



Presentation of 2023 edition

The goal of this project is to make an exhibition with a video art competition, with videos shot in the Grado Lagoon and specifically in the areas of the Foce dell'Isonzo nature reserve and Cavanata Valley. The project is in its second year, having received regional support last year.

These areas of great naturalistic value, were greatly appreciated both by the young artists who participated in the project with great enthusiasm and professionalism last year, and by the partners.

Through the implementation of this event, in addition to the indicated territory, it is intended to highlight and promote 10 other young artists who will be selected to take part in the competition and event. The artists will again be chosen through the Associations that were partners last year, and we hope to collaborate also with two new associations from Germany and Croatia. We choose to keep video art as we believe that it is an artistic expression that has a very strong expressive potential, and it was a winning point during the last edition: the young artists appreciated very much this expressive media and we had a good audience response. Indeed, video is a media through which young people express themselves most, and by which they are strongly fascinated.

Through this project we also intend to raise awareness among young people regarding nature, conservation and enhancement of protected places, how they can be a source of inspiration for works of artistic value that carry positive messages in favor of sustainable development, scientific research and education.

The main activities planned are the following:

-Organization of a competition for video art works, reserved to artists under 35 from the territories of Italy, Austria and Slovenia, Germany and Croatia. Through an important research of the most interesting emerging artists in Italy and in the neighboring countries of Austria and Slovenia, and from the

countries of Germany and Croatia, 10 will be selected to artistically interpret the lagoon at the level of images and sounds, in a multisensory representation that will narrate the lagoon in a way that will be different from the classical promotion schemes. The artists will spend a week at the project sites in order to create the video-art works, and upon their arrival they will have a briefing with the managers of the Cona Island Biological Station (SBIC). This will give the artists an introduction to the places where they are going to work. The multimedia products they will have to make are conceptual videos with sounds of the lagoon, conveying the emotions and feelings of those places. The narrative register will be very different from classic promotional or advertising videos, which are purely descriptive, these videos will emphasize sensoriality and abstraction; the goal is that by doing so, they communicate the essence of these places. Throughout their stay, the artists will be followed by a cameraman who will make a reportage of this experience, and which will then be published on the competition's Vimeo/Facebook channel.

-Setting up the exhibition, at the House of Music in Grado, a very prestigious and frequently visited place. There will be 2 screening rooms, where the videos of the artists (5 videos each), will be screened continuously; the public will have the opportunity to vote for the best work. The display will remain available for the entire month of December 2023, and will be included within the "December Gradese" events. In addition, the works will go online throughout January 2024. In February there will be an award ceremony for the work that has received the most votes from the public. We plan a popular vote, organized so that the work of the artist who has received the most preferences among visitors will win. Accompanying the videos will also be displayed photographs and information boards related to the areas covered by the exhibition, biographies of the artists, and a presentation of each video.

-Organization of the inauguration, which will take place indicatively in December 2023, in the presence of representatives of the partner

associations and local authorities, with simultaneous promotion both online and offline.

Secondary activities:

-We intend to open a website and Vimeo channel dedicated to the project. We will use social media a lot, especially Instagram, the channel par excellence dedicated to sharing photos and videos. We will open an Instagram profile during the period when the artists will be in Grado, so as to build a fanbase and begin to intrigue the public about the initiative.

-Following the competition, the materials produced will remain available to the partners of the project.

- The partners also will be able to use the materials for educational purposes and disseminate them to educational institutions. In fact, an additional focus of the project concerns meeting with some students from local schools, who will have the opportunity to participate in a masterclass dedicated to them, in which they will have the opportunity to get to know the winning artist of the competition, his work and his point of view on the issues of art and environmental protection.