GLORIA PERPETUA

VISUAL STUDY OF MONUMENTAL ART

AD VITAM AETERNAM

The ethereal state of memory meets the permanence of matter: a combination of idea and form is born.
It will survive the becoming of time.

THE
PRO
JECT

GOAL | WHAT ———— The rediscovery of great events and great personalities of Italian history, art and culture, made eternal by **monumental statues** in the region of Lombardy.

GOAL | HOW ———— Through the creation of a **digital atlas**, containing the best monumental statues of Lombardy. Attractive, renewable, always available and easy to use for young people, tourists and citizens.

TARGET
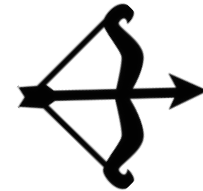
MILLENNIALS & GEN-Z

These generations are characterized by a great familiarity with **digital communication**, media and new technologies. In many parts of the world, the childhood of generation Y and Z was marked by a technological approach and a neoliberal education, derived from profound transformations of the '60.

TOURISTS

"Cultural tourists" are an economic pillar of tourism in Italy. They usually come from abroad, plan complex stays and are also willing to spend more for a vacation in which, in addition to the rest, they want to **"nourish the soul"**. For this reason it is important to know how to welcome and inform them as good as possible.

CITIZENS

The project is based on the most representative symbols of the cultural heritage that will be able to be rediscovered by citizens thanks to digitization. This will create the conditions for a **greater cultural consciusness** in everyday life.

PREVIOUS EXPERIENCE: #EyesFromEurope

#EyesFromEurope is a photographic project created by us (Positiva Milano) under the patronage of Agenzia Nazionale Giovani (the italian national erasmus agency). The main goal of the project is to promote the **Erasmus+ programme**. It contains a selection of 50 eyes of young Europeans who have participated in Erasmus+ initiatives.

RESULTS

Thanks to the help of the **European Commission** and of its communication channels, we estimate the potential audience in 100,000 individuals, only on Facebook. The number of shares and interactions has been unusually higher than the average of the contents of many institutional pages and websites. Foreign information websites have mentioned the project. All of this without any economic investment in advertising.

For this reason we think that a costumized marketing campaign for GloriaPerpetua can definitely lead to **positive results**.
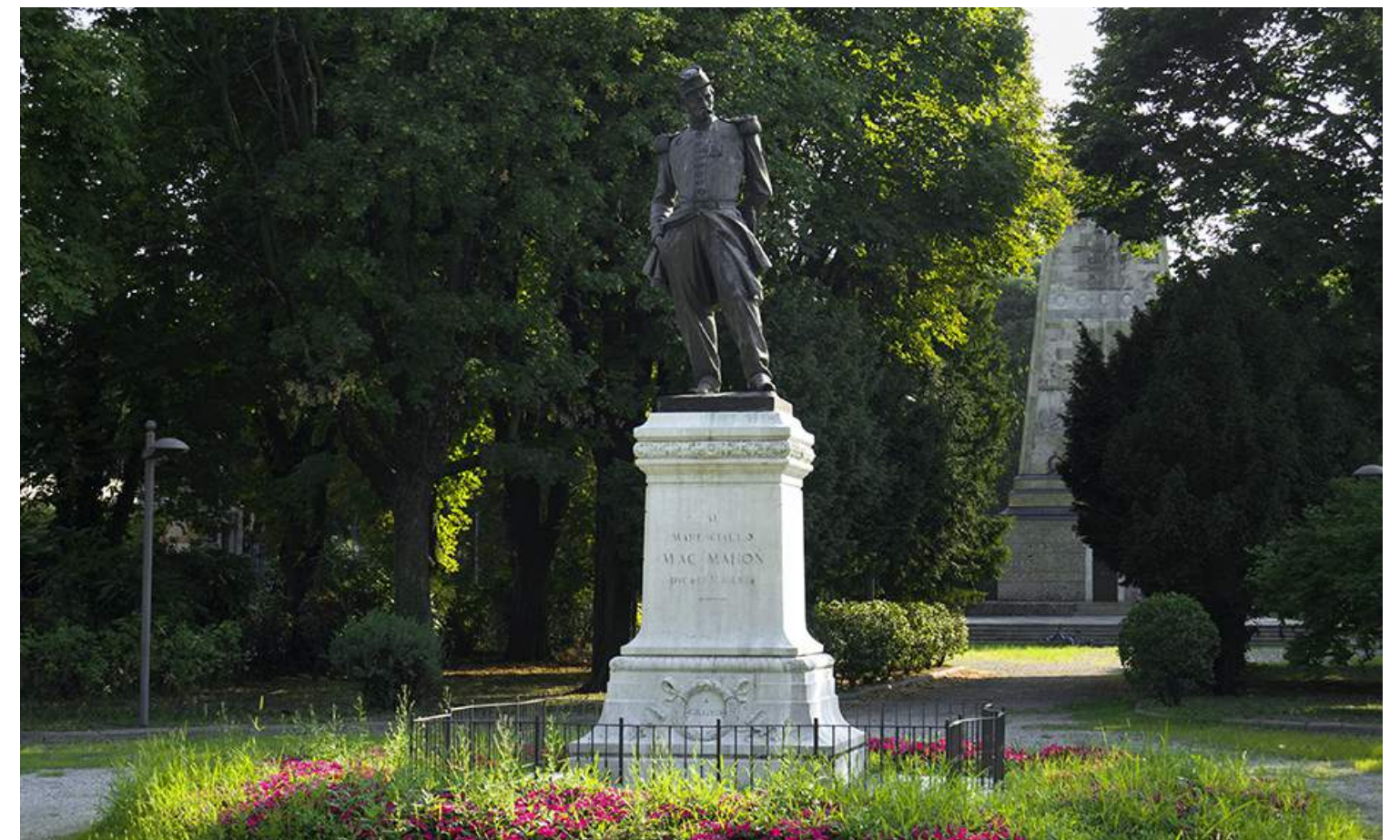
DIGITAL ATLAS

