

What does the future hold for visual arts? All the answers at the Festival in Ravello

The future of contemporary art closely examined by experts. Outlooks of the prestigious think-tank formed by Achille Bonito Oliva, Fulvio Carmagnola, Mirta D'Argenzio, Claudia Gian Ferrari, Rocco Orlacchio, Michele Trimarchi, and Valentina Valentini took shape in the study "The future of contemporary visual arts in Italy" conducted by S3.Studium for Terna.

The outlook drawn up by the panel of experts headed by Domenico De Masi will be presented on August 29th at the Ravello Festival, this year based on multi-disciplines and courage. The study examined all the various facets of the contemporary art sector which is becoming increasingly complex often causing a wide interest, passion, or simply curiosity in both the country's cultural and social life.

The study aims at tracing a scenario on the possible development of the sector from the present to 2015, enhancing cooperation among artistic research, the economic world and society as an "entrepreneurial response" to the enormous creative potential and the participation of artists in our country. In promoting this study, the Terna Prize aims to provide a visual incentive for sparking a shared reflection to the scientific, economic and institutional community that revolves around visual arts. The intent is to "build" a scientific memory on the reality of artists and contemporary art in Italy. The Prize wishes to become also a support element for Italian art; an example for "creating a system" within the mechanisms of our country's contemporary art.

THE RAVELLO CHARTER

By Domenico de Masi and Terna

10 points for promoting the growth of contemporary art in Italy

Greater collaboration and synergy between the private and public sectors, "patronage of the arts"

° Developing a virtuous entrepreneurial system among galleries, artists, museums, authorities and private bodies.

° Developing a network of galleries, curators, artists and advisors.

° Developing a national policy for contemporary art also by integrating a coordination system for central and territorial activities

° Direct and indirect public support with investments for cultural research and cultural experiments at the national level (in Europe the average public investment is approximately 1%, in Italy, 0.2%) and implementing detaxation systems.

- ° Encouraging the formation of a mentality that is open to innovation and experimenting.
- ° Building highly professional models in the Italian cultural institutes abroad that can internationally promote and spread Italian contemporary art projects through a greater coordination among institutes and synergy with the authorities and Academies.
- ° Promoting and supporting study and career opportunities for new professional figures, “cultural managers” that are pro-active in managing the contents and production of contemporary artists with greater attention to the public and all the economic, marketing and communication aspects.
- ° Promoting the inclusion in school and university programs of contemporary times, including art
- ° In Italy, the media such as TVs and NEWS do not deal with contemporary art. The neglect on the part of the media is detrimental to the spread of knowledge in the art sector. For this purpose, action aimed at drawing the attention of the media on contemporary artists and artworks is necessary.