

Associazione Culturale
IMAGONIRMIA
di Elena Mantoni

2020 edition

focus on

Villaggio Artigiano Modena Ovest
and **MOP / Modena Ovest Pavillion**

open call for project-ideas
for the fifth edition of
PREMIO IMAGONIRMIA
«variable displacement»
[art residency + publishing project]

wanted and financed
by the Mantoni family,
in memory of their daughter Elena
in favor of the
artistic research,
for the arts
of the present.

The call opens November 22, 2019
ends February 2, 2020

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IMAGONIRMIA
with the collaboration of
VIAINDUSTRIAE PUBLISHING
on site partner **AMIGDALA**
ARCHIVIO ARCHITETTO CESARE LEONARDI

1. Launched in 2016 and placed for its first three-year term in Chiaravalle (Milan), the **IMAGONIRMIA Award «variable displacement» [art residency + publishing project]** since the beginning has treasured the ideas of a "garden" as a common good, and from here has mobilized the interest of those artists whose work relates to minor places, interpreted as a field of civil affectivity in constant dialogue with both rootedness and displacement. **IMAGONIRMIA Award «variable displacement» [art residency + publishing project]** in the Chiaravalle cycle, together with Terzo Paesaggio Association and various territorial partners (Fondazione Cariplo, LaCittàIntorno, Anguriera di Chiaravalle, Arci Pessina, Chiaravalle Abbey), has called for project-ideas capable of examining paths and environments in between urban and rural worlds, grafted onto the poetic, politic and practical systems of the garden in its real and symbolic, active and contemplative, generative and regenerative impact.

After completing the first cycle of Chiaravalle but with the same methodological premises that nourished it, **IMAGONIRMIA Award** moves (for the years 2019 and 2020) to the city of **Modena** where, together with the actions of the **cultural associations Amigdala, Archivio Architetto Cesare Leonardi and the reality of OvestLab_civic factory**, it interweaves its research with the artistic and cultural processes going on in the urban area of West Modena. Namely, the social-urban experience interested in the call for proposals and the IMAGONIRMIA Award is that of the (former) **Villaggio Artigiano Modena Ovest**, an area that questions the present in the fields and forms of living, producing and inhabiting. With the **Villaggio Artigiano Modena Ovest** we are in a neighborhood that had, in the second post-war period, the action of economic recovery of the artisan and worker world in the "*home place of living / workplace*" model. Then became the fulcrum of the small local business and driving the economic recovery of the Country on a larger scale; the inhabitants remained in this area, kept today to the story of a glorious past and a disused present, both in its buildings and in its functions. Even in this scenario of current disused that concerns both forms of "work" and "living" environments, however exist in that area tenacious hotbeds of sociality and cultural action, committed to nurturing visions of the future also in the key of a new acquired environmental-ecological sensibility.

3. The continuity of fieldwork made by **Amigdala association / OvestLab**, and the availability of a private subject owner of a partially abandoned building, made possible to create a consortium that includes Amigdala, Civic Wise Italy, Imagonirmia with IMAGOMIRMIA award, and other local subjects, that won the call CREATIVE LIVING LAB (Ministry of Cultural Heritage), with the candidacy of that building in order to create, here, a participatory processes in the field of contemporary art. After some months of organizing, curatorial and self-construction activities, in October 2019 **MOP / MODENA OVEST PAVILLION** was born, in the heart of the **Villaggio Artigiano Modena Ovest**, with the first actions of participatory care of the building (in particular one apartment and two warehouses) on the perspective of a "common good".

4. In January 2020 the IMAGOMIRMIA award begins with **MOP / MODENA OVEST PAVILLION** the cycle of "out-of-season" residences that change the "long" format of the artistic residence, as experimented so far with the **IMAGONIRMIA award «variable displacement» [art residence + publishing project]**, in a "short" format. From January 2020 to April 2020, three artistic residences - drawn from the previous nominations for the award, not winners in the previous circumstances but considered exact for this specific context and conditions - and five meetings between artists, historians and art critics, museum directors, operators, observers and the public, take place inside the building and constitute its artistic-curatorial framework.