GloriaPerpetua will be a graphical and informative digital atlas. **Young** in design, **intuitive** and **easy** to use. Attached to each monument there will be a brief description which, depending on the case, will enhance the most important aspects of the monument

Alessandro Manzoni, Milano

MacMahon, Magenta

SELECTION CRITERIA

Not only the most characteristic statues of famous locations were selected, but also the monuments found in small and often **unknown towns**, that contained little hidden **masterpieces**.

Vittorio Emanuele II, Milano

Monument to fallen partisans, Arluno

MONUMENTAL STATUES ———————

HISTORICAL PROTAGONISTS

The more important characters that have left a mark at local or national level.

ITALIAN UNIFICATION STATUES

The heroes that have symbolized the birth of the nation: once Italy is made, we must make Italians!
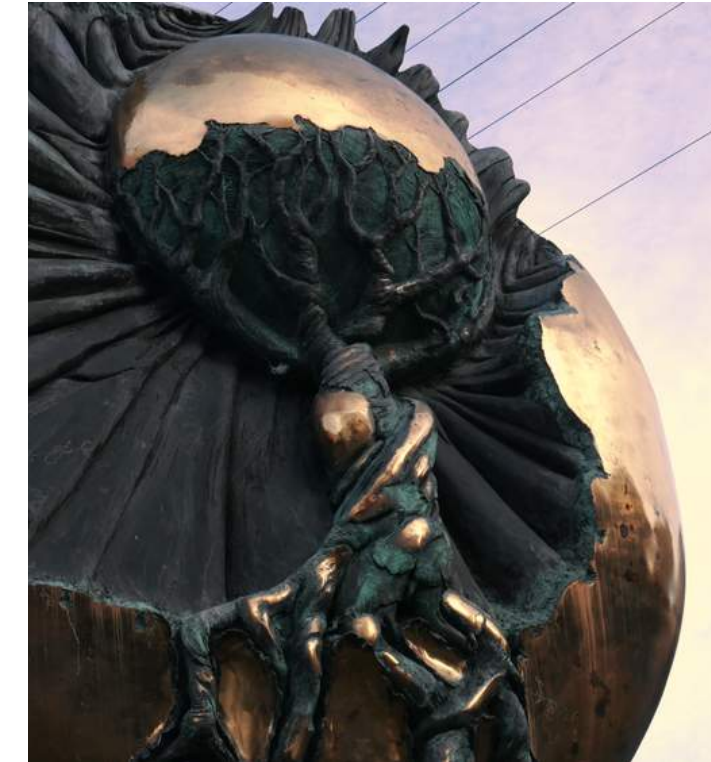
MONUMENTS TO THE FALLEN

A tribute to millions of young people who died in war during the most difficult periods of our history.

MONUMENTAL STATUES

SAINTS
AND PATRONS

Which were symbolically entitled
 to the protection of a place,
favoring the creation of a local
identity.

