



OPEN CALL  
OPERA VIVA BARRIERA DI MILANO  
Il Manifesto  
Piazza Bottesini, Turin  
.....  
10<sup>th</sup> edition  
CAMOUFLAGE  
CALL FOR VISUAL ARTISTS

## INTRODUCTION

*Opera Viva Barriera di Milano, Il Manifesto*, is an urban art project that adds meaning to the concept of public art thanks to the use of the pre-existent in conceiving the artwork, in the specific case a 6x3m municipality space for public billposting in Piazza Bottesini in Turin. Barriera di Milano is a multi-ethnic neighborhood interpreted by national and international artists throughout the year.

The “*Flashback is Opera Viva*” project was launched in 2013 by Flashback Habitat artistic director Alessandro Bulgini, by which he stated that the event *Flashback, all art is contemporary* and all the masterpieces presented as *Opera Viva*. The project focuses on the relationship between art and public space, and the function of a work within an urban community. Through this operation, Flashback connects various areas of Turin, spanning different time zones - ancient, modern and contemporary - with the strong belief that art should not be confined to institutional spaces. Instead, it should be brought to the streets, integrated into everyday life. The Flashback Art Fair collects and displays all the billboards’ images in one exhibition, providing a window to the world.

In the months leading up to and following the Flashback Habitat event at Corso Giovanni Lanza 75 in Turin, the *Opera Viva Barriera di Milano* project invited numerous Italian and international artists to interpret the advertising space. The aim was to bring art to the people and restore physical and mental spaces for creativity. The previous editions of the experiment were successful, confirming their importance as valuable opportunities to reflect on the current state of contemporary culture.



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## **THE POSTER**

In the heart of Barriera di Milano, one of Turin's most interesting neighborhoods, a city billboard measuring 6x3m dominates Piazza Bottesini. The neighborhood is rich in history, identity and culture thanks to numerous artists with different backgrounds and styles yet united by an original and innovative approach to artistic practice. Month after month, the artists present their works as advertising-like posters. These posters deny the language of advertising while using it, transforming spectators -including residents, visitors, motorists, passers-by and curious people - into explorers of another dimension that works according to the rules and values of an unknown world. The poster serves as both a window and a gap, providing a glimpse into the past and the future.

## **THE EXHIBITION**

The posters images are collected and exhibited in Pavilion B at Flashback Habitat, located at Corso Giovanni Lanza 75 in Turin, from the 31<sup>st</sup> October 2024.

## **THE TALK**

The artists are invited to discuss the completed edition. The meeting will take place in the Talk Area of Pavilion C at Flashback Habitat. The discussion will focus on the function of the artwork within its context and community, starting from the experience in Turin.

## **THE LABS**

The posters are also the subject of educational labs for primary and secondary school students, families and citizens living in fragile conditions. The classes will take part in four appointments, beginning with a story and a visit to the city posters created for *Opera Viva Barriera di Milano, Il Manifesto* project and concluding with a visit to the city's museums and cultural institutes. The contents and interdisciplinary learning will be further developed in the workshop appointments.

## 2024 EDITION **CAMOUFLAGE**

The theme for the 2024 edition is CAMOUFLAGE. The term refers to any method used to make anything or anybody less detectable to enemy forces. Artists are invited to interpret the subject in light of the current cultural climate, where many are hesitant to express themselves on international issues. Therefore, the manifesto provides a space to declare the unspoken. The poster expresses a disguised personal belief and invites artists to create a work that contradicts what they really want to say. The poster encourages artists to reflect about self-censorship. The aim of the project is to produce authentic works that reflect the artists' perspectives.

### **Past editions:**

#### **2023**

Gianluca e Massimiliano De Serio, Sergio Cascavilla, Turi Rapisarda, Luigi Gariglio, Pierluigi Pusole, Alessandro Bulgini.

#### **2022**

Hugleikur Dagsson, Snorri Ásmundsson, Libia Castro e Ólafur Ólafsson, Elsa Yeoman, Shoplifter (Hrafnhildur Arnardóttir), Frosti Gnarr, Jòn Gnarr, Alessandro Bulgini.

#### **2021**

Ilaria Abbiento, Emanuela Barillozzi Caruso, Federica Belli, Maria Paola Infuso, Erika Nevia Cervo, Federica Peyrolo, Lucrezia Testa Iannilli, Tatiana Villani, Alessandro Bulgini.

#### **2019**

Rebecca Moccia, Emanuela Barillozzi Caruso e Nero/Alessandro Neretti, Laura Cionci, Alessandro Bulgini.  
Open call Jury: Fabrizio Bellomo, Alessandro Bulgini, Christian Caliandro, Francesco Nucci, Giangavino Pazzola, Stefania Poddighe, Ginevra Pucci e Marco Rubiola.

