

participative Muralism

Art on the walls: is a protest, a rebellion, or to laugh.

In the project **participativeMuralism**, what counts is the smile. The art remains a constant presence, like a protective mother but never intrusive. To have fun is, instead, the key to interpret the idea of social inclusion and, at the same time, the urban decor. The streets of our cities and our countries are often grey and desolate causing melancholy. The colours instead evict the sadness and resurrect stones and cement that were born and raised for no reason.

'The joy' is the north of the compass because without it the life is dull. However, it should be stimulated. Therefore, young people from all over the world are invited to paint walls and to climb scaffolding in a foreign country. In this project is important that the participants: volunteers and artists, are born and raised in a different country such as African, Latin America, Russia and etc. , because once arrived at destination, they will eat, drink, live and work shoulder to shoulder with the locals, fastening their cultural roots to those of the host land.

What is it?

It is a festival of international murals that can be organized by public administrations, associations or by anyone who has got the will to do it. The murals international festival has got multiple



purposes. The pictorial aspect is also an instrument to involve boys and girls in participating actively in the realization of ideas resulting from different cultures. Young people - both foreign and local - even if they never practiced the painting, will be highly motivated to participate. This learning opportunity certainly will enhance the life experience of each participant, and the social engagement will be an excellent occasion to promote

cultural exchange. The project has many other advantages. Among them to enhance the quality and diversity of technical mural, to create surprise among the people, to attract media attention and, more importantly, to creates an open-air museum promoting a cultural tourism.

Who are the participants?

The project may attend potentially a dozen of people. It is desirable that the team has a mixed composition to embrace international volunteers (activating partnerships with associations), artists (Italian and foreign) and the local population. With regard to the local population: children, teens, adults, students, workers and people with disabilities are welcome. In any case, the team working will promote the opening towards the outside world, the discovery of new cultures, the socialization facilitating friendships. The team is coordinated by an artistic director. However, if the team members are more than 15, the artistic director will be assisted by a co-worker.



Fieldwork

Once the team is made, the artistic director organizes intensive courses for the participants to explain painting techniques with particular reference to the mural. After these lessons, the operational phase starts: the design of the project. Each team member will work on sketches. The number of drafts - and therefore the murals - must be agreed in advance. This first phase is the time in which the participants know each other. The design and teamwork will help early on socialization. Once the drafts and identified the walls to draw are known, the second phase starts: the scaffolding company place the scaffolds where necessary; the artists, the local population and the volunteers begin to paint under the guidance of the artistic coordinator.



All together to draw

The time of drawing on the walls is certainly the most fun. Artists and participants of all ages begin to see realized the lines and colours born on small sheets of paper. The wall slowly turns reviving the roads around and stimulating good mood. The steps for the design are obviously not left to chance. The artistic director, since the split into small groups (although this will not be fixed) presents guidelines and prepares the colours. At this point the participants are able to work practically alone.



What is necessary to organize participative Muralism

It is necessary good will, love of art and a small financial contribution. These are the ingredients to make the collection of murals. The money are used to pay professional artists, paints and brushes,



paper and crayons to make the sketches, and for the rental of scaffoldings. It is true that it is a crisis time, but this project can be adapted to different types of budgets. To give a rough idea, the customer shall provide: food and accommodation for the participants, a large room where they can gather to design murals, the installation of scaffolding on big walls, comply with bureaucratic procedures for each type of license and liability relating to the walls to

draw, and to buy the necessary equipment. The duration of the festival can vary from a minimum of 12 days to a maximum of 25 and it is preferable to organize it during the summer.

Information

For more information about the project **participativeMuralism** please contact:

Vincenzo Ganadu

+39 349 06 28 708

www.ganaduart.com

ganaduart@gmail.com / vincenzoganadu@hotmail.com

© 2012 VINCENZO GANADU - All Rights Reserved. Confidentially Notice. Recipient agrees not to manufacture, sell, deal in or otherwise use or appropriates the disclosed information in any way whatsoever, including but not limited to adaptation, imitation, redesign or modification. Nothing contained in this booklet shall be deemed to give recipient any rights whatsoever in and to the information. Recipient understands and agrees that the unauthorized disclosure of the information by the recipient or others would irreparably damage the author. As consideration and in return for the disclosure of the information, the recipient shall keep secret and hold in confidence all such information and treat the information as if it were the recipient's own property by not disclosing it to any person or entity.

Chi siamo

Vincenzo Ganadu è nato a Sassari nel 1973. È un artista poliedrico e ha maturato il suo talento durante gli studi. Laureato nel 1998 in Scultura all'Accademia di Belle Arti di Sassari, ha fin da giovane ha manifestato una forte propensione per la decorazione e per il muralismo. Questi filoni l'hanno legato a figure di spicco dell'arte isolana come Pinuccio Sciola, Angelo Piloni, Elio Pulli e Vittorio Calvi. Ganadu ha insegnato Tecniche della scultura nel 2002 all'Accademia di Belle Arti di Sassari e dal 2002 al 2011 ha ricoperto il ruolo di professore di educazione artistica in scuole pubbliche e private. Tra i lavori più importanti spicca un grande murales realizzato a Lima (Perù). Le sue opere sono state esposte in California a Laguna Beach (2002), alle Hawaii a Honolulu (2004), in Brasile a San Paulo (2006) e in Australia a Brisbane (2010). La sua attenzione nel trasmettere ai giovani la passione e la tecnica completa la sua professionale.

