

ROMA



Assessorato alla Crescita culturale  
Sovrintendenza Capitolina ai Beni Culturali

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

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Musei Capitolini  
Centrale Montemartini

## PRESS RELEASE

# FREEDOM MANIFESTO

Humanity on the move | Umanità in movimento

Curated by Fulvio Caldarelli, Armando Milani e Maurizio Rossi

Centrale Montemartini  
28 September - 31 December 2017

*Can a poster change the world?  
Visual communication and the Utopia of the possible*

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 result is a great collective exhibition **FREEDOM MANIFESTO: Humanity on the move / Umanità in movimento** (Museo Centrale Montemartini di Roma, 28 September - 31 December 2017) whose objective is to raise awareness about, and urge new perceptions on a topical theme of great importance: immigration.

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.**

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 Quernec, 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 Quernec, 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

Official website:  
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## **INFO**

### **FREEDOM MANIFESTO**

Humanity on the move / Umanità in movimento  
Centrale Montemartini - Roma  
28 September - 31 December 2017

### **Exhibition curators**

Fulvio Caldarelli, Armando Milani, Maurizio Rossi

### **Realised by**

Centro interdisciplinare di ricerca sul paesaggio contemporaneo

### **Promoted by**

Roma Capitale, Assessorato alla Crescita culturale - Sovrintendenza Capitolina ai Beni Culturali

### **With the patronage of**

**RAI**

**AGI – Alliance Graphique Internationale**

**AIAP – Associazione Italiana Design della Comunicazione Visiva**

**Comunità di Sant'Egidio**

### **Information**

Tel. 060608 every day 9.00-19.00

[info.centralemontemartini@comune.roma.it](mailto:info.centralemontemartini@comune.roma.it)

### **Opening hours**

Tuesday-Sunday 9.00-19.00 (24 and 31 December 9.00-14.00)

### **Ordinary admission:**

Adults € 7,50

Reduced € 6,50

For residents in the Roma Capitale area (valid document indicating residency is required) :

Per i cittadini residenti nel territorio di Roma Capitale (mediante esibizione di valido documento che attesti la residenza):

Adults € 6,50

Reduced € 5,50

### **Museum services**

Zètema Progetto Cultura

### **Sponsor Sistema Musei in Comune**

With the technical contribution of the Ferrovie dello Stato Italiane

### **Media Partner**

Il Messaggero

### **Technical sponsors**

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