5. **This enormous commitment allows the IMAGOMIRMIA prize to extend the residency activity to the rest of the year, thus giving continuity to its journey in favor of research, *in* and *for* the arts of the present. It also allows to experience now - with this edition of the IMAGONIRMIA award «movement variable » [residence of art + publishing project] - the format of residence already adopted with MOP, therefore of an immersive type with curation on site and at a distance. IMAGONIRMIA Award 2020, foresees the presence of the artist on site for the duration of two weeks and relaunches to the artist the possibility and the task of to elaborate that experience in "remote" and so the transition of the experience towards one's own outcome.**

• **IMAGONIRMIA Award «variable displacement» [residence of art + publishing project] in its edition 2020, focuses on two directions:**

- **preserves the focus on the West Modena Artisan Village. Calls for project-ideas capable of relating to processes, outcomes, paradigms, inventions, visions of the future, new urban economies, which the panorama of the disposal (land-and work-related, aggregative) of the former VILLAGGIO ARTIGIANO MODENA OVEST, calls for, evokes, allows or denies.**
- **asks to the artist to observe the changes taking place here, and directs on MOP / MODENA OVEST PAVILLION (intended as a building in the specific of its spaces involved, and as an artistic ignition project) the comparison and the results of the residence. This suggestion is not a constraint.**

• **The winning idea-project gets:**

- **A 2-weeks-residence in Modena, in a period between June 1st and July 31st, 2020.** It is available to the artist an apartment in the city (not far from the Village and from MOP) with private room, bathroom, kitchen and living comfort. The residence is considered continuous or divided according to a schedule to be agreed based on the characteristics of the idea-project. Residence is for one person and may occasionally be extended to two.
- **The cash prize.** The sum of 1,500 € (one thousand five hundred euros), net of VAT or withholding tax. The sum can be bestowed as artistic compensation, in case the idea-project is either economically self-sufficient or does not foresee production costs. In case the project idea has other co-financing channels, the

amount made available by the Prize complements the production support; in the case in which the project-idea is funded only on the Prize, the feasibility will be evaluated based on the estimate of the total costs on which the IMAGONIRMIA contribution intervenes (see paragraph of the *participation form*) and the possibility to activate other forms of co-financing.

- **Travel expenses coverage** up to 200 (two hundred) euros. For financial reasons, candidates resident or in transit in Italy or in Europe, are favored.
- **Pocket money** of 200 € (two hundred) for food, internal mobility and others personal expenses. In the case of more than one person, the sum will be divided equally between the members.
- **Curatorial support, on site and at a distance.**
- **Paper publication «Quaderni di Imagonirmia», Viaindustriae publishing.** For this purpose, among the meetings of the residence, there is also one with the editorial manager of VIAINDUSTRIAE publishing house, to design the dedicated QUADERNI DI IMAGONIRMIA, as a complementary place to the *return* of the project-idea, realized with the residency.
- **Public presentation** of the outcomes of the residency and Quaderno.

- **Quaderno**

Quaderni di Imagonirmia / RES 2020 published by VIAINDUSTRIAE, is the publication that collects – in the shape of an artist's book – the curatorial support of the project realized together the artist with its work materials. **Quaderni di Imagonirmia reinforces the relationship between the experience of artistic residence and its editorial development.**

- **Eligible subjects**

IMAGONIRMIA Award «variable displacement» [art residency + publishing project] opens a public call to artists, regardless of their nationality, without limit of artistic disciplines (visual and plastic arts, electronic arts, video, photography, film, sound, poetry, literature, performance, participatory arts, net-art, radio art and more) and no age limit as long as they are external to the established systems of production, promotion and distribution of art; for whom the opportunities provided by the call are an significant chance to strengthen an important path. The call is aimed at artists who are already sensible to what we call “urban dramaturgy” and wants to face the opportunities and the objectives of this call and with the former Villaggio Artigiano Modena Ovest, and with the building of MOP/MODENA OVEST PAVILLION, intended as habitat of intervention and restitution.

With the terms “urban dramaturgy” we mean those processes and works of art that, coming from different areas and languages of artistic expressions and opened to different expressive formats, act on territories and local communities in the awareness that art, creativity and culture are levers of common emancipation, engine of social cohesion, spaces of generation and regeneration of community relations.

We are aware that art, working a sensible plane and dialoguing with the material and the immaterial, plays a precursor role within society as an anticipation of sense able to network and link between different disciplines. Economy, philosophy, natural sciences, humanities, politic, and also ideas and practices of the common good, common resources, informal economies, biodiversity, intercultural, social rights, they look at art as the permeable and generous space that brings along a further capacity to read and live the present and think about the future.

