

DOSSIER INVISIBILIA

The Promotion of the Artistic and Expressive Intangible Heritage in Piedmont: toward a Digital Creativity Model

The Invisibilia Project is focused on digital communication technologies to document and return the emotion of the «invisible» events of contemporary art installations, performances, site-specific situations. These are «non-object» of great importance both mediatic and economic, even though are always at risk of vanishing, excluded by chains of touristic, educational and cultural profitability.

The project starts from the idea that many products of contemporary creativity are not real «works» in the sense of physical objects, but rather installations, structures, site-specific, performative situations, environmental activities, and similar. These products have great economic importance and great media coverage, but that hardly find the right place in the operating chains in order to be projected into the socio-economic reality. That is why they can be considered as «invisible cultural heritage». The project intended to study and develop a series of proposals (cultural, managerial, and business) that uses the latest digital communication technologies to develop the knowledge, the maintenance, the reuse and profitability of these particular heritage.

The project was lead by Giulio Lughì, and was divided into five work packages (cultural exploration; conceptual organization, semantic platform; multimedia production; media rendering) that have involved scholars from University of Turin as well as research grants personnel, and external consultants.

The project (www.invisibilia.unito.it) has ben funded, starting from 2011, by “Bando Progetti Ateneo” of Università di Torino / Compagnia di San Paolo, and ended in August 2014;

Project’s partners: Comune di Torino, Servizio Arti Contemporanee; Cittadellarte Fondazione Pistoletto; Filatoio di Caraglio; Fondazione Sandretto Re Rebaudengo; Castello di Rivoli Museo di arte contemporanea; PAV Parco Arte Vivente; Piemonte SHARE Festival.