

## EMOTION FOR CHANGE

### OUR VISION

*“The Economy supports, Science inspires and Art transforms”*

We are a group of artists, scientists and entrepreneurs who are united by our recognition that **Art** has the power to transform reality, to broaden individual and collective awareness and to generate new possible worlds.

We recognise art as a means to convey beauty and content given substance by the world of **Science**: we are referring to the science that views Nature with the wonder of a child and the caution of a wise old sage. We believe that art can become an effective tool for sharing knowledge when it is supported by the **Economic** world: a wise and forward-thinking economy, which can ensure the freedom of art and science to act without being conditioned by the logic of profit. Our desire is to create awareness of our status as beings interconnected with and not separate from Nature, and consequently we want to interact with her in a harmonious and responsible manner.

Our intention is to relay inspiring and proactive **messages of confidence** through art projects which lead people to reflect on our world and on humanity, and to imagine and enact a change of direction. The kind of art we are looking for allows us to search for and nurture a completely new relationship with ourselves, with others and with Nature, of which we are a part.

### OUR MISSION

We dedicate our efforts to researching, developing and promoting artistic projects which inspire people to change in order to rediscover their relationships with themselves, with others and with Nature.

- **The rediscovery of self**, that is, the promotion of self-awareness, to broaden the vision of the person as a unique, inimitable individual, gifted with and dispenser of talents from which all can benefit.
- **The rediscovery of others**, that is, the search for common ground, for discussion and cooperation where there is room for

everyone and everyone has equal dignity, in full respect of their differences, be they social and/or cultural.

- **The rediscovery of Nature**, that is of the Ego as part of a Whole. We want to foster our relationship with the environment, to inspire changes in consumer models, to encourage post-growth and the abandon of anthropocentric standpoints.

We want to create **heterogeneous** working groups comprising artists, members of the research and cultural communities, scientists and representatives of the economy; as with the artists coming from different backgrounds, the scientists and researchers will be from different areas and with different opinions.

Our aim is to use **constructive and purposeful** language. As we wish to accommodate both the capacity to **dream** and the capacity to **do**, we refuse to use fear as a force for change.

**Artistic quality** is important to us, as we see it as isomorphic to values of commitment, attention, nurture and dedication.

We accept **imperfections** as an integral part of a living and complete artistic gesture.

We are looking to initiate relations with those who show similar enthusiasm, opening reciprocal channels of cooperation.

We intend to create a model for a self-reproducing and replicable ecosystem.

## **HOW WE WANT INTERACTIONS BETWEEN US TO WORK**

In our intent to distance art and science from the primacy of commercial considerations, the entrepreneurs in our group, and their companies, support this project with their ideas, their organizational skills, their networks and their capacity to identify and activate resources which are in line with our spirit so as to acquire economic support for our projects. The artists share their proposed projects with the scientists and entrepreneurs, so as to work sinergically along the same lines, contributing to broadening the network of participants and finding funds to bring the shared plans to fruition.

The scientists work with the artists and entrepreneurs to make the artistic projects a reality, backing them up with their specialist

knowledge, thus adding authority and prestige to the expression of emotions elicited by the art.

We want the “external” changes we are pushing for to be first of all “internal” changes, within our group and within ourselves as individuals.

We consider that a fundamental element of this is to work on **self-education** leading to social practice based on listening and reciprocal respect for different thoughts and opinions, to be appreciated as added value for the group and new learning opportunities.

This Manifesto sets itself as the guide for our feelings, our thoughts and our actions. Every one of us contributes to it with their own skills and believes in the skills and actions of the others.