ABSTRACT
CONCEPTS

Which represent or exorcise an
important part of the life and of
the people

NARRATION

A description of the single monumental statue, that dwells on aspects that can enrich its value, and that allows GloriaPerpetua to create a narrative able to **involve the visitor** at 360 ':

Some of this informations will describe the historical context, other will tell some of the less known curious details of it. Like curiosities about the creator of the work or background of the relationships between the piece of art and the inhabitants of the municipality in which it resides.

This type of narration wants to **stimulate the curiosity** of the observer, indirectly pushing him to find out and visit those places in person.

In the next slide you will see a practical example, in *italian*, of this kind of narration applied to one of the monumental satues present in the project, as well as what will be seen by the final user (UX).

GLORIA PERPETUA

Al Ceck
Arluno (MI)

Il monumento ai caduti 1915-18
situato in piazza Pozzobonelli
è affettuosamente chiamato "Ceck"
perchè durante l'inaugurazione pubblica,
la madre del soldato Francesco Mario Losa
caduto sul Monte Grappa il 28 Dicembre 1917,
volle riconoscere nel volto della statua
il viso del figlio gridando:
"Oh, 'l me Ceck! L'è al me Ceck!"
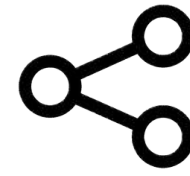(Oh, il mio Francesco! È il mio Francesco!)

Scultore: Sconosciuto
Anno: 1922

SORGE
A PERENNE MEMORIA
DEI MORTI EROI
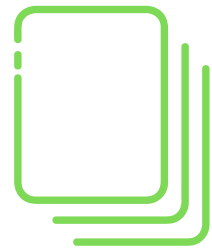A PATRIO STIMOLO
DEI FUTURI NEPOTI
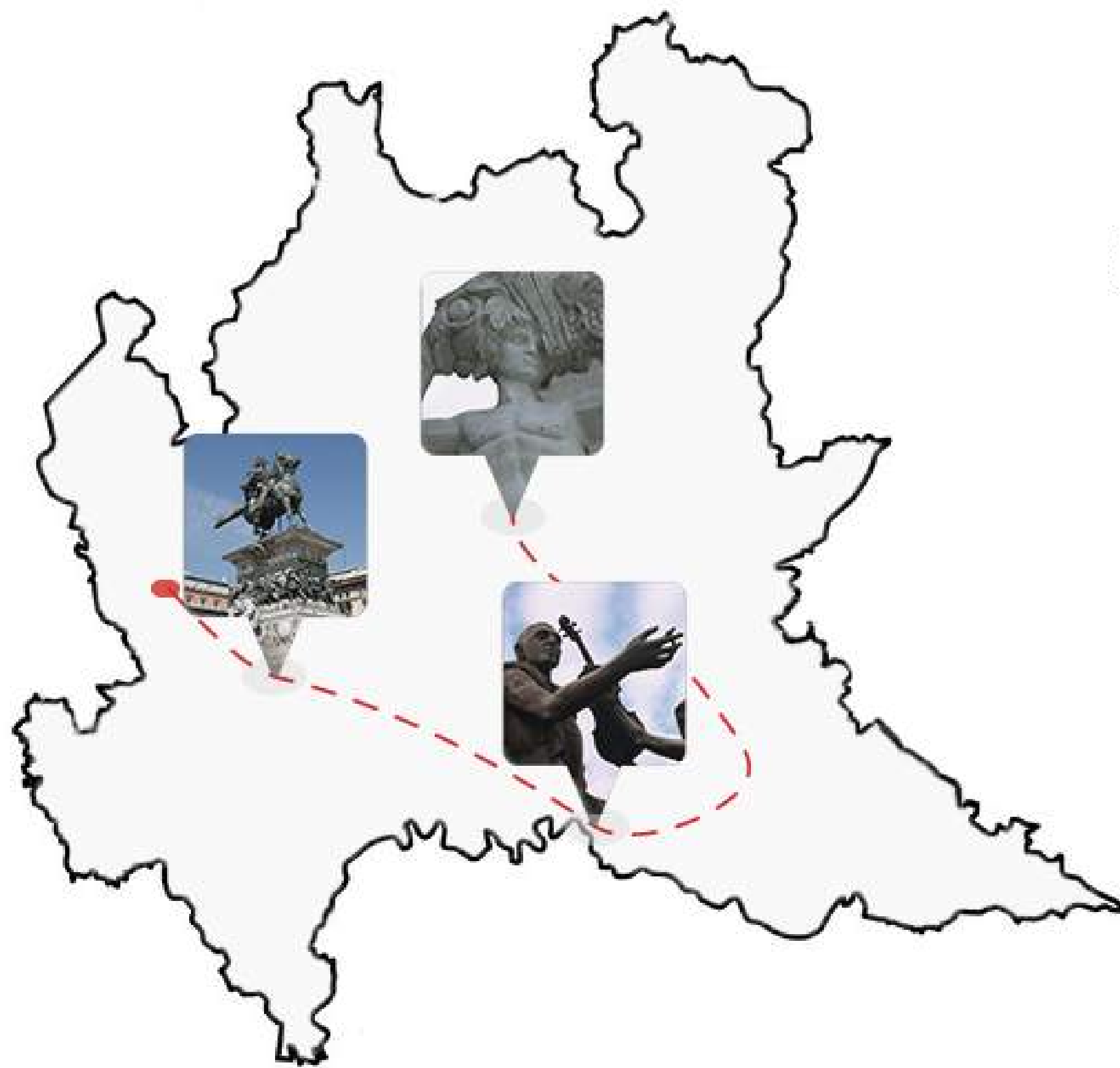
ITINERARY

