

*No color.*

*One color, that of the soul*

*Ludovico Maria Gilberti*

dedicated to “2011: International Year for People of African Descent”

**International**

**Itinerant**

**Photographic Exhibition**

**“WoMen in Africa – NO COLOR ONE COLOR”**

**by Ludovico Maria Gilberti**

**project :** Itinerant Photographic Exhibition  
**title:** **WoMen in Africa – No Color One Color**  
*(Women and Men in Africa)*

**fine art photographer:**  
Ludovico Maria Gilberti ([www.vicolo51.biz](http://www.vicolo51.biz))

**editor:** Luca M. Venturi

**catalogue:** **publisher:** Silvana Editoriale S.p.A.

**texts by:** Luca M. Venturi, Elena Percivaldi, Pier Franco Bertazzini

**catalogue for iPad:** J•J - j-think + jumper.it ([www.j-think.com](http://www.j-think.com))

**author:** Ludovico Maria Gilberti

**project and organization:**  
Cultural Association «fuoriSerrone» - Monza ([www.fuoriserrone.biz](http://www.fuoriserrone.biz))

**Art Direction:** Fanny Abbà and Ludovico Maria Gilberti

**Graphic Director:** Fanny Abbà

**Press Conference:** October 26<sup>th</sup> at 11.00 a.m.

Pirellone Palace, Lombardy Region centre

Piazza Città di Lombardia 1 - 20124 Milan

Via Fabio Filzi 22 – 20124 Milan



**Length of the event:** November 2<sup>nd</sup>, 2011 > June 24<sup>th</sup>, 2012

**Venues:**

**Kenya**

**02.11.2011>03.12.2011: Italian Institute of Culture - Nairobi**  
opening on November 2<sup>nd</sup>, 2011 – at 19.00 (invitation-only opening)  
free entrance exhibition  
until December 3<sup>rd</sup>, 2011  
Mon. - Fri.: 10.30>18.00 – Sat.: 9.00>13.00  
Sundays and holidays: closed

**Kenya**

**15.12.2011>12.01.2012: Malindi** (venue to be defined)  
opening on December 30<sup>th</sup>, 2011 – at 19.00 (invitation-only opening)  
free entrance exhibition  
until January 29<sup>th</sup>, 2012

**Italy**

**24.11.2011>15.02.2011: Aeroporto di Milano Malpensa**  
opening on November 24<sup>th</sup>, 2011 – at 18.30 (invitation-only opening)  
free entrance exhibition  
all-day opening

at the same time:

**Sheraton Hotel in Milan Malpensa Airport:**  
terrAmareCielo: Ludovico Maria Gilberti's anthologic exhibition

**Italy**

**05.05.2012>24.06.2012: Palazzo dell'Arengario - Monza**  
opening on May 5<sup>th</sup>, 2012 – at 18.30 (invitation-only opening)  
free entrance exhibition  
until June 24<sup>th</sup>, 2012  
Tue. - Fri.: 10.00>12.00 / 15.00>19.00  
Sat., Sun. and holidays: 10.00>19.00  
Mondays: closed

**Patronage:** United Nations Human Rights – Office of the High Commissioner (special logo created for 2011: **International Year for People of African Descent**) |

Ministry of Foreign Affairs – Italy |

Embassy of Italy in Kenya |

Lombardy Regional Council |

Province of Milan |

Province of Varese |

**Supported by:** City of Monza |

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Associazione Culturale

**Pending patronage:** Province of Monza and Brianza |

**Partner:** SEA Milan Airports ([www.seamilano.eu](http://www.seamilano.eu))

**Media Partner:** Gruppo (IN) - iNetWeek ([www.dmediagroup.it](http://www.dmediagroup.it))

**Technical Sponsor:** Sheraton Hotel |  
Istituto Italiano di Cultura –Nairobi |  
NewLab |  
J•J - J-think + jumper.it |

**Sponsorship:** *pending requests*

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**International**

**Itinerant**

**Photographic Exhibition**

**“WoMen in Africa – NO COLOR ONE COLOR”**

**by Ludovico Maria Gilberti**



**Monza, September 1<sup>st</sup>, 2011** - The Cultural Association «fuoriSerrone» from Monza is organizing an International Itinerant Photo Exhibition entitled "WoMen in Africa (Women and Men in Africa) - NO COLOR ONE COLOR" in occasion of the International Year for People of African Descent. This cultural initiative involving two continents, Africa and Europe, answers the UN High Commissioner Navi Pillay's entreaty, realizing an event offering a moment of union and awareness to promote a deeper knowledge and respect with regard to the variety of People of African Descent's cultural heritage,

The International Travelling Photo Exhibition "WoMen in Africa – NO COLOR ONE COLOR" will take place both in African and European venues, along a virtual corridor linking up **Milan (Malpensa Airport)** to **Nairobi (Italian Institute of Culture)**, **Malindi** and **Monza (Palazzo dell'Arengario)** opening two virtual doors on both the continents.

