



ANNO EUROPEO
DELLA LOTTA
ALLA POVERTÀ E
ALL'ESCLUSIONE
SOCIALE



IL FILO DI ARIANNA:
ARTE COME
IDENTITÀ CULTURALE



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A. TITLE PROJECT

ARIADNE'S THREAD: ARTS AS EUROPEAN CULTURAL IDENTITY
From Regions to Europe

B. OBJECTIVES

The Association ICS International Communication Society pursues the aims proposed by the following European documents for the 2010/2011 European contest:

1. Resolution of the EU Council dated 27 November 2009 on a renewed framework of European cooperation as regards young people (2010-2018) which favourably welcomes the communication of the Commission to the Council, to the European Parliament, to the European Economic and Social Committee and to the Committee of Regions entitled: *A strategy of the European Union to invest in young people and give them greater responsibilities. An open renewed method of coordination in order to face young people's challenges and perspectives.* It recognises that young people, men and women, play an important role of dealing with numerous socio-economic, demographic, cultural, environmental and technological challenges and opportunities which the European Union and its citizens have to face presently and in the coming years. **The promotion of young people's social and professional integration is together with the promotion of personal realisation, social cohesion and active citizenship one of the essential components to reach the objectives of the strategy for the growth and occupation that Europe defined in Lisbon.**

It is essential to make young people use their potential. For this purpose we need not only to invest in young people by using greater resources to develop the political sectors which impact on their daily lives and improve their well-being but also to emancipate them by promoting their autonomy and potential in order to contribute to the sustainable development of the society and the realisation of European values and objectives. It is also necessary to have a closer cooperation between youth policies and relevant political sectors, in particular education, occupation, social inclusion, culture and health.

2. European Art and Culture as economic and social engine

A recent study of the European Commission on the economic impact of culture in the European Union says that culture contributes with 2.6% to the EU GDP and occupies 5.8 million workers. The study shows that **European art and culture** are an economic and social dynamic engine at the service of a greater growth and occupation which has to belong to the Lisbon Agenda.

For this reason today we cannot and shouldn't consider culture as a theme beyond the European topicality. The historic precedents are very encouraging because they show how the European Union has had a virtuous iter in this sense, by continuously increasing the consideration of the "culture factor" as fundamental resource for the integration process. We realised that cultural diversity intended as traditions, costumes, art, language is not at all a disintegrating factor, it is rather a unique and inestimable richness thanks to which it is possible to cultivate a spirit of opening in smaller communities capable of making the sense of belonging to a common European identity perceived.

Art, for example, as a very powerful tool to disseminate culture, expression of dialogue, exchange, contact among peoples, can be a vector of integration necessary for the future of the Community. The Treaty provides this by using, as shown in article 5, the principle of subsidiarity for which "the cultural Community policy has the function to complete and enlarge to a European dimension the single cultural national policies, establishing general structural objectives but also taking into account the specific needs of each state".

The European Parliament offices themselves are often used as a means of dissemination and testimony of the European culture. In fact exhibitions and cultural events are a usual characteristic. In 2006 only about 150 events took place among Brussels, Luxembourg and Strasbourg. Paintings, concerts, theatrical performances, food tasting. Everything to try to raise awareness of various subjects or make a town or region better known to the public and deputies.

The Culture 2000 Programme has abandoned the sectorial dimension and started an itinerary where culture is rightly considered a resource for citizens but also a source of richness for the Union. **It is therefore important that the "culture theme" has become topical under the political and judicial profile but also and above all the**

fact that grassroots initiatives are promoted, that creativity and the exchange of artistic, literary and cultural knowledge are supported to anybody, by enhancing the traditions and history of every single local reality.

