypes using real cases, "life sections", words and faces of whom is already a social resource.

COMMUNICATION INSTRUMENTS

The Network intends to take into consideration alternative channels (new orientation of communication exhort to use instruments close to people's daily activities) even though taking into consideration the need of foreseeing traditional media.

As an example:

- strong impact event
- photographic exhibition
- a publication related to the exhibition
- joined action with the world of journalists (dedicated articles)
- a reality, fiction, shortplay, etc.
- particular posters (
- initiatives in bars, pubs, doctor and/or hospital waiting-rooms, post-office, etc.
- schools and universities action
- etc.

The possibility of being present to events, congresses, manifestations planned by other subjects and the opportunity of creating alliances with active organization on the subject (MAMRE, Fieri, Centro Interculturale, Alma Terra, etc.)

