

#15_beyond hope

Art project at the time of Covid-19

This painful global experience must leave us something.
So I thought of sharing short reflections on my work useful for the project of a better future in which to live. Because this challenge is ours. History tells us. Let's live it in the awareness of being the protagonists of the whole of humanity.



Art/Company/Territory

In symbols, Humanity reflects its messages, shares its values and builds the future.

In art we recognize our history and represent the passing time.

Here then, today more than ever, the usefulness of artistic research in the contemporary world of our society. Art as knowledge. Art as an experience. Art as existence.

Whoever survives, wants to do. Need to communicate... to exist.

Nothing more than Art is a testimony of life. Nothing more than Art tells who we are.

A message is hidden in the eternal steel of all my works. A reflection. A symbol in which to recognize oneself as part of a unique and distinctive community. Whose values are fragments of our true individual and cultural identity. To rediscover ourselves protagonists and interpreters of humanity itself. This is the meaning of the "Art/Company/Territory" project, which focuses precisely on "Know-how" and "Community", elements in which the indomitable strength of our culture and identity resides. Because we are what we choose and do. And the world of excellent Companies is the cornerstone: maximum expression of genius loci and territorial culture, elements at the basis of success in the global market today and tomorrow.

My works, integrated into the innovative Corporate Social Responsibility policies, become shareable icons (especially in social/web/video) that transform the origin and identity of the Company into a strategic asset and economic value.

The Company so rediscover itself strong and compact around to their own values.

Because finding new horizons to communicate is essential, and choosing to do it through Art means promoting corporate identity that acquires value in the eyes of all stakeholders and social solidity in the market.

We are on the border with the Middle Ages, but we can still choose to be a new Renaissance: fear must not block our imagination. We all have the choice.

In Art we can find part of the answers.

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