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Centro interdisciplinare di ricerca
sul paesaggio contemporaneo
Interdisciplinary centre for research
into the contemporary landscape

PRESS RELEASE

FREEDOM MANIFESTO

Humanity on the move | Umanità in movimento

Curated by Fulvio Caldarelli, Armando Milani e Maurizio Rossi

Lazzaretto Cagliari

1 November - 18 November 2018

Can a poster change the world?

Visual communication and the Utopia of the possible

Cagliari, 29 October 2018 – The *Centro interdisciplinare di ricerca sul paesaggio contemporaneo* has launched an appeal to **artists and visual designers of international renown** to gather their viewpoints on a phenomenon currently plain for all to see: the migration of men and women fleeing war, misery, overwhelming strife.

Questioned about the fundamental right to freedom, the authors involved answered with a reflection in the form of a poster, a communicative means chose to divulge - in words and images – their message. The first outcome was the collective exhibition named **FREEDOM MANIFESTO. Humanity on the move / Umanità in movimento** held in Rome at Museo Centrale Montemartini, during fall 2017.

A year later immigration is still a sorrowful issue, either on the social and the political side: promoting awareness, stimulating a brand new perception about humanity on the move, is still the big challenge of 2018 edition of Freedom Manifesto, realized by Centro Interdisciplinare in collaboration with CAP09

The new staging, created by Associazione Malik and Blueforma, is housed inside an historically emblematic location, which is deeply rooted with our collective memory: **Lazzaretto di Cagliari**, built in XVII century, as the place for the isolation of men, livestock and goods coming from countries hit by epidemics, and then nursed by doctors and monks; in this same place, in the aftermath of WWII, the evacuees took shelter after the city was bombed.

The poster, a form of mass communication which burst onto the scene in the second half of the nineteenth century, continues to represent the most immediate medium in the exposure of messages to our distracted eyes. It is the intention of the exhibition curators - Fulvio **Caldarelli**, Armando **Milani** e Maurizio **Rossi** – to **“reclaim” and “publicize” points of view which no longer seem to find a place in the contemporary landscape.**

The Cagliari exhibition of Freedom Manifesto is part and parcel with the line up of events of the ninth edition **“I libri aiutano a leggere il mondo – IX edizione Siamo Terra” (Books help to read the world – IX edition WE ARE Earth)**, created and realized by Associazione Malik with the help of Regione Autonoma della Sardegna e Comune di Cagliari.

Enriching this strange mini-catalogue of the exhibition, published in the classical poster format (70 x 100 cms), is the critical contribution of the sociologist Alberto Abruzzese who has written *“The historical poster – with all its late-modern and postmodern appendages - was the instrument of persuasion or dissuasion of social subjects singled out in their political and professional role. What we are now awaiting is a communication phase intent upon people, their vocation, the removed sense of life lived rather than the profession it forces upon us.”*

Together with the posters carried out for this occasion by masters of contemporary graphic design – like **Félix Beltrán, Ginette Caron, Milton Glaser, Alain Le Quer nec, Italo Lupi, Astrid Stavro, Heinz Waibl** – the exhibition has the merit of presenting to the Italian public a **large collection of authors from all over the world, of whom some of the most interesting in the new generation.**

Insieme ai poster realizzati per l’occasione da **maestri del graphic design contemporaneo – come Félix Beltrán, Ginette Caron, Milton Glaser, Alain Le Quer nec, Italo Lupi, Astrid Stavro, Heinz Waibl** – l’esposizione ha il merito di presentare al pubblico italiano una nutrita rassegna di autori provenienti da tutto il mondo, tra i più interessanti della nuova generazione.

The exhibition, with the patronage of **RAI, AGI (Alliance Graphique Internationale) e AIAP (Associazione Italiana Design della Comunicazione Visiva)**, is part of the calendar of events which inspired the 2017 Roman edition of **“AIAP Design per”**. Promoted by **Roma Capitale, Assessorato alla Crescita culturale - Sovrintendenza Capitolina ai Beni Culturali**, the exhibition also enjoys the generous patronage of the **Comunità di Sant’Egidio**, international secular movement founded in Rome in 1968, which has always been committed to the reception and integration of immigrants and refugees.
Museum services by Zètema Progetto Cultura.

Exhibition authors VALENTINA AGRIESTI/ STEFANO ASILI / RUEDI BAUR / ERIN BAZOS / FÉLIX BELTRÁN / MAURO BUBBICO / MARLENE BUCZEK / ANGELO BUONUMORI / FULVIO CALDARELLI / ELIO CARMÌ / GINETTE CARON / FANG CHEN / ALESSIO COSMA / ROBERTO DEL BALZO/ FRANCESCO DONDINA / ERIKA GIUSTI / MILTON GLASER / PUYA HABIBZADEHKAVKANI / GIANNI LATINO / GLI IMPRESARI / ITALO LUPI / ALAIN LE QUERNEC / GIOVANNI LUSSU / ARMANDO MILANI / MAURIZIO MILANI / GERMAN MONTALVO/ RICARDO SALAS MORENO / ANTONIO PACE / MARIO PIAZZA / ANTONIO ROMANO / MICHELE REGINALDI / MICHELE SANTELLA / FILIPPO SASSOLI / ASTRID STAVRO / STUDIO ORIGONI STEINER / PARISA TASHAKORI / PAOLO TASSINARI / LUIGI VERNIERI / MARIO FOIS (VERTIGO DESIGN) / HEINZ WAIBL / ZUP DESIGN

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INFO

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Humanity on the move / Umanità in movimento

Lazzaretto - Cagliari

1 November - 18 November 2018

Opening hours

Tuesday-Sunday 9.00-13.00 / 16.00 -20.00

Free entrance

Lazzaretto di Cagliari – Centro culturale d'arte

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Exhibition curators

Fulvio Caldarelli, Armando Milani, Maurizio Rossi

Realised by

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Exhibition design

Blueforma

Associazione Malik

With the support of

Regione Autonoma della Sardegna

Comune di Cagliari

With the patronage of

AGI – Alliance Graphique Internationale

AIAP – Associazione Italiana Design della Comunicazione Visiva

Comunità di Sant'Egidio

RAI

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