

Open Call - **Vista Mare**  
Intensive Workshop about a project methodology  
Visiting Artist: **Antoni Muntadas**  
Positano (SA) - 10/16 October 2014  
curated by Aspra.mente

**madre**  
sotto  
il patronato  
della fondazione  
donna Regina  
per le arti  
contemporanee  
2014  
fondazione donna Regina  
per le arti contemporanee

*'Understanding art as an inclusive and not exclusive system requires an openness to other disciplines. Many cases present the possibility of working in a group where people of different interests contribute to the methodology. Aware of the social sciences –such as sociology and anthropology– and fieldwork – such as interviews and the study of data– as tools, the artist does not become an anthropologist or a sociologist, but observes how these disciplines operate on a territory. Data, information and statistics are complementary to other visual practices.'*

Antoni Muntadas, 'For a project methodology', Monos Editions, 2013.

After *H2O+*, *TerraTerra!* and *Ufficio dei Giardini*, Aspra.mente decided to develop a new project taking into consideration the local context of the Amalfi Coast and trying to engage with different subjects from the city of Positano and beyond.

Aspra.mente's previous projects analysed the *agri-cultural* value of the site, the community resources and the local traditions, focusing on the educational value of each project.

[H2O+](#) was developed in collaboration with Officina, a civic organization, which develops initiatives dedicated to young people; thanks to them we were able to spread the project across the local territory. H2O+ focused on the idea of water as a public resource through the development of a campaign, which promoted the use of public fountains around the city. The participants publicly distributed empty and clean plastic bottles together with a map indicating the fountains locations, suggesting a new use of a common resource.

The main partner of [TerraTerra!](#) was the local primary school which hosted our agriculture laboratory. The focus was the valorisation of a local tradition connected with the idea of gardening as a daily practice. Pupils were involved in the development of a common vegetable garden aiming at the development of a series of actions and discussions about food consumption and nutrition.

Finally with [L'ufficio dei giardini](#) we involved several associations located both in the city and in the Region. The aim of the project was to reclaim public space in a city where it became either more and more reduced and privatised, or abandoned. The project's headquarter was located in the Town Hall public garden.

With **Vista Mare**, Aspra.mente would like to generate a critical debate focusing on the local resources (food, handicraft, natural landscape, agriculture) in relationship with a broader context connected to contemporary art. Even though the city is quite isolated, over the centuries it became popular, as it has always been an intersection of creative experiences. A refuge for artists looking for inspiration, thanks to the beauty of the landscape.

Through walks around the city, the countryside, the mountains and the coast we would like to investigate the essence of this place, which is struggling to survive the wild gentrification, which is putting economical interests first.

The workshop would create a moment between active and contemplative experience through the activities above-mentioned. Participants will be invited to submit a project idea at the end of the workshop, according to the theme developed by Aspra.mente together with the visiting artist. The proposal should take into consideration a project methodology linked to local resources.

Our aim is to use the artistic intervention to connect different disciplines in order to generate a debate in the local community, which re-defines the idea of audience. In fact people taking part in our previous projects were co-authors of the project itself, adding new value.

Visiting artist of the first edition is **Antoni Muntadas**. The artist's extensive artistic production began in the Seventies when he left his native Barcelona to New York. Through photographs, videos, multimedia installations, urban interventions, publications and online projects, Muntadas speaks of the invisible mechanisms informing the production and reception of the narratives created by the mass media. Decoding the meanings and interpretations of multimedia language and the ensuing subjective and objective images, he analyzes the consumption of information and the processes through which power, propaganda and profit are mediated and manipulated. Since 1990, he has been a professor within the Visual Arts program at MIT, Cambridge, Massachusetts and has taught at Luav University of Venice since 2004.

Suggested text: Antoni Muntadas, 'Riflessioni per una metodologia del progetto. For a Project Methodology', Monos #4 <http://www.monoseditions.com/monos4/>



### Application Form

The call is open to all cultural workers (artists, curators, architects, graphic designers, writers, critics etc.) The deadline for applying is **August 15th 2014**. The workshop will be held mainly in English and for some activities a translation from Italian will be provided.

The application form should be sent to [aspra.mente@gmail.com](mailto:aspra.mente@gmail.com) please write as object 'Vista Mare intensive workshop - Selection 2014' and it must include:

- CV (max 2 pages) completed with name, surname, date and place of birth, citizenship, address, e-mail, and telephone number;
- Selected portfolio (or link to a website);
- Motivational Letter where you explain why you think this experience might be relevant for you (max 5000 characters);
- What do you think to achieve with the workshop and what would you like to present (max 1000 characters).

### Terms and Conditions

Aspra.mente organizes and curates the workshop as a no-for-profit activity and the fees are just covering the expenses.

The registration fee is **400 euro**. The selected candidate should pay **150 euro** deposit in order to secure his/her place. The fee covers enrolment, accommodation, meals, excursions on location and the visiting artist's fee. Travel expenses are not covered, we will provide all the information about how to reach Positano after the selection procedure is completed.

On request, the organization will provide participants with invitation letters for external funding and grants.

The workshop is organized in collaboration with **Associazione Culturale Posidonia**, **Hotel Pupetto e Vittoria**, local cultural workers and it received the **Matronato** from **Fondazione Donnaregina per le arti contemporanee, Napoli**.

The maximum number of participants is **10** and the workshop will be a collective experience: accommodation is in double rooms (Hotel Vittoria). The activities will take place at Hotel

Pupetto where we will provide a computer with Internet access, a beamer and a shared studio.

Almost all the activities will take place in the public space around the city.

### Info

Aspra.mente's previous projects and collaborations [www.aspramente.weebly.com](http://www.aspramente.weebly.com)

For any enquiries about selection process, application procedures, etc : Aspra.mente (Eva Cenghiaro, Giulia Gabrielli, Gabriella Guida, Alessandra Saviotti) [aspra.mente@gmail.com](mailto:aspra.mente@gmail.com)

### Location

Hotel Vittoria Positano - Via Fornillo, 19 - 84017 - Positano SA [www.hotelvittoriapositano.it](http://www.hotelvittoriapositano.it)

Hotel Pupetto Positano - Via Fornillo, 37 - 84017 - Positano SA [www.hotelpupetto.it](http://www.hotelpupetto.it)

