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MATERA THE MAP OF EMOTIONS 2019

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THE MAP OF EMOTIONS OF MATERA: AN EXHIBITION TO DISCOVER “LO CORE” (THE HEART) OF THE CITY

The *Secretissima Camera de lo core* set up on the third floor of Palazzo dell'Annunziata in Matera (P.za Vittorio Veneto 1) will offer visitors a real **access portal to discover the city**, European Capital of Culture 2019.

Conceived by the Associazione Teatro dei Sassi and co-produced by the Matera - Basilicata Foundation 2019, the interactive exhibition tells the emotions of the almost 400 inhabitants of Matera aged between 10 and 80 years.

Everyone received a blue box with a map of the city and a sheet of tissue paper to pin on memories and sensations.

Young storytellers and modern cartographers led by the writer Alessandro Baricco, by the artist Stefano Faravelli and by the dancer-choreographer Heike Hennig have then elaborated an **unprecedented map** in the form of a **multisensory path** set up by the scenographer Paolo Baroni.

A choral work on emotions, the soul of places, a memory that connects the people involved and the visitors themselves with different forms of art: poetry, narrative, painting, sculpture, video-performances and dance.

As an integral part of the official program of Matera 2019 for the theme *Continuities and breakages*, the exhibition will be open to the public from Saturday 23 March 2019.

Tweet/Post: #Matera capital of #emotions with the exhibition dedicated to the stories of the inhabitants of the city La Secretissima camera de lo core #materaemotions

Infos: www.matera-emozioni.it



THE 400 MAPPERS

The project conceived by the Associazione Teatro dei Sassi involved almost 400 inhabitants of Matera recruited through a public call, also through the use of social media platforms. The answers were numerous and impassioned, more than the organizers expected.

Each "mapper" received a box containing a map of the city, a sheet of tissue paper and pencils. With these means the emotional and personalized maps of the inhabitants of Matera have come to life, thanks to the creativity of everyone and especially the stories related to the symbolic places of the city.





ARRANGEMENT BY PAOLO BARONI

The manufacturer of theatrical gadgets and light artisan Paolo Baroni will sign the arrangement of the exhibition dedicated to cartographic works created by the 50 artists led by Stefano Faravelli as well as the 400 boxes containing as many maps of the city's emotions.

Visitors will be able to access the "Camera Secretissima de lo Core" inside the Provincial Library of Matera from March to July 2019.

Single ticket Matera Capital of Culture 2019: in the rich program planned by the city, the Map of Emotions of Matera is proposed as a fascinating journey not only to 'observe' but to actually live.

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Paolo Baroni has worked for over forty years in the theater with experiences ranging from opera to puppets, from dance to drama, from fashion shows to performances, all experiences interspersed with equally varied workshops. He has been technical director of the Santarcangelo Festival, of the Societas Raffaello Sanzio of Cesena and of other Italian realities in the art world (La Fenice di Venezia, Teatro dell'Opera di Roma, Teatro alla Scala). It holds workshops and training courses on set design and lighting throughout Italy.



STEFANO FARAVELLI AND THE 50 ARTISTS

The artist Stefano Faravelli will give life to the "Mother Map", that is to the visual synthesis of the whole operation of emotional mapping of Matera run by the 400 inhabitants and a group of 50 young co-creators among students of the art schools of Matera and other Italian cities.

The exhibition, which will be set up in the Matera Library from March 2019, includes over 40 works that will be visible through an emotional and interactive journey guided by the choreography of Heike Henning and the luminous scenography of Paolo Baroni.

Stefano Faravelli has also been involved, during the initial stages of the project, to conduct three apiaries involving many artists from all over Italy and has developed the visual image of the project "Atlas of the city' emotions".

