



artscapingRome Programme Line Up/ Script

I. Moderator (Introduction Remarks)

Good evening everyone. I'm *Damiana Leoni* and I'd like to welcome you to artscapingRome. Tonight, we'll all be part of an important conversation that asks the important question: How does art affect the rethinking of a contemporary Rome? We will hear from artists, curators, the commune, designers and business stakeholders on issues and possible solutions when it comes to creating a new contemporary vision for Rome.

This event is put together by the Istituto Europeo di Design Masters in Arts Management Class of 2014 in collaboration with Federculture and supported by Fondazione Romaeuropa and Caffè Letterario. (Thank you Caffè Letterario for welcoming this conversation in your very dynamic place here.)

To tell us more about tonight's event, I'd like to introduce to you Maria Filipina Palad, one of the students of the Masters in Arts Management class of 2013.

II. Maria Filipina Palad (no more than 5 mins)

(Speaks to Damiana) Thanks, Damiana. we'd like to thank you as well for volunteering your time in helping us carry this event out successfully. Friends, not all of you may know, but

Damiana is doing important work in promoting modern and contemporary art here in Italy and internationally through art fairs and exhibitions, through her work with MIART and DEPART. So we're very grateful that she's facilitating this important discussion for us tonight.

My classmates and I, we all came to Rome from different parts of the world: Kazakhstan, Colombia, Turkey, Portugal, Taiwan, Romania, Belarus, Germany and I, I am from the Philippines. When we thought about a final project to round up our masters here in Rome, we thought about something we can give back to the city that's been home for us for the past 5 months. And this is how we came up with artscapingRome.

In this talk series, we'd like to create a platform where ideas and possibilities for creating a new perspective for such an established city, a city with a history so strong and influential to the history of the world. We'd like to create a conversation where the new citizens of Rome, who come from different parts of Italy, Europe and the rest of the world can be inspired to dream up a new history for generations to come. So, as a first step, in this talk series, we'd like to know if such dreams for a new Rome could come from the Arts. We'd like to know how Art in this contemporary times can help shape a new thinking for Rome. We'd like to know how contemporary Art itself can breathe in this great big living museum... And so, tonight, we asked gifted professionals to help us answer these questions.

Tonight you'll hear ideas from Artists and Designers such as Teresa Emanuele and Salvatore Iaconesi, from curators Benedetta di Loreto and Stefano Antonelli, from the commune Flavia Barca and Sound artist and Architect Antonella Radicchi. We hope these talks can inspire you too as residents of Rome to dream up a new kind of city, with new kinds of philosophies, solutions and influences to the connected world. It's this -- the ideas you get here and what you do with them, these planted seeds -- that will make us feel that you've read our letter of thanks to your city.

And so, without further ado, let's get on with tonight's show.

III. Moderator

- thanks the student speaker
- introduces Flavia Barca

Flavia Barca is the representative for Culture, Creativity, Artistic promotion in the Municipality of Rome. Under the jurisdiction of Cultural Policies, Dottressa Barca is responsible for the Sovrintendenza Capitolina, Toponymy and Territorial definition and verification.

Dott Barca is a native of Rome, having been born in here in 1963. She has a degree in Humanities and a Master's Degree in Communication Policy Studies at the City University in London. She is also a Professor of Media Economics and ICT at La Sapienza University .

On top of all of these, she is also an essayist and has published numerous books and articles and consulted for mass media and TV. She participated in numerous programs with RAI and private broadcasters. From 2004 to 2010, Ms. Barca was a director of the Department of Media Economics of the Rosselli Foundation.

She strongly asserts: "Non c'è sviluppo senza cultura". There is no development without culture.

IV. Flavia Barca speaks

V. Moderator

- thanks Flavia Barca, Assessore
- Introduces Teresa Emanuele

Teresa Emanuele was born in Rome in 1980. She graduated from Rome's LUISS University and

Columbia University and earned a degree in Law. She was raised in Rome, however it was New York which inspired her to take her first photographs. In 2008, she attended the PhotoManhattan School of Photography, where she improved her technique in black & white photography and portraiture. At the end of 2008 she quit as an associate in Law firm and moved back to Rome where she devoted all her time to photography. Since then she has participated in different international exhibitions and shows as solo as in group. In 2011 she represented Rome in Lazio pavilion in the Venice biennale.

