



TOTALLY INTERNATIONAL

identity, diversity and pluralism

from art. 1 UNESCO - Universal Declaration on Cultural Diversity

TRAVELLING EXHIBIT OF EVERY SINGLE NATION OF THE WORLD

Opening

Bologna, 26 January 2013

PROMOTING COMMITTEE



CORPO CONSOLARE
DELL'EMILIA ROMAGNA

ETHICAL SPONSOR

A part of revenues will be given to charity to



Coordinamento Nazionale
Associazioni del Cuore

www.corpoconsolareemiliaromagna.eu



TOTALLY INTERNATIONAL

Curated by **Raimonda Z. Bongiovanni**

Introduce and present the entire world to visitors' eyes through art and aspects of every Nation, thanks to an artistic, diplomatic and charity initiative.

WHO

Interlocutors of this initiative are:

- Embassies accredited in Italy, Vatican City State and San Marino State
- Consulates
- Tourism and Cultural Offices
- Trade Offices

WHAT

Every single Nation presents and introduces artists, chosen directly from respective Embassies and/or Consulates.

The Committee has elected the form of art of photography, which is the most contemporary and immediate to make visitors understand a Nation's aspects and souls.

WHEN

Bologna, February 2013
Florence, March 2013
Milan, April 2013
Rome, May 2013

WHERE

Italy is the host Nation which promotes the initiative. Starting from Bologna, in occasion of the Art White Night of the International Art Fair in a prestigious bank foundation. Continuing then to Florence, Milan and finishing in Rome.

WHY

Developing and broadcasting a message of cultural internationalization, due to art, and in the same time, a will of cooperation and togetherness, with a particular mutual respect for the Nation's tradition.

An Exhibit, which has never been organized before, is apt to propose the steps of a human size globe.

More importantly, art which is glad to make charity. A part of revenues will be donated to CONACUORE, The Association of the cardiopath patients, in order to reduce the mortality for heart attacks.

THE FOLLOWING PATRONAGES HAVE BEEN REQUESTED

UNESCO, Presidenza della Repubblica, Ministero per gli Affari Esteri, Ministero per i Beni Culturali
Regioni Emilia Romagna, Lombardia, Toscana, Comune di Bologna
Corpi Consolari dell'Emilia Romagna, Lombardia, Toscana
AMACI Associazione Musei d'Arte Contemporanea Italiani

The artists presented at TOTALLY INTERNATIONAL, especially the emerging ones, will have the chance to donate one of their photographs to one of the 26 Museums, associated and enrolled into AMACI.

REGISTRATION FORM

FILL-IN AND SEND BEFORE 30 MAY 2012

WHY JOINING

AND BEING PART OF THE PROJECT

1. Totally International intends to bring 200.000 visitors during the period of the entire event in order to present the Nations which have joined. This aspect implies and means a huge and wide national and international advertising that introduces the upon quoted Nations.

2. Only the Art White Night 2012 - which is one of the most important event of the International Arte Fiera 2012 - has attracted 150.000 presences in the area deputed to this important occasion.

3. Four important cities and four exclusive and prestigious locations, which celebrate every single Nation, joining the entire initiative.

4. Massive Press campaign through the use of every mass media (TV, newspapers, radio, etc.).

5. Involvement of the Provincial Superintendency for the Studies in order to educate our growing youth to a new concept of international point of view.

6. A charity initiative which donates a part of revenues to CONACUORE.

7. Internationalization of the initiative also through the donation of a photograph to the most important Museums in Italy associated to AMACI.

WHY JOINING

AND BEING PART OF THE PROJECT INDEED

Thanks to a small contribute, the entire initiative becomes a possible reality. The joining Nations will have guaranteed a complete national and international visibility with a very reduced contribute.

LOGISTICS

Transportation, insurance, organization of the exhibit, press campaign, art curator, art direction, secretary assistance curated by the promoting committee.

THE COSTS

The photographs exposed will have to introduce and present the "soul" of the Nation which presents the artist.

The maximum size of the photographs shall be 60 x 80 cm, black/white or colour.

- | | |
|---|---|
| <input type="checkbox"/> 2 photos 1.800 € | <input type="checkbox"/> 4 photos 2.300 € |
| <input type="checkbox"/> 6 photos 2.800 € | <input type="checkbox"/> 8 photos 3.300 € |

Prices VAT not included.

Nation _____

Embassy Consulates

Tourism Office and/or Culture Office and/or Trade Office of the embassy

Other Institutions

Surname / Second name _____

First Name _____

Position _____

Address _____

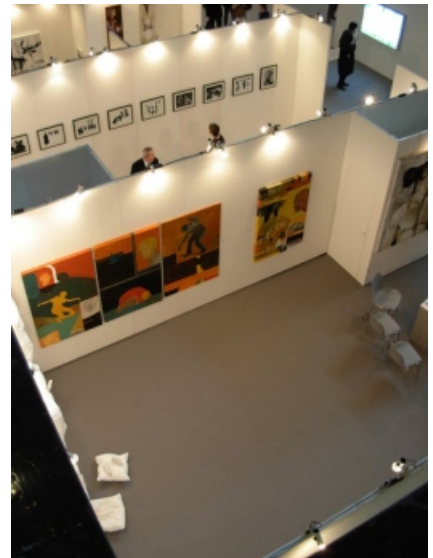
Telephone _____ Mobile phone _____

E-Mail _____

Fill-in and send by mail to totallyinternational@corpoconsolareemiliaromagna.eu
or by fax to +39 051 98 40 813

AREA TEST

SAMPLES OF INTERNATIONAL EXHIBITS CURATED BY RAIMONDA Z. BONGIOVANNI



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