

3. WORKS ON DISPLAY

FIRST SECTION – AN EYE ON THE WORLD

This section presents a collaborative effort with Reporters Without Borders, COLORS Notebook, to give voice to those who are usually never heard. It is a collection of stories from people who live in the remotest areas of the world or in places where freedom of speech is under threat. This section also explores Fabrica's characteristic openness to the world through a collection, entitled I SEE, of theme-based photo reports from six major areas of the world, and presents FABRICA FEATURES.

- COLORS NOTEBOOK

- I SEE

- FABRICA FEATURES

COLORS NOTEBOOK (2006-2007)

COLORS Magazine's editorial staff (Italy)

Developed with Reporters Without Borders, COLORS Notebook was published in April 2006. It was full of blank pages in order to give voice to those whose voice is never heard. Thirty thousand copies reached the farthest corners of the earth, offering Chinese prisoners, South African children, Canadian priests, astronauts, disabled persons, artists and ordinary people the chance to express themselves without filters or censure. Over 1,000 copies returned to Fabrica, bringing their messages with them. COLORS Notebook is a tribute to a free press and freedom of expression. It also highlights the importance of the human factor in any relationship. Launched in 1991, COLORS magazine is published in four languages and sold in more than 40 countries.

I SEE (2006)

Olivia Arthur (United Kingdom), Adam Huggins (Canada), Ashley Gilbertson (Australia), Leonie Purchas (United Kingdom), Lorenzo Vitturi (Italy), Philipp Ebeling (Germany).

A physical and visual journey of exploration into the current trends of historical, cultural, artistic, social and economic development. "I see" also means "I observe" and "I understand". Six photographers from Fabrica each chose a story to represent one of the world's six main geographic areas: North America, South America, East, Far East, Africa and Europe.

The Middle Distance

Olivia Arthur (United Kingdom)

Through the stories of young women living in Eurasian countries on the border between East and West, Olivia Arthur relates the social, cultural and religious pressures resulting from the encounter of different cultures and the ways in which the various societies react to change.

FABRICA LES YEUX OUVERTS

Death and Birth

Ashley Gilbertson (Australia)

After risking his life every day for four years as a war reporter in Iraq, Ashley Gilbertson depicts the life and death of the various communities living in Vienna. He shows the value of our existence by photographing life's first cry and its dying breath.

The Villamil Family - Divided Lives

Leonie Purchas (United Kingdom)

Leonie Purchas's photo report explores the idea of the family and its role in society through a portrait gallery of a family divided, whose members live in Cuba and Los Angeles. Her work captures the things that stay the same even in different social environments.

Oil Will Never End

Lorenzo Vitturi (Italy)

Lorenzo Vitturi addresses the energy problem, from studies of alternative, cleaner energy sources to the depletion of the planet's resources. He focuses special attention on the exhaustion of the Caspian Sea oil fields.

Under the Weather

Philipp Ebeling (Germany)

For his report on the extreme weather phenomena of the past decade, Philipp Ebeling focuses his lens on China and shows the other side of the coin of the country's extraordinary urban growth and industrial expansion: desertification, draining of rivers, exceptional heat waves and the sharp contrasts in people's daily lives.

Lines of Food: Men and Fishing

Adam Huggins (Canada) in co-operation with **Terra Madre**

Terra Madre is a Slow Food forum which brings together representatives of communities across the five continents in order to develop a new idea of sustainable agriculture. Adam Huggins follows fishermen from three continents (Asia, America and Africa) during their work and daily life to record the various traditional fishing techniques and their relationship with the local way of life.

FABRICA FEATURES (2001-2007)

Sam Baron (France), **Carine Damon** (France), **Cristina Dias** (Portugal), **Marta Teixeira** (Portugal). With contributions from: **Sophie Albert** (France), **Rita Botelho** (Portugal), **Caoceito** (Portugal), **Valentina Carretta** (Italy), **Aurore Dumas** (France), **Merik Kara** (Turkey), **Massimo Parolin** (Italy), **Annechien Van Litsenburg** (Netherlands).

