

press release

“Love Difference: Amare le differenze”

October 6th thru 22nd, 2012
Palazzo della Meridiana
Genoa



GUIDI
since 1968

 **Love Difference**

Guidi e Love Difference

amare le differenze

Beyond its physical reality, the sea is an ancient and important symbol, often representing the unknown, distance, separation. But it can also represent union, a meeting point, a common matrix. In the vision of **Michelangelo Pistoletto** the sea, in particular the Mediterranean, is a common element that unites different cultures, a mediator between lands and nations.

Love Difference is a project whose aim is to build a network centered around art, in order to promote a civilization that celebrates difference, and that may favour the coexistence of the diverse cultures of the countries around the Mediterranean sea.

Symbol of **Love Difference**, the Mediterranean is seen as a meeting point between North and South, East and West.

It is representative of all cultures, and it brings the wonders of its civilizations, as well as brutal contrasts. For Pistoletto, the Mediterranean is a mirror on which we can meditate on the present condition of the world.

Hence the table "Love Difference", a table made of mirror in the shape of the Mediterranean sea, which becomes at the same time a physical and an symbolic space, a meeting point where to lay the foundations for a future based on dialogue and communication. The reflecting image of the Mediterranean sea is particularly appropriate for Genoa, with its maritime tradition, and for the International Boat Show, that celebrates different aspects of the sea.

After last year experience with *Industria*, Jill Mathis' photographic exhibition held at the Doge's Palace during the International Boat Show, **GUIDI** returns to the international stage of Genoa to reinforce the collaboration between art and industry.

By presenting **Love Difference** at **Genova in Blu**, **Guidi** becomes a main actor in a process that intends to bring together personalities, bodies and institutions in a collaboration focused around art and creativity, considered fundamental tools to induce change. Love Difference wants to encourage not only tolerance, but also acceptance and the celebration of difference as an asset for humanity.

Creativity is something that industry has in common with art, and with this synergy Guidi aspires to give a contribution towards respect and constructive communication, necessary conditions for the development of a climate where safety and cooperation will allow everybody to live expressing themselves at their best.



Love Difference

Michelangelo Pistoletto

biography

Michelangelo Pistoletto was born in Biella in 1933. He began to exhibit his work in 1955 and in 1960 he had his first solo show at Galleria Galatea in Turin.

Between 1961 and 1962 he creates the **Mirror Paintings**, which include the spectator directly in the work.

Between 1965 and 1966 he produces a group of works entitled Minus objects, which are considered fundamental to the birth of Arte Povera. From 1967 he carries out '**creative collaborations**', which he will develop in the following decades, connecting artists from different disciplines and different sectors of society.

Between 1975 and 1976 in Turin he creates **The Rooms**, the first of a series of complex works, each developed over a year's time and named "**time continents**", such as *White Year* (1989) and *Happy Turtle* (1992).

In 1978 Pistoletto defines two main directions his future artwork would take: **Division and Multiplication of the Mirror** and **Art Takes On Religion**. In the 90s with Project Art and with the establishment in Biella of **Cittadellarte-Fondazione Pistoletto** he initiates an active relationship between art and different areas of social fabric in order to inspire and cause a responsible change within society.

In 2003 he was awarded the **Golden Lion for Lifetime Achievement at the Venice Biennale**. In 2004 he received a laurea honoris causa in Political Science from Turin University: on that occasion the artist publicly announced the most recent phase of his work, **Third Paradise**. In 2007, in Jerusalem, Pistoletto was awarded the **Wolf Foundation Prize in the Arts**, "for his constantly inventive career as an artist, educator and activist whose restless intelligence has created prescient forms of art that contribute to fresh understanding of the world."

In 2011 he was **Artistic Director of Evento 2011** in Bordeaux. In 2013 he will have a solo show at **the Louvre**. His works are present in the collections of leading museums of modern and contemporary art.

Official site: www.pistoletto.it

Love

biography

Difference

Love Difference is a not for profit association established in June 2002 founded by the artist **Michelangelo Pistoletto** together with international institutions, cultural centres, researchers, curators and artists, and was intended as an extension of the activities and vision of Cittadellarte-Fondazione Pistoletto.

Love Difference's aim is to develop creative projects in order to stimulate dialogue between people of the Mediterranean Basin belonging to different cultural, political or religious backgrounds, and to build a strong network among individuals who wish to confront each others and solve social issues through art and creativity.

Since 2004 Emanuela Baldi and Filippo Fabbrica coordinate **Love Difference** works on: workshops on shared collective processes; "making together" actions in collaboration with artists; networking and expertise on group dynamics for public and private sectors; artistic projects for dialogue among cultures; food events; conventions, meetings, seminars, concerts, performances, exhibitions.

The **Love Difference** initiatives are innovative, transparent, sustainable and participatory. The association constantly works in several Italian cities; it has experience in European and Mediterranean projects, having operated in **Belgium, Croatia, Egypt, France, Greece, Israel, Lebanon, Malta, Morocco, Palestinian territories, Slovenia, Spain, Tunisia, Turkey**. And then beyond Europe and Mediterranean area it operated in **Colombia, South Korea, United States of America**.