#### **2018**

Lucia Veronesi, Laboratorio Saccardi, Alessandro Bulgini  
tre artisti selezionati tramite Bando: Irene Pittatore, Virginia Zanetti e Francesca Sandroni.  
Open call Jury: Umberto Allemandi, Alessandro Bulgini, Christian Caliandro, Pietro Gaglianò, Luigi Ratclif e Roxy in the Box.

#### **2017**

Raffaele Fiorella, Calixto Ramirez, Cristiano De Gaetano, Fabrizio Bellomo, Roxy in the Box, Alessandro Bulgini.

#### **2016**

Zanbagh Lotfi, Andrea Mastrovito, Saul Melman, Aryan Ozmaei, Gian Maria Tosatti, Alessandro Bulgini.

#### **2015**

Aprè il progetto Opera Viva Barriera di Milano il Manifesto 6x3 m Alessandro Bulgini with "antica è tua sorella".

## TERMS AND CONDITIONS

### Section 1 - PURPOSE

For the 2024 edition, Associazione Flashback is holding an artist competition to promote the territory through art. The competition involves the selection of 6 artworks for:

- a city billboard (6x3m) to be affixed in Piazza Bottesini, Turin
- an exhibition event starting from the Flashback Art Fair in the spaces of Flashback Habitat
- the billboard will be included in Flashback annual catalog

### Section 2 - ADMISSION CRITERIA

The competition is open to all contemporary visual artists of any nationality. There are no age limits.

### Section 3- TERMS AND CONDITIONS

Artists willing to participate must submit their works by May 5, 2024, following the call's terms and conditions: fill in and sign the application form in all its parts.

The application must include:

- a short resume with educational/professional background and participation to exhibitions, if any;
- the candidate's work should be submitted as a JPG image with a resolution of 150 dpi and dimensions of 58 cm x 30 height;
- caption of the work

Send all the material by email or also by wetransfer to: [operaviva@flashback.to.it](mailto:operaviva@flashback.to.it)

### Section 4 - SUPPORTING TEXTS

To support the competition entry and enhance comprehension of the artist's style, the candidate may include up to 10 additional images with a 72 dpi resolution and any critical text may be useful to understand the work.

### Section 5 - SELECTION AND JURY

Six artists will be selected, with one work each.

The works will be selected by a jury composed by artists, critics and journalists.

Once selected, the chosen artists will be invited to submit an image for the poster: dimensions cm 580 x300h, resolution 150 dpi. The decisions of the jury are final and unappealable.



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**Section 6 - DEADLINES**

- MAY 5, 2024

Last chance to apply

Be sure to check you have submitted all the material (refer to the check-list at the bottom for the definition of all the materials to be sent)

- JUNE 2, 2024

Announcement of the selected artists and communication to each artist of the billposting period in Piazza Bottesini. The artists must submit the final image: dimensions cm 580 x300h, resolution 150 dpi.

- OCTOBER 31, 2024 - OCTOBER 31, 2025

Exhibition during Flashback Art Fair in the spaces of Flashback Habitat.

Compliance with all the deadlines is mandatory.

The selected artists will be requested to comply with a specific calendar in order to ensure the correct development of the project, otherwise the artist will be excluded.

**Section 7 - FLASHBACK ANNUAL PUBLICATION**

The publication is approximately 140 pages long and includes texts in both Italian and English.

Each selected artist will receive a free copy.

**Section 8 - TERMS**

Associazione Flashback will cover all expenses related to printing the poster, both for posting and exhibiting.

**Section 9 - CONDITIONS**

The competition board has the right of final decision on whatever is not specified in this call. They reserve the right to make changes to the call for entries if necessary. The adhesion and participation imply the unconditional acceptance of all the articles of this call.

**Section 10 - CONSENT AND PRIVACY POLICY**

Every applicant expressly authorizes Associazione Flashback to process the personal data transmitted pursuant to the law (reference 675/96 “the law on Privacy”, and further amendments, D.lgs.196/2003 “the Privacy” and GDPR, General Data Protection Regulation – Regulation UE 2016/679), also to the purpose of entering them to databases managed by the aforementioned people. Every participant to the competition grants free of charge Associazione Flashback the rights reproduction of the works and texts sent, of their publication on the event website and of any other forms of communication and promotion required.

**DATE**

**SIGNATURE**

\_\_\_\_\_

\_\_\_\_\_



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**APPLICATION FORM**

**NAME** \_\_\_\_\_

**SURNAME** \_\_\_\_\_

**ADDRESS** \_\_\_\_\_

**CITY** \_\_\_\_\_ **ZIP CODE** \_\_\_\_\_

**COUNTRY** \_\_\_\_\_ **NATION** \_\_\_\_\_

**E-MAIL** \_\_\_\_\_

**TITLE OF THE WORK:**

I hereby declare I have acknowledged the regulations of the competition and of the call and that I accept it in all its parts. In compliance with law 196/2003, relevant to the safeguard of the personal data, I allow the processing of the data reported herein for the purposes described in the competition regulations.

**DATE**  
\_\_\_\_\_

**SIGNATURE**  
\_\_\_\_\_