EUROPE CONTEST

NETWORK OF CULTURAL IDENTITIES 2010-2012

YOUNG PEOPLE AS INTERPRETERS AND AMBASSADORS OF THE EUROPEAN CULTURAL IDENTITY

The Association I.C.S. International Communication Society promotes the 2011 Session of the research project "Ariadne's Thread: Art as European Cultural Identity, from regions to Europe", with the support of the European Commission, the Presidency of the Council of Ministers and in collaboration with the Ministry of Education, University and Research and with the Turin Politecnico and with public and private bodies on the theme:

Art DESign Innovation as Social network (ARDESIS)

As Art, Design and Innovation can help the realisation of the objectives of the European year 2010 for the fight against poverty and social exclusion with the support of the Social Networks

The project ARDESIS intends to activate in collaboration with European and non-European private and public bodies an experimentation which leads to the building of an operational reproducible model which succeeds in linking and harmonising the above-mentioned elements in order to reach an industrial production through a symbolic "Ariadne's Thread":

- the public and private promoting bodies of the ARDESIS project
- through the dissemination of an initiative aimed at the **Educational System** (contest for young people from schools and universities aged 15-25)
- and by using creativity represented by **Art**
- intend to recuperate the values of the **Territory as Identity**;
- by passing through the feeling of **Beauty** extended to **Marketing** consisting of **Design**
- and with the help of **Innovation** also as **Formation** (science of materials and engineering of fabric)
- use **Communication as Social Network**;
- by linking ART DESIGN INNOVATION they intend to get to the world of the **Industrial Production**
- to contribute to the **Economic and Social Development** of the Countries involved
- also with an increased quality **Occupation**

How to implement the ARDESIS project

Contest Notice

ART DESIGN INNOVATION AS SOCIAL NETWORK

for students aged 15-25 from private and public secondary and high schools, universities and academies of fine arts who are invited to submit new prototypes for the realisation of multipurpose products with textile material which can be used individually or together also with other materials freely proposed by the participants in the contest.

The works sent by the deadline will be assessed by a Jury appointed by the promoters.

The Jury will select the works whose candidates will take part, at the expense of the organisation, in other activities foreseen by the project within the framework of ARDESIS FESTIVAL which will take place in November 2011. At the end of the Festival the winning works will be proclaimed (first prize 5.000 Euro; second prize 3.000 Euro).

The Jury, however, can give expense refunds to deserving projects.

The official contest languages are Italian and English.

Requirements for participation:

Every work will be the result of the collaboration of 3 groups (Art, Design, Innovation) consisting at most of 3 components each.

In order to favour the exchange of ideas and experiences at European level, the following is foreseen:

An entire group of the three foreseen can belong to a European Country;

or the presence of members of Partner Countries (one or more than one) within the groups can be foreseen.

Each group will have to nominate its own member as group leader to whom the proxy to represent the group itself in the contest operations will be given.

All the group members will be given the paternity of the project.

One contestant cannot belong to more than one group.

Project characteristics:

The contestants should submit their works as follows:

-declaration containing the contestant's data and declaration of acceptance of the Regulations written according to a specific model.

-No.1 table in UNI A1 format, vertical orientation, representing the creative idea, from the concept to the realisation of technical drawings at proper scale indicating and characterising the effective producibility of the manufact. Tables will have to

be presented on a 6mm high white forex-type plasticised rigid support. The production of the material in digital format is furthermore requested.

-No.1 illustration report describing, also through graphic schemes, technical illustrations or sketches, project ideas and objectives.

-No.1 report on the ways and style of the interior communication at the Social Network ARDESIS space.

The participants, after registering by sending a participation application in the ARDESIS website, will have access to a self-managed ARDESIS Social Network space for the collaboration among groups, to exchange data and images, to ask questions and clarifications to the experts of the Participating Countries, to use online tutoring through basic materials at disposal (in Italian and English) for the realisation of works.

Articulation of work groups

A) ART

Starting from art as expression of cultural and scientific identity and heritage of one's own territory, create new realisations aimed at being communicated in the social network and providing with ideas for design.

B) DESIGN

Transform art into design, by passing from the creative idea to the possibility of realising prototypes in design for the economic development. This project provides that the products are made mainly "IN FABRIC", that is the use of fabric for the following sectors:

1. Fashion and clothing
2. Home furniture
3. Fittings

C) INNOVATION

Enhancement of the innovative support of science of materials and development of nanotechnologies in the textile sector. It is widely shared that nanotechnologies will be one of the pulling forces of the technological development of this first part of the XXI century, with huge impact basically on the most important industrial sectors. The use of nanotechnologies, in the preparation and treatment of fibres, polymers and fabrics, opens new interesting perspectives for the textile world. The realisation of fabrics with better characteristics waterproof, antistatic, fireproof, antibacterial, capable of not keeping dirt or showing particular optic and chromatic proprieties, are some examples of the many possibilities offered by nanotechnologies in the textile. On the market there are already fabrics and pieces of clothing which have some of these proprieties, thanks to nanotechnologies. However, the real potential is still to be explored.