Love Difference won an **Evens Prize for Intercultural Education 2005-2006** for its creative, interdisciplinary approach towards bringing about responsible transformation in society by setting up an international network for spreading a new model for cultural integration through art and creativity.

Guidi

since 1968

marine accessories

GUIDI: SAFETY WITHOUT COMPROMISE

Since 1968 the mission at **Guidi** has been to guarantee to its clients reliability and safety.

Over the years **Guidi** has conquered both the leisure and work boat markets, becoming a point of reference amongst industry's operators thanks to a choice which has proven to be a winning one: to focus on quality, producing accessories which are unique in terms of durability, safety and technology.

Guidi's products are tested individually exactly because unique are the conditions in which they will be used, and they are a testimony to the constant effort to improve their performance.

An example of this is the revolutionary double intake non-stick valve, which in an emergency allows bilge drainage. Other benefits are the style, the accurate design, the technological research, the quality of the raw materials. For this reason **Guidi** has always promoted and recommended accessories in bronze, which have proven more resistant and reliable, in the belief that an initial investment in quality will produce savings in the long term.

Beyond easy compromises, even in difficult moments **Guidi**'s professional ethics require that safety remain an absolute priority, so that the guarantee of an optimal experience is not jeopardized.

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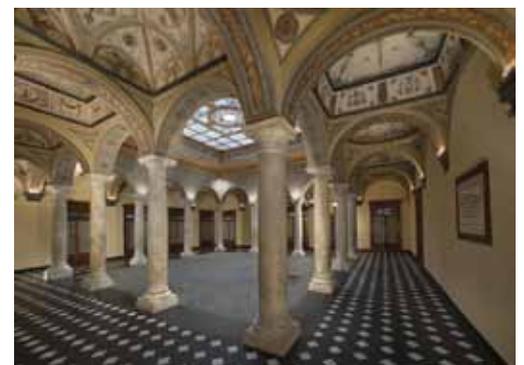
Palazzo della Meridiana

Genoa

A surprisingly elegant building built in 1543, in which different architectures and styles coexist, frescoes and pictorial decorations of great value, a delightful outdoor area and a central position in the most visited part of the old city of Genoa, at the end of via Garibaldi: all this is palazzo della Meridiana, a 16th century home opened to the public in the autumn of 2010.

The building is one of the earliest and most significant pieces of evidence of the architectural renewal of Genoa. The sundial drawn on the façade gave the name to both the building and the square below it, exactly on the corner with the magnificent via Garibaldi, originally called "Strada Nuova", or New Street.

Palazzo della Meridiana is one of the "Palazzi dei Rolli", a system of 42 Genoese buildings that in 2006 became a Unesco world heritage site. Under the current ownership, it has undergone long and thorough conservative restoration work and now has rooms outfitted specifically for receptions, exhibitions, meetings and events. These include the Art nouveau rooms designed by Gino Coppedè, and the great hall with its large frescoes by Luca Cambiaso.



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Amare le differenze



Once upon a time man believed he was the centre of the universe, and that the sun, the stars and the planets revolved around him. His was a small universe, limited, but man was not aware of this, because it was all he knew. Only when he finally was able to see beyond the limits of his perception he discovered he was part of an incredible, surprising, infinite universe.

In the same way each of us is the centre of our own world, a world made of ideas, of habits, sometimes of preconceptions. A world that provides us with a sense of safety, and whose boundaries are often made up of the distrust towards what is different, what does not belong to us, what we don't understand.

Any difference, whether is cultural, physical or cognitive, implies a differently rich perception of the world. The communication of difference, through difference, enriches us at a cultural, emotional and human level, broadening our horizons. We cannot contain the whole of the universe on our own, each of us can only contain a fragment, irreplaceable and unique, which nonetheless can be shared. The important thing is to find a way, a mean, a common language. Whatever it may be. Communication is the only possible tool to mediate, to widen our boundaries, to see the richness hidden in what is 'other'. To discover once again that we belong to a universe who is infinitely varied, infinitely beautiful, infinitely amazing.

Anna Fileppo, Barbara Diana

with special thanks to Marco

Marco Bovio was born in 1968, and since 1977 has been living at the *Domus Laetitia* care centre. He suffers from tetraplegia, a paralysis of the four limbs and of the torso. Associated to this pathology is a phonation disorder; therefore Marco is not able to speak, but he communicates through his eyes and by mean of a communicator (a tablet), controlled by a cursor on his forehead. Marco started painting in 1982.

The social cooperative Domus Laetitia, the heir of a former organization active since the early years of the 19th century, has taken on its present form in 1964. The cooperative provides services for the assistance and rehabilitation of children and adults suffering from various forms of disability. Today it employs 125 workers serving about 400 families, with an annual turnover of about 5.5 million euros.

Domus believes in the value of difference, and works towards the promotion, the deinstitutionalization and social integration of people who are different.



GUIDI
since 1968

Love Difference
Artistic Movement
for an InterMediterranean Politic