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Stefano Faravelli was born in Turin in 1959. He attended the art school and the Albertina Academy. He graduated in moral philosophy. In 1992 he got commissioned by Giorgio Soavi to create the for the Olivetti company a series of illustrations for Mörike's "Mozart traveling to Prague", presented at the Antonia Jannone Gallery in Milan. Since 1987 he has collaborated with Guido Ceronetti as set designer and painter for the "Teatro dei Sensibili". In 1994 "Sindh" was published by Comau with text by Ceronetti, in 2001 he released "Nel regno di mezzo" with text by Renata Pisu, in 2002 the Museum of the Specola in Florence prepares "Zoografia Apocrifa". He has exhibited in various parts of the world, in 2007 he published a new travel book about India, "To see the elephant", published by EDT. Among others, the followings wrote about him: Giovanni Arpino, Guido Ceronetti, Fabrizio Dentice, Franco Fanelli, Nico Orengo, Massimo Rosci, Vittorio Sgarbi, Giorgio Soavi, Marco Vallora.



ALESSANDRO BARICCO & SCUOLA HOLDEN

In the creation of the Map of the Emotions of Matera, Alessandro Baricco and the young storytellers of the Holden school have read and revised the stories of the inhabitants of the city, in order to obtain a fascinating and varied narrative outfit, leading straight to the heart of the city and its population.

The personal emotional maps will constitute one great work, which will reflect the different paths traced by those involved in the project, aiming to compose what will be the first chapter of the emotional Atlas entitled: "The secretissima camera de lo core".

The interactive set-up of memories and stories will allow us to get to know Matera through an unpublished path, directly from the words of its inhabitants.

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Alessandro Baricco is one of the writers best known and loved by readers of fiction in Italy, founder of the Holden School of Turin. He made his debut as a music critic for several national newspapers, he established himself as a novelist (*Castles of Anger*, 1991; *Ocean Sea*, 1993; *Silk*, 1996; *City*, 1999; *Without Blood*, 2002; *This Story*, 2005; *Emmaus*, 2009) he has been able to combine literary quality and great success with the public thanks to an extremely incisive and evocative writing method. He has also published theatrical works (*Novecento*, 1994, *Homer, Iliad*, 2004), screenplays (*Spanish Game*, 2003, with L. Moisis) and essays (*Il genio in fuga*)



HEIKE HENNIG: DANCING MATERA

The German choreographer Heike Henning studied the emotional maps made by the citizens of Matera, the works of the artists who participated in the apiaries directed by Stefano Faravelli and the early stories of the young storytellers of the Holden School, looking forward to design the choreography that will guide the visitors during the inauguration of the "Camera secretissima de lo core" event.

The exhibition-event, which can be visited from March to July 2019 at the provincial library of Matera: a place that will become an interactive space for memories and stories.

All this is part of the project "Atlas of the emotions of the cities" that comes to life for the first time in Matera along the program of events for Matera European Capital of Culture 2019.

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Heike Hennig is a German choreographer born in Leipzig. He studied performing arts in the United States and formed in 2000 his ensemble consisting of about 50 artists from different performing arts experiences, making numerous pieces. He also works as a director and choreographer for opera and theatrical productions. Her production "Tanz mit der Zeit" (Dance with Time, 2007) was made for cinema and TV. Heike Hennig's choreographic works have received numerous awards throughout Europe.



THE ATLAS OF THE EMOTIONS OF THE CITIES

As part of the rich cultural program of **Matera European Capital of Culture 2019**, the **Atlas of the emotions of the cities**, a project conceived by the **Associazione Teatro dei Sassi**, proposes to create a new way of visiting the cities through the use of an Emotional Map made by collecting the memories and stories of the inhabitants and, gradually, of the same visitors. The project, co-produced by the **Matera - Basilicata 2019 Foundation** and by the Associazione Teatro dei Sassi, identifies Matera as the city where to experiment for the first time this approach.

More than 300 inhabitants of Matera (selected in all age groups and social extraction) were involved in the project, they were asked to develop their "emotional map", marking on a map of the city, and telling in words, the places where personal, and particularly significant, events happened. The set of all the maps, after a work of selection and artistic transformation, will compose the emotional Mother Map.

"You can grasp the truth of a place only by weaving a relationship with those who live it in different ways. The secret stories of the inhabitants of the cities are the spark that illuminates the places. With this vivid light we intend to illuminate the terza plan of the Provincial Library of Matera, where we will set up the Secretissima camera de lo core ". This was stated by the artistic director of the Associazione Teatro dei Sassi, Massimo Lanzetta.

