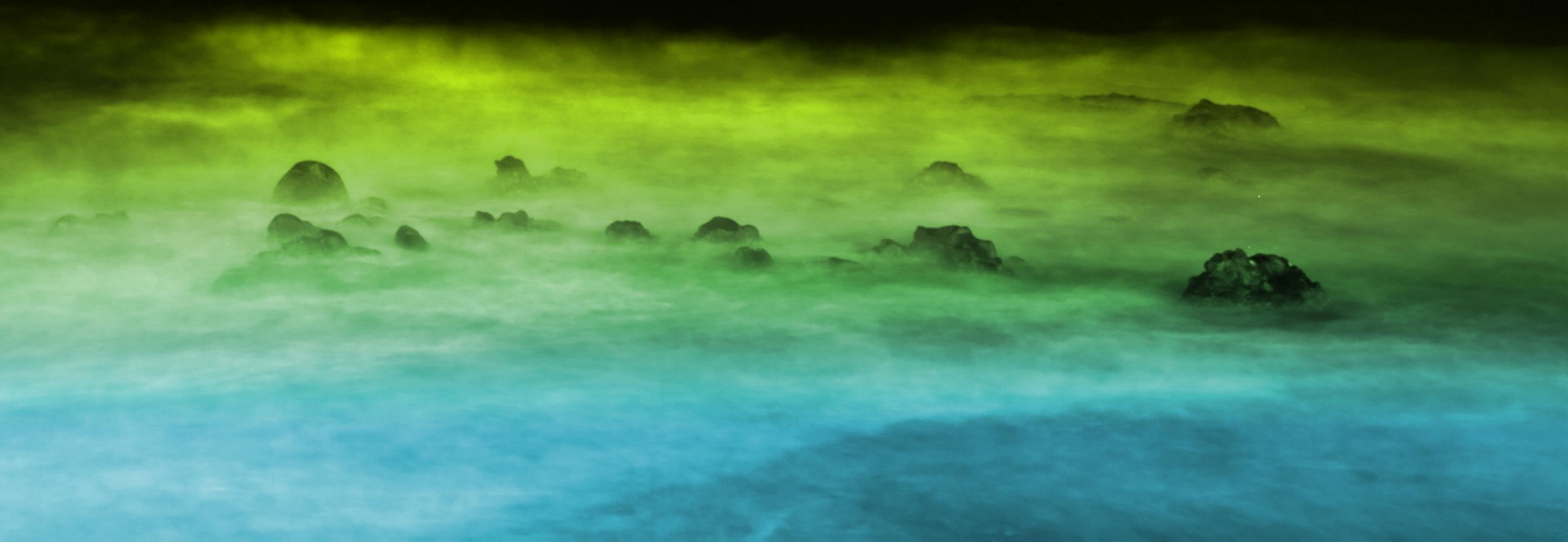


# EMERGENCE

INTERNATIONAL URBAN ACTION FESTIVAL



## Street Art

Everything started from the *graffiti writing*, a youthful way of expression, featured by unceasing actions directed to impose specific pseudonyms into urban spaces. Over the years, this new trend generated its own linguistic codes, mixing alongside with the “underground culture”, the new musical experiments, the fashion catwalks, the cartoons, the globalization-age. It began, then, to create a thick net of international connections among passionate protagonists. The term **Street Art** was born to indicate all the artworks executed in public location, outside of the context of the traditional art venues. The aim of the street artists is not just to let their name grow popular, as the simple street writers, but it is to start a creative process that can be contextualized in the urban spaces creating an interaction with a differentiated public, who become accidentally spectator of a masterpiece creation.

In many case lots of street artists moved their first steps in this world doing “illegal actions” but now they are integrated into the mainstream of the art market and they also claim very high quotation for their jobs.

The Street Art is connected with the “underground culture”, rich of urban art expression and open-minded to the ideas exchange.

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## Emergence Festival

Nowadays, the Street Art is consecrated as an artistic and transversal trend: after two decades of curiosity and interest from critics, art dealers, gallerists, that brought the attention of the publishing industry and the specialized press, the Street Art finally has the opportunity to define itself as a fundamental focus point into the global artistic landscape.

This is the reason why we thought to arrange in Sicily the “*International Urban Action Festival*”, hoping that the selected art-crafts, a part from a deserved admiration, may create a wider meditation about the symbolic strength of a way to do art that can go over every limits, every rules and every walls.

The aim of this Festival is to redevelop lots of Sicilian landscapes in order to transform them into Contemporary Art’s Containers, *restoring demoted areas and transforming them in national highlights points: mural paintings and urban interventions* made by very important international artists will contribute to make this happen.

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## The Festival

**Emergence**, *Street Art and Urban Action Festival*, was born in 2012 at Giardini-Naxos, a touristy town in the west coast of Sicily, it is an event –box containing **art and creativity that everyone is allowed to enjoy** just walking on **the streets**. This year it is on its fifth edition and it opens the door to the whole Sicily, from the Catania's pier Silos - with the project named **STREET ART SILOS**, to the **Silos set by the dock of Licata**, a town on the southern side of the isle. This year the festival will land also in **Palermo**, we will work on its **Silos** and next we will restore the complicated and degraded **Librino**, a Catania's suburb.