VI. Teresa Emanuele speaks

VI. Moderator

- thanks Teresa Emanuele
- Introduces Salvatore Iaconesi

Salvatore Iaconesi was born in Livorno, Italy in 1973 and is currently based in Rome. Salvatore wears many hats, he is an interaction designer, artist, robotics engineer as well as a TED Fellow 2012. He's also been Eisenhower Fellow since 2013.

In 2004 he created AOS or Art is Open Source, an international network exploring the mutation of human beings with the wide and ubiquitous accessibility and availability of digital technologies and networks. He created multiple interactive experiences for arts, architecture, theater and performance arts, dealing with important societal issues of planetary relevance. His work has been exhibited all over the world.

Salvatore is also a professor in multiple disciplines connected to digital and urban design. He teaches at "La Sapienza" University of Rome, at the Faculty of Architecture of Communication Sciences and of Psychology; ISIA Design in Florence; at

IED Istituto Europeo di Design; at Rome University of Fine Arts, at NABA Nuova Accademia delle Belle Arti in Milan.

He also finds time to lead and project manage multiple international projects at global, EU, and Italian level. He also helps as a strategy and technology advisor for multiple organizations.

VII. Salvatore Iaconesi speaks

VII. Moderator

- thanks Salvatore Iaconesi
- Introduces Benedetta di Loreto

Benedetta Di Loreto is owner & chief curator at "qwatZ" a residency programme for artists in Rome which is based on internationally established practice. Along with qwatZ, she collaborates with Flash Art and is working on possible and new interactions between contemporary art and companies.

Education:

Benedetta attended a Curatorial Training Program at "Le Magasin", France (2003-2004); and studied Contemporary art at the Università degli Studi di Roma 'La Sapienza'.

Experience:

- Organizing cultural events at national and international levels.

She worked at Fondazione Pistoletto – Cittadellarte, at WPS1MoMA, and she was co-founder of 1:1 projects, an independent network for international artists and curator. Professor in Marketing and Communication of Art, Culture and Design at Ateneo Impresa (2009-2013), she collaborated with the design company Adele-C to develop artists' project related to design and communication.

VIII. Benedetta di Loreto speaks

IX. Moderator

- thanks Benedetta di Loreto
- Introduces Stefano Antonelli

Stefano S. Antonelli is an urban art curator, with over 30 street art walls and installations curated in the city of Rome. He's the co-founder, along with Francesca Mezzano of 999Contemporary, a non-profit street art curatorial project focused on spreading contemporary urban arts over the eternal city through sanctioned street art interventions, a street art exhibition project space and a Urban Contemporary Arts Study Center.

Stefano was called to curate this summer the first street art exhibition at Macro, Rome Contemporary Art Museum and Avanguardie Urbane Roma Street Art Festival bringing in more than 30 international street art stars. He is also an adjunct curator with Gianluca Marziani at Palazzo Collicola Arti Visiva Spoleto Museum street art acquisition project Collicola Onthewall.

X. Stefano Antonelli speaks

XI. Moderator

- thanks Stefano Antonelli

- Introduces Antonella Radicchi, Soundscape artist

Antonella Radicchi is an architect, researcher and more importantly a soundscape artist. She obtained her PhD from the University of Firenze, Faculty of Architecture in 2010 with a dissertation on *The Sonic Image of the City. Designing Soundscapes in Contemporary Cities*. While in the process of getting her PhD, she spent 1 year at the Massachusetts Institute of Technology (MIT) as a Rotary International Ambassador Scholar.

She dedicated a significant phase of her career in the analysis of the role of sound in creating an environment. From 2009 she's been serving as the editor and scientific curator of www.firenzesoundmap.org which aims to interpret "the sonic environment of Firenze from an emotional standpoint."

XI. Antonella Radicchi speaks

XII. Moderator

- thanks Antonella Radicchi

- Introduces Antonio Venece

To close our talk series tonight, we'd like to call on Antonio Venece, the school manager at the Istituto Europeo di Design (IED) Roma.

XIII. Antonio Venece closes the show

XV. Moderator thanks the audience

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