It should be remembered that Italy is one of the main actors of European textile. In its turn, the textile sector represents about 10% (both for workers and sales) of the entire manufacturing sector of our country. The European technological platform relevant to this sector, which is still to be defined, individuates in the development of highly innovative products one of the essential elements to operate with success on the market.

Hence the research of industrial realisations more suitable to develop prototypes for art-design proposals in the "fabric" sector: fashion and clothing, home furniture and fittings.

D) SOCIAL NETWORK

A self-managed space of the Social Network www.ARDESIS.org will be put at disposal of the participants in the contest. This access will allow the participants the collaboration between groups, for the exchange of data and images, requests for clarifications to experts, the possibility of using the online tutoring with materials at disposal (in Italian, French and English) for the realisation of works. Tutors can follow the development of works and intervene when opportune.

The works selected for ARDESIS Festival will be put in widespread Social Networks such as Facebook, Twitter, MySpace, etc.

IMPLEMENTATION TIMES OF THE ARDESIS PROJECT

YEAR 2010 - November

Launch of the project with Press Conferences in various regions (the information will be given at the right time).

Programme to be implemented in the venues provided:

1. Conference & Workshop on the theme

ART DESIGN INNOVATION AS SOCIAL NETWORK

Conference aim:

- 1. The objectives of the European Year on the fight against poverty and social exclusion**
- 2. How Art, Design and Innovation can help the realisation of the objectives of the European Year 2010 on poverty and social exclusion with the support of the Social Networks**
- 3. Education to Arts and Training**
- 4. The role of teachers and trainers**
- 5. Innovation Creativity Entrepreneurship**
- 6. Proposals of the Association I.C.S. International Communication Society within the framework of the project "Ariadne's Thread: Art as Cultural Identity, from Regions to Europe"**

There will be **updating workshops for managers and cultural operators**, with interventions where writers, architects, journalists and artists will be present and will suggest the most suitable ways to activate an educational itinerary.

On that occasion an assessment of the results of the research carried out in the school year 2009/2010 will be made following the European contest proposed by the Association ICS: *Young people as interpreters and ambassadors of the cultural identity* which more than 100 schools from almost all the Italian Regions joined and whose works were sent in May. It will be therefore possible to determine the first step of the contest “ART” because the main objective of the works is the knowledge of the territory through its symbols consisting of the cultural heritage of the place.

Communications

Entry by 15 December 2010 and awarding of the communication area in the website www.ardesis.org

Works to be sent by 15 September 2011

Information:

The websites of the Ministry of Education, University and Research and the participating Bodies will disseminate the contest. It will be also put in the website www.CulturalIdentity.eu of the Association I.C.S.

For any further information, please use the e-mail: icsociety@tin.it

Selection:

A qualified jury in the different sectors of the project, supported by the Representatives of the Regions where the final event will take place, will select the best works.

YEAR 2011

ARDESIS FESTIVAL

The selected works will be presented at the TOUR ARDESIS FESTIVAL (it is expected in 5 Regions); in each venue one or two works will be chosen which will then participate in the final edition held in Turin or Rome for the proclamation of winners.

Communication plan

Project brands: Art as expression of identity of the territory

Fabric as symbol of generations, today synonym of fashion and clothing, furniture and fittings

Design not only utility but icon of lifestyle

Innovation: not only fashion

Social Network as emotional and constructive communication

Project background: The final product as result of young people's experiences in their own territory analysed from a cultural, historical or costume point of view and by the creative interaction with young people from other EU Countries

Target: Young students aged 15-25

Target profile: Young/versatile/believes in the values of living together/wants to commit themselves to improving themselves and improving the world in a European and non-European dimension surrounding them/is “ARDESIS”

Our interlocutors: Industrial and Business world

Digital strategy: Our network will be www.ardesis.org

The Facebook page will also be called Ardesis and will get the information on the contest of the website www.ardesis.org

it will collect photos, videos and advice of the users interested

it will help gather an online community interested in art, design and innovation.

Personalised page on Twitter

Every Facebook post and news from the website will be given by creating awareness and ranking on search engines.

Coordinating Body

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