- **Timing**

- ▷ **Two weeks residence** to be chosen in a period between **June 1st and July 31st, 2020.**

- ▷ **The call opens November 22, 2019**

- ▷ **The call ends February 2, 2020.**

- ▷ **At the end of February 2020** IMAGONIRMIA communicates the winning project idea, at the same dissemination channels of the call: www.imagonirmia.org, <https://www.facebook.com/associazione culturale.IMAGONIRMIA.di.ElenaMantoni/> and partner pages.

- ▷ All materials can be downloaded here <http://www.imagonirmia.org>

- **How to participate**

The participation is free. Each participant will send an email to ib.artproject@gmail.com, with the subject «IMAGONIRMIA AWARD – Application form» and the following documents:

- ▷ **The application form completed in its entirety and signed (pag.6).**

- ▷ **Artist's CV.**

- ▷ **The proposal with:**

- **theoretic/poetic statement;**
- **practical indications of the implementation process and the final product;**
- **useful data for understanding the feasibility and economic sustainability, in order to undergo evaluation for the expense refund by the Award;**
- **indication of the total costs in order to undergo evaluation for the expense refund by Imagonirmia Award.**

Before writing the proposal, we recommend downloading and reading all the attachments. For logistical and economical reasons, it is better to participate in max 1 or 2 people. The texts must be in .doc or .pdf and images in .jpg or .png.

For large files use specific programs **wetransfer**. NO dropbox. NO google drive.

- **Commission**

The Artistic Committee is composed by: Paola Visentin, Andrea Mantoni, Niccolò Alessandri, Pier Fabrizio Paradiso (Imagonirmia Association), Isabella Bordoni (Imagonirmia Award and Quaderni di Imagonirmia), Federica Rocchi (Amigdala and OvestLab), Andrea Cavani (Archivio Cesare Leonardi).

- For more information write to - **ib.artproject@gmail.com**

The association

The award

The Cultural Association IMAGONIRMIA by Elena Mantoni was born in 2015 by the will of Mantoni family, which after the passing of their daughter Elena Treviso, 1986 – Berlin, 2014) has committed to manage her intellectual heritage, and develop it, in paths of support for contemporary artistic and cultural thought and production, with particular but not exclusive attention, to young people.

The name of the association comes from the title of Elena's Master Degree Thesis, "Imagonirmia: processes of deconstruction of the imaginary and new meanings of creative re-appropriation", at NABA, MA Degree in Visual Arts and Curatorial Studies in the academic year 2011-2012, and identifies in the word imaginary, the matrix of the projects that supports and promotes, in order to stimulate a new look on the present. IMAGONIRMIA Association by Elena Mantoni, created in 2016 the IMAGONIRMIA Award «variable displacement» [art residency] curated by Isabella Bordoni, which becomes the following year [art residency + publishing project].

Elena Mantoni's IMAGONIRMIA Cultural Association is based in Treviso and works on a local and national level. IMAGONIRMIA Award opens and formalizes a large and deep process of artistic curatorial action, through which it also interprets its own path of research and growth, as a process and work of art. Thus it works towards dialoguing, deepening, sharing and networking of ideas, people, places; giving economic and/or strategic and/or educational support in order to work towards a redistribution of opportunities; carrying out useful, sustainable and replicable practices, in order to develop a significant impact in the way we act, think, live, share and valorize art, culture and society.

The Award develops «dramaturgies of places» in built and natural spaces; sees in the landscape understood and interpreted as a "place", "action" and "experience", the ambit of an extensive and complex weaving between disciplines, arts, practices and poetics, adjacent to the categories of human and cultural studies, cultivating spaces and relationships of mutual incidence between art and "human condition".

The Award activates an international call to «project-ideas» which some 200 artists have joined during the four previous editions. The Prize is grafted in its first three-year period (2016/17/18) in the processes of "art making place" in Chiaravalle (Mi), in partnership with Terzo Paesaggio and with the logistical support of Frigoriferi Milanesi, Fare. After completing the first cycle of Chiaravalle, the Prize has chosen - for its 2019 and 2020 editions - as its field of study, observation and action the periurban area of the "Artisan Village Modena West" (Mo).

In Modena, in synergy with the actions promoted and conducted by OvestLab Fabbrica Civica (Amigdala Association, Cesare Leonardi Architect Archive) and the newly founded Scuola Archivio Leonardi, the Award declares and relates the relationship between nature and culture, landscape and society, art and work. In particular, the Prize investigates the theoretical and practical possibilities of the "common good" and the "do in common", relating with places and times of material and immaterial work, for visions of the present and maps of the future.