The atlas will be equipped with an **index** that will classify the monumental statues geographically, giving the visitor the chance to be able to easily create a custom itinerary that fits all his needs.
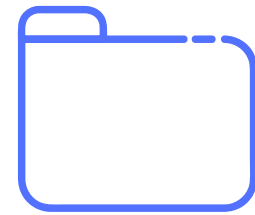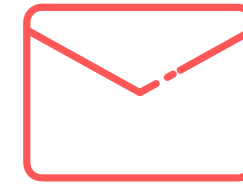
DISSEMINATION VIRALITY SHARING

DIGITAL ATLAS

Easy and modern website, reachable from any electronic device with an Internet connection.

SOCIAL MEDIA

Very popular digital environment among the target groups of this project. Togheter with igital strategies that aim to the maximum spread of the project.
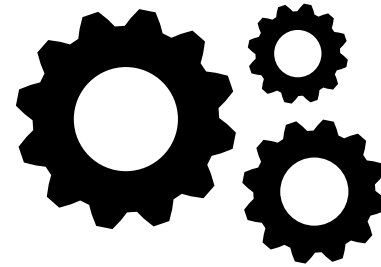
PARTNER NETWORK

Sponsors and supporter of the project that will help out thanks to their channels, public or network
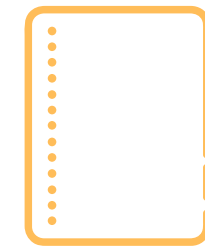
PHOTOGRAPHIC EXHIBITIONS

Artistic blitzs in the local communities with the help of institutions and local associations.

FURTHER DEVELOPMENTS

BEYOND THE SIMPLE DIGITAL ATLAS

INSTAGRAM

The project is innately declinable to this social media. To reach the target groups we will create **ad- hoc contents** for the Instagram channel: in addition to the photos of the monuments, some of the proposed contents could be:
quotes of charachters involved in the project, audience content engagement (quizzes, surveys, etc.), contents connected to cultural events in the area, interviews with important personalities or local community exponents, etc. **All content will target the youngster public and will redirect the traffic to the atlas.**

AD MAIORA

GloriaPerpetua can be **renewed and updated constantly** over time. The next step will be addition of another Italian region to the project. The purpose is to add the entire **Italian territory** to the online atlas.

Through this platform it will be possible to implement functions that link the searches of monumental statues with **other contents**: cultural events, museums, workshops etc. who can help make the user experience even more engaging and rooted in the territory.

COLLABORATIVE PARTICIPATION

The atlas of Italian monuments can only be achieved through **democratic participation** of the platform. Photographers, art experts, historians and passionate enthusiasts from all over Italy will be able to send their own pics and informations , quoting the source, directly participating in the development of the project.

WHO WE ARE

Loris Conte

Project manager of the project. Political scientist, by background, with international experience; co-founder of Positiva Milano. Works now in Fintech environment: **without oxygen**, he finds it in GloriaPerpetua.

Riccardo Pasqual

Photographer and artistic director of GloriaPerpetua, background in media design and co-founder of Positiva Milano. He worked as graphic designer and daily records **lucid dreams** with his own camera.

Positiva Milano

Youth association for sustainable development and active citizenship. Created by a group of friends in 2016 counts now several trans-national project thanks to all **people** who support it.

SUPPORTED BY

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