On December 18<sup>th</sup>, 2009, the **United Nations General Assembly** proclaimed the year beginning on January 1<sup>st</sup>, 2011 the "International Year for People of African Descent" (Resolution n. 64/169). "The International Year must become a milestone in the on-going campaign to advance the rights of people of African descent. It deserves to be accompanied by activities that fire the imagination, enhance our understanding of the situation of people of African descent and are a catalyst for real and positive change in the daily lives of the millions of Afro-descendants around the world." (Navi Pillay, UN High Commissioner for Human Rights).

The Association «fuoriSerrone» would like to call the visitor's attention, accompanying him through a reality which is by far different from his own and wishing to rescue him from the frantic daily race against time, offering him mainly forgotten or no longer listened to emotions. These emotions are aimed to point out that **everyone has his own cultural heritage, history and identity influenced by the environment experienced and not by the colour of the skin.**

**Fine Art Photographer Ludovico Maria Gilberti** lets the poetry of Africa appear, the "Earthly Paradise" in the connection among earth, sea and sky, through touching pictures able to move and let us recover our own right dimension.

*For further information please contact the Press Office:*

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The exhibition already gained the **UNITED NATIONS High Commissioner for Human Rights's authorization to use the special logo created for 2011: International Year for People of African Descent** and the following Patronages:

**Ministry of Foreign Affairs**  
**Embassy of Italy in Kenya**  
**Lombardy Regional Council**  
**Province of Milan**  
**Province of Varese**  
**City of Monza** (supporter)

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Associazione Culturale  
Waiting for:

**Province of Monza and Brianza**

The itinerant exhibition will proceed along the following route:

**- Africa:**

On **November 2<sup>nd</sup>**, the **Italian Institute of Culture** in **Nairobi** will open the doors on the African Continent with a selection of Photos accompanied by projection and African music. From December 30<sup>th</sup>, on request of the Italian Embassy, the photographicExhibition will move to Malindi, closing a virtual circle taking back to Milan Malpensa Airport.

**- Europe:**

From **November 24<sup>th</sup>**, 2011, 50 photo (150x250 cm) will be placed in the arrivals hall of Malpensa Airport, in a 200m2 area called "Meeting Point". Afterwards the panels, subdivided in homogeneous themes, will be placed in different areas in **Malpensa Airport**, on the grounds of airport requirements and available space for the following three months.

At the same time the **Sheraton** Hotel in Malpensa will house Ludovico Maria Gilberti's anthological exhibition in the 800m2 main showroom on the second floor.

The visibility of the event will be very high: over 22 millions people travel through Malpensa Airport every year. During the exhibition lenght from November 2011 to February 2012, about **6.000.000 people** will travel through the airport, without considering all the people escorting travellers and the fact that the exhibition will take place during Christmas holidays, when the passengers in transit are even more.

From **May 5<sup>th</sup>**, 2012 "**WoMen in Africa – NO COLOR ONE COLOR**" will arrive to **Monza**, Palazzo dell'Arengario.

Cultural Association «fuoriSerrone» will publish on its website [www.fuoriserrone.biz](http://www.fuoriserrone.biz) and its Facebook profile the programme, articles, comments, updates and critical anthology all the event long.

The Editor **Silvana Editoriale** will publish the **Catalogue** which will include texts edited by **Luca M. Venturi**; moreover a **Digital Catalogue** for "iPad" will be available.

In line with «fuoriSerrone» philosophy, the exhibition will be interactively spread through the realization of an App for iPad, including the Catalogue and in-depth examinations.

The technical sponsor of the initiative is **J•J**, a network of creatives and communication, photography and publishing experts. This is the way for art to reach a larger public, to go into people's houses... certainly in those where an iPad is! This innovative technology becomes means of communication through an absolutely original and alternative catalogue!

On the occasion of November 24<sup>th</sup> opening in Milan Malpensa Airport and of May 5<sup>th</sup> opening at Palazzo dell'Arengario in Monza, **Poste Italiane** will issue a special "**annullo postale**" (philatelic seal) dedicated to the event "**WoMen in Africa – NO COLOR ONE COLOR**".

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Associazione Culturale

## **Cultural Association «fuoriSerrone»**

### **WHO WE ARE**

«fuoriSerrone» is a non-profit-making Cultural Association, aimed at the promotion of socialization and intellectual growth moments. Devising and realizing cultural events is the association's main activity, where culture is conceived through the widest interpretation of human being's creative expressions.

### **PREAMBLE**

fuoriserrone project's goal is to create meeting moments actively involving the public in original relational experiences. Events usually take place in urban and non-urban spaces, which are not usually destined for cultural activities because we want to involve a diversified public. The Association pays attention to the interpreters who will play during the events, offering them the chance to express and make themselves known.

### **WHY "FUORISERRONE"?**

The Serrone of Monza Villa Reale (Royal Villa), is the city most qualified exhibition hall. Our fuoriserrone (outside the Serrone) organizes art and cultural events in places which are not usually chosen for this kind of event.