I Quaderni

IMAGONIRMIA name the prize "residence of art + publishing project". **QUADERNI DI IMAGONIRMIA** is a paper publication and is the part of this award that take life thank to the collaboration with «VIAINDUSTRIAE publishing». VIAINDUSTRIAE is a reality that moves between publishing, artist's books collection and civic design. With IMAGONIRMIA Award we pay attention to publishing research, and with QUADERNI DI IMAGONIRMIA we give to the artist the economical support and the design competence for a well balanced editorial project. **QUADERNI DI IMAGONIRMIA can take the form of an note book / artist's book; the intent is to elaborate into a products in paper, the relationship between residency and publishing.**

[illegible]

AMIGDALA <https://amigdalaperiferico.wordpress.com/collettivo-amigdala/>
ARCHIVIO ARCHITETTO CESARE LEONARDI <http://www.archivioleonardi.it>
<http://www.archivioleonardi.it/it/associazione/>
SCUOLA ARCHIVIO LEONARDI <http://www.archivioleonardi.it/it/scuola/>
OVESTLAB <https://amigdalaperiferico.wordpress.com/progetto-ovestlab/>
VIAINDUSTRIAE <http://www.viaindustriae.it>

Main partner on site

OVESTLAB is a former workshop today reactivated by the Amigdala and Archivio Cesare Leonardi associations, where art, craftsmanship, urban regeneration and citizen participation live together. OvestLab is one of the many abandoned workshops in the neighborhood of the Villaggio Artigiano of West Modena, a place within the city born from a bold political intuition starting from the post-war social and economic tensions: the first model of *artisan village* in Italy, a territory between countryside and city that held both life and work, craftsmanship and business, production chain and community membership. The OvestLab project aims to be a new connection between artistic disciplines, craftsmanship, urban regeneration and citizen participation. It is a multidisciplinary center in which training activities, artistic production, civic experimentation, urban transformation and space renovation can interact, bringing about new dynamics able to increase the quality of life of the territory and restart a dialogue among the several realities present in this territory on the change processes. Amigdala is committed to graft in the area continuous processes in workshop-based and experimental forms through activities of artistic production, creative residences, cultural programming, publishing initiatives, and training to encourage collective reflection on disused spaces, their role and potential new identity. The idea of reactivating a former mechanical workshop with a strong artisanal vocation is connected to the themes developed by Amigdala since its birth, as a bridge between manual work, memory and artistic experimentation.

>>>>>>>>>> THE ENVIRONMENT – VILLAGGIO ARTIGIANO MODENA OVEST

The Villaggio Artigiano Modena Ovest is located in the west of Modena, in an area that until a decade ago could be considered "near suburbs" and that today is almost central to the structure of the city which has gradually expanded. The Villaggio was born in 1953 following the post-war economic crisis and its resulting massive layoffs, above all to the detriment of the most unionized workforce: the mayor Alfeo Corassori and the architect Mario Pucci realized a public intervention of "ante-litteram" social innovation, buying and urbanizing agricultural land and selling them at low price and often "on credit", with forms of installments set according to a social trust agreement, to many unemployed specialist workers, giving them the opportunity to become entrepreneurs. The workshop-houses, symbol of an inseparable link between work and life, reflected the resourcefulness of the inhabitants and the community bond of the village, constituted as a real production chain.