Thanks to: **Studioverrissimo**, **Bosa**, **Paola C.**, **designforfuture.org**, **Hpf Cork**, **Olfaire**, **Lunardon**, **Tosca lab**.

Fabrica Features stores are meeting places focused on dialogue and interaction between artists/designers and the general public. Opened in five world cities (Bologna, Lisbon, Hong Kong, Rotterdam and London), Fabrica Features are a geographical embodiment of the Fabrica network and are meant as observatories of their host city's artistic environments and urban lifestyles. This installation presents a "landscape" of objects: some were created by Fabrica through its work with the business world. Others were chosen because they belong to Fabrica's creative universe or because they are representative of a nation's cultural identity. The installation is accompanied by a number of screens showing the activities which take place in each Fabrica Features space that are transmitted and shared via a special blog and interspersed with daily contributions from artists.



SECOND SECTION – THE VISUAL COMMUNICATION

This part illustrates Fabrica's main line of work: visual communication. Graphics, photography and videos are the tools it places at the service of its partners, including many institutions and NGOs. The exhibition then presents two global communication campaigns: Violence (2003) for the World Health Organisation and Food for Life (2003) for the World Food Programme and a selection of self-portraits produced by Fabrica's young artists.

- VISUAL COMMUNICATION
- VIOLENCE
- FOOD FOR LIFE
- SELFPORTRAITS

VISUAL COMMUNICATION (1994-2007)

Fabrica, various creators

An image gallery of Fabrica pictures for non-profit organisations such as the World Health Organisation, Amnesty International, Reporters Without Borders, Lawyers' Committee for Human Rights, Witness, the FAO (the UN's Food and Agricultural Organisation) and the UNHCR (the United Nations High Commissioner for Refugees). Posters for cultural projects, books, musical events, and films co-produced by Fabrica (such as No Man's Land, Oscar winner for Best Foreign Film); pictures and campaigns for Fabrica-organised exhibitions; posters for topical events (such as Visions of Hope regarding September 11) or global issues (drugs, AIDS, diversity, soccer and religion). The Wanted Creativity collection of illustrations and personal projects.

VIOLENCE (2003)

Gabriele Riva (Italy)

A communication campaign for WHO (the World Health Organisation) dealing with the most difficult kinds of violence to report and fight: marital violence, self-inflicted injuries, sexual violence, group violence, child abuse, ill-treatment of old people, child abandonment. Launched in May 2003, the campaign was publicised around the world and translated into many different languages to raise awareness about means of getting help and taking preventive measures.

FOOD FOR LIFE (2003)

James Mollison (United Kingdom)

A United Colors of Benetton advertising campaign developed in co-operation with the UN's World Food Programme. The pictures, taken in Afghanistan, Cambodia, Guinea and Sierra Leone, illustrate the correlation between malnutrition and social problems (education, jobs, peace, female emancipation). The distribution of food in schools was particularly effective in ensuring children could receive an education. Fabrica has produced United Colors of Benetton's communication campaigns since 2000.

SELFPORTRAITS (1995-2007)

Fabrica, various creators

A selection of self-portraits made by the young people at Fabrica. A way of showing Fabrica's origins and its present reality through the eyes of those who have been part of the communication centre's life.

THIRD SECTION – THE INTERACTIVE EXPERIENCE

The third section presents video projects and the interactive experiments – both sensory and cognitive – developed by the teams at Fabrica.

- **GET IN TOUCH**
- **FLIPBOOK!**
- **EVIDENCE**
- **WE ARE THE TIME. WE ARE THE FAMOUS**
- **STOCK EXCHANGE OF VISIONS**
- **FORWARD**
- **SIENA (ITALY), GRANADA AND SOLENTINAME (NICARAGUA)**

GET IN TOUCH (2007)

Stefano Bergonzini (Italy) in co-operation with **Luca Bilotta** (Italy)

A sensory wall which uses graphic signs to connect the hands that touch it to create a visual reproduction of the network concept which underpins Fabrica's vision of the world, in the sense of technological interactivity and an ideological dialogue among different cultures.