For Matera 2019 the first chapter of the Atlas will be created, called 'The secretissima camera de lo core', an interactive display of memories and stories, where visitors can experience this new way of visiting the city, more vertical and immersive, thanks to exchange with the inhabitants and a narrative and performative path. Secrets, memories and emotions make up an "augmented reality" of the city, which both visitors and the inhabitants contribute to and draw from. The project, in different ways, will continue even after 2019.

"With Matera 2019 we have always set the story of the city based on people. The challenge of Matera 2019 - said the director of the Matera - Basilicata Foundation 2019, Paolo Verri - is to make each inhabitant protagonist, without thinking that there is necessarily a need for an institution, or more generally public resources, to improve the reality. In recent years, the Foundation has tried to build this network of people who, after 2019, will have the ability to work together to make the City autonomous. The choice of this project is born because it highlights the



ability to tell things through subjectivity, the individual and the emotions creating a great collective story. Enriching the local environment through narration and not creating distance between cultural inhabitants and temporal inhabitants are two extraordinary values of the project. I thank the Teatro dei Sassi and the citizens for their work. I really appreciate that the Atlas of the emotions of the cities begins its journey from Matera, but the Atlas can be built in any other city because, as we support in Matera 2019, the archives are a deposit memory that must serve to revive our culture. "

"This project is part of the cluster of the Poetics of Shame. In the case of Matera 2019, shame is a value because today it can be beauty, emotion, redemption: it is a fundamental theme for 2019 and for our planning and, in this context, the Atlas of the city emotions, for its duration and its shape, undertakes an important role. The stubbornness of the Associazione Teatro dei Sassi in creating a community, collecting memories, secrets and stories is very much appreciated by us", said the cultural manager of the Matera - Basilicata Foundation 2019, Arianne Bieou.

'La Secretissima camera de lo core', which will be open from March to July 2019, will be set up at the Provincial Library of Matera.

The proposal to host here "La Secretissima Camera de lo Core" has found immediate support and acceptance from the Province of Matera, from President De Giacomo and the councilor for culture Anna Maria Amenta. With the employees of the structure continues the agreement established last year and we are sure it will result in a long-lasting partnership.

"The convention with the Teatro dei Sassi, historical cultural association of the city, which has been given us the opportunity to use, for the duration of the project some spaces on the 3rd floor of the library, - highlighted the president of the Province of Matera, Francesco De Giacomo - is a good practice of collaboration between the institutions and the associative world, of which I am extremely proud. A partnership that also has the strong value of bringing more and more people to the Stigliani Library through the inclusive and participatory processes that the Teatro dei Sassi is already practicing and through the public visit of the installation scheduled for 2019 in the places assigned to the third floor "

"Through culture, the territory becomes a community, that is a fabric of relationships that fosters meetings, encourages participation, offers incentives and suggests new ideas. The Atlas of the emotions of the city sees the participation of partners of excellence among which stands out, naturally for our institution, that of the Italian writer Alessandro Baricco and his Holden School in



Turin. I am convinced that the collaboration between the Province of Matera and the Teatro dei Sassi will be able to produce good results for the benefit of the entire region ". This was stated by the advisor to the culture and library of the Province of Matera, Anna Maria Amenta.

In addition to the citizens of Matera, the writer Alessandro Baricco and the Holden school in Turin, the visual artist Stefano Faravelli, the choreographer-dancer Heike Hennig from Leipzig and the scenographer and light artisan Paolo Baroni will also collaborate.

"The Holden School takes part in the project by directing to Matera a team composed of four graduates who for three weeks, in constant contact with the city and with the sensitivity of its inhabitants, are involved in reading, selecting and organizing the materials of the collected mappers from the Teatro dei Sassi. The work flows into an exhibition that in 2019 tells the city of Matera in the form of a large map. During the process of counting and reading the maps, the team of the Scuola Holden takes care to identify some strong narrative nuclei that are translated into fifteen stories, after reading the writer Alessandro Baricco narrates his Matera. It is from these stories that, in 2020, the Teatro dei Sassi builds an emotional itinerary of the city ".

Project conceived by the Associazione Teatro dei Sassi, co-produced by the Matera - Basilicata Foundation 2019

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