More information: <http://www.villaggioartigianomodena.it>

A Technical file of the villaggio artigiano

- Birth of the villaggio artigiano Modena Ovest: 1953.
- Year of the decline: a first crisis in the '70s and the decline in the '90s, following the international crisis caused by the Gulf War (supply of raw materials).
- Today's functional mix: number of businesses: 164, artisan and production activities: 68.90%, commercial activities: 10.37%, activities related to the tertiary sector: 18.90%, hotels, bars, restaurants: 1.83% (data for May 2010).
- Type of other prevalent activities (artisan-industrial and services): workshops tire shops, coachbuilders, bicycles, plumbers (warehouse), electricians (warehouse), equipment supplies.
- There is also a school (elementary school and infancy), dance school, school for barmen, evangelical churches, places of worship of different religions, associations for elderly people, right-wing community center, gardens for the elderly, elderly volunteers, multisport association.
- Type of other activities: until the end of the 90s the former church of the Villaggio, officiated by the worker-priest Beppe Manni who later renounced to his priesthood, worked as an important center of sociality, together with the collective canteen. Completely demolished in 2009, now replaced by the ambitious Chiesa di Gesù Redentore on a project by the architect Mauro Galantino. Furthermore there are: Tric e Trac - a recycling and creative reuse workshop promoted by the non-profit association "Insieme in Quartiere per la Città", Aliante, a social cooperative supporting disability issues and favoring employment. OvestLab, an open space for the transformation of the western part of Modena, Archivio Architetto Cesare Leonardi, cabaret theater Atto Zero, Dancing Habanero, afternoon dance hangout.
- Typology of green areas, trees, parks, gardens: the Villaggio is located close to the Enzo Ferrari urban park, the largest in Modena (followed by Parco Amendola). The Village is characterized by green stretches as a filter from the factories, vegetation typical of suburbs and disused places (third landscape) affecting the streets and the courtyards of the workshops-houses, until reaching the Garden Village to the south. The roadbed of the former Bologna-Milan railway line, abandoned in 2016, still serves as a threshold between the Villaggio Artigiano and the Madonnina neighborhood,

whose housing vocation is more openly intercultural and popular. The village is characterized by an urban planning of workshops-houses with related gardens, and by sheds often without a garden. The gardens of these houses have kept the design of the garden typical of the 50s and 60s, characterized by the use of trees for shading. There are also rows of tree along private boundaries and entry areas to common spaces.

— Roads and infrastructures, connections with the center or areas of interest: Urban bus line 4 takes you to the city center.

— Perception of the inhabitants (insecurity, degradation, disconnection, positive aspects): from the 2010 research, the positive characteristics of this area are (for the inhabitants): A) possibility of having other productive activities; B) to be a recognized field; C) proximity to the extra-urban transport line; D) having an important school center; E) proximity to the Ferrari Park; D) proximity to the historical center.

— The interventions that are considered to be priorities are (for the inhabitants): A) increase of services and residence (from artisanal work station, to living space and services); B) infrastructure arrangement (roads, network systems ...); C) new forms of craftsmanship; D) equipped green areas - E) renewal of the sheds.

— The priority problems of this area are (for the inhabitants): A) car traffic; B) services shortage; C) degradation; D) lack of green areas - E) lack of cultural activities - F) lack of shops and nearby services.

— In the village there is a Coop supermarket, a Sigma supermarket and a brand new Despar supermarket (winter / spring 2018).

— Presence of active projects (European projects, private real estate operators...): the project developed from 2009 to 2011 came very close to the implementation phase with no results. Stopped because of political negligence and changes in the management of the departments.

— Presence of administration plans: different phases of planning (2009/2011, 2014, 2016) little or nothing has actually been realized.

— Presence of new building sites for residential and services.

Images: view of Villaggio Artigiano Modena Ovest (Google maps) and in alphabetic order (not necessarily corresponding to the images) ph.© Cinzia Ascari, Roberto Brancolini, Marcella Menozzi, Davide Piferi De Simone, Andrea Pirisi, Valerio Rebecchi.













ALBERTO PERROTTI
CAMPANIA, ITALY

>>>>>>>>>>> **MOP/MODENA OVEST PAVILLION - apartment and warehouses**

Modena Ovest Pavillion is a public art project that invests in urban regeneration processes. In a partially abandoned apartment, located in the heart of the Artisan Village of Modena Ovest, "find home" artists, curators and contemporary art historians. The organizational and curatorial nucleus and the community of the Village, face the challenge of making the walls of the apartment "permeable", with a view to giving to a private space, a public dimension. MOP is a gesture of transformation with a double movement: on the one hand it takes on some desires of a community, in order to revive an otherwise closed and hidden space; MOP welcomes sparks of thought and artistic acts, to regain an own urban presence through a different way of living. On the other hand, it ignites the vision of a place that is observed also from outside its own territorial area, creates practices from the bottom that put into dialectics with other experiences, including institutional ones, to rethink the potential of a disused space and present itself as good practice, for the redevelopment of the Village to which it belongs. The process of re-appropriation - around six months of work, from October 2019 to April 2020 - alternates self-construction workshops, artistic residences, co-design practices, public talks conducted by critics and art historians, moments of reflection between artists and citizens, with different results in the form of exhibitions, publishing, performance events. It also includes a round-table with Institutional exponents and experiences, on the themes of urban regeneration connected to temporary use of space, participatory and artistic processes.