Some of the artists who have cooperated with the Festival are:

**Alicè** (Italia), **Bastardilla** (Columbia), **Blaqk** (Grecia), **BO130** (Italia), **Borondo** (Spagna), **Danilo Bucchi** (Italia), **Canemorto** (Italia), **Diamond** (Italia), **Ericailcane** (Italia), **Emilio Leofreddi** (Italia), **JBRock** (Italia), **Enrico Manera** (Italia), **Microbo** (Italia), **MP5** (Italia), **Flying Fortress** (Germania), **Geo Florenti** (Romania), **Goddog** (Francia), **Lucamaleonte** (Italia), **Luca Ledda** (Italia), **Mademoiselle Maurice** (Francia), **Marco Tamburro** (Italia), **Hogre** (Italia), **Interesni Kazki** (Ucraina), **Orticanoodles** (Italia), **Okuda** (Spagna), **Pablo S.Herrero** (Spagna), **Rae Martini** (Italia), **Rosh333** (Spagna), **Seikon** (Polonia), **Solo** (Italia), **Sr. X** (Inghilterra), **Sokram** (Spagna), **Vlady Art** (Italia), **VHILS** (Portogallo), **Telmo Miel** (Olanda).

Last but not least aim of the *Emergence* is the will to make Sicily an **Open-Air Museum**, capable of surprising, impressing and communicating with whom would rest in its squares or walk along its streets. Emergence, considered as a box full of events, can attract a wide **target**, from intellectuals to *art experts*, from *students* to *tourists* and *curious*: a national and international public interested in every kind of arts, with a range of age from 18 to 70 in addition with the large pool of the *community on-line*.

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## Street Art Silos - Catania



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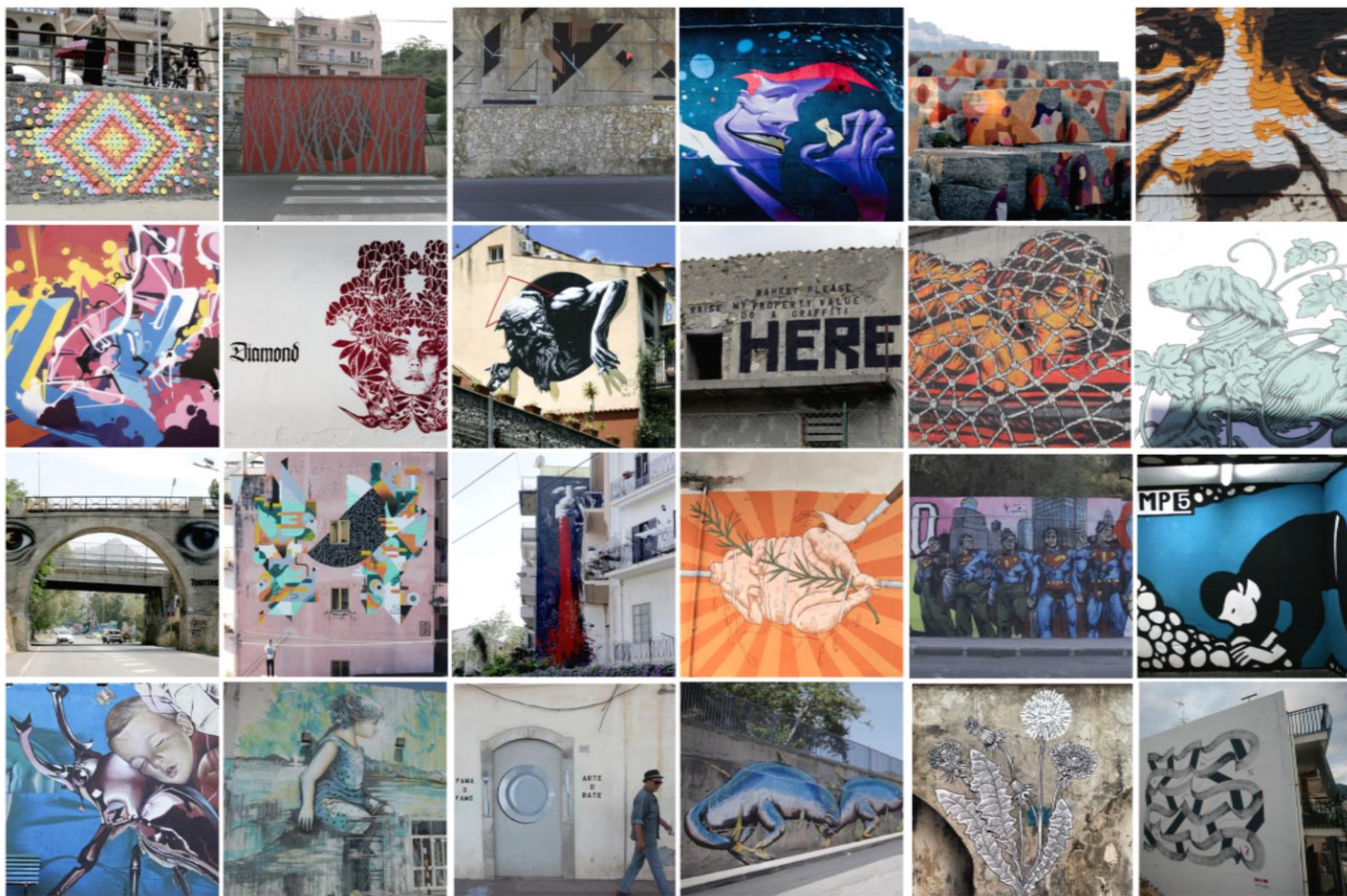
## Street Art Silos – Catania



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