FLIPBOOK! (2005-2007)

Juan Ospina (Colombia), with contributions by **Enrique R. Grullon** (Dominican Republic), **Maik Bluhm** (Germany), **Hans Raber** (Austria)

Grand Prize winner at the prestigious Japan Media Arts Festival, FLIPBOOK! (<http://www.fabrica.it/flipbook/>), an interactive animation project, enables anyone to draw an animated story, then upload it and share it online. The result is a community of thousands of short stories; some are simple and amusing while others are violent, painful or erotic. In a very short time, FLIPBOOK! has become a web phenomenon with over 200,000 animations and 15 million visitors.

EVIDENCE (1995)

Godfrey Reggio (USA)

Godfrey Reggio - visionary American director and the man behind Anima Mundi - observes children's relationship with television in a short film; the soundtrack is by Philip Glass. Produced when Reggio was Fabrica's director, Evidence has been shown at many film festivals, including Locarno in 1997.

WE ARE THE TIME. WE ARE THE FAMOUS (2005)

Andy Cameron (United Kingdom), **Hans Raber** (Austria), **David McDougall** (United Kingdom), **Oriol Ferrer Mesía** (Spain)

An installation that brings visitors into the action. It explores two ways of being portrayed in a time span: the fixed photo image or a filmed sequence. Visitors interact in real time with two images of themselves: the first, in slow motion, confuses our perception of time, while the other fragments time into a succession of stills. On one wall, visitors must stand still to see their image, while on the other they have to keep moving to generate a sequence. The title is taken from J.L. Borges's poem: "We are the time. We are the famous".

FABRICA LES YEUX OUVERTS

STOCK EXCHANGE OF VISIONS (2006-2007)

From an idea by **Gregor Kuschmirz** (Germany), with contributions by **Alfio Pozzoni** (Italy), **Paolo Jannuzzi** (Switzerland), **Stefano Bergonzini** (Italy), **Giorgio Collodet** (Italy) Drawing inspiration from stock exchanges' scrolling ticker screens, Stock Exchange of Visions displays scientists', sociologists' and futurologists' vision of the future as concerns culture, the environment, resources, the economy and society. By means of an under-floor control panel, visitors can choose the subject that interests them, thus generating a diagram with the topics of greatest concern to the public. Stock Exchange of Visions is also a website, www.stockexchangeofvisions.org, to create a global network of "visions" crucial to the future of humanity.

FORWARD (2007)

Sphere: **Erik Ravelo** (Cuba), **Giorgio Collodet** (Italy)

Videos: **Fernando Acquarone** (Brazil), **Valeria Giulianelli** (Italy), **Brad Hasse** (United States), **Alex Healey** (United Kingdom), **Diego Hurtado de Mendoza** (Spain), **Erik Ravelo** (Cuba)

Huge clear spheres through which we may glimpse the future. Using a special touch screen, visitors can select images, videos or documentaries about climatic change and eco-sustainability. Also, by placing one picture of nature over another, both of which move in a see-through effect, visitors create possible future scenarios.

SIENA (ITALY), GRANADA AND SOLENTINAME (NICARAGUA) (2007)

Cosimo Bizzarri (Italy), **Giorgio Collodet** (Italy), **Valeria Giulianelli** (Italy), **Paolo Jannuzzi** (Switzerland), **Matthew Prins** (United Kingdom), **Erik Ravelo** (Cuba), **Andrés Reymondes** (Argentina), **Guillermo Rivero** (Mexico), **Ciro Zecca** (Italy)

Fabrica's video-department grant holders explored the idea of sustainability and self-sustainable development in collaboration with a group of scientists, writers and architects, producing two videos which take a look at one of the most hotly-debated current topics. This exploration also led to a special issue of **COLORS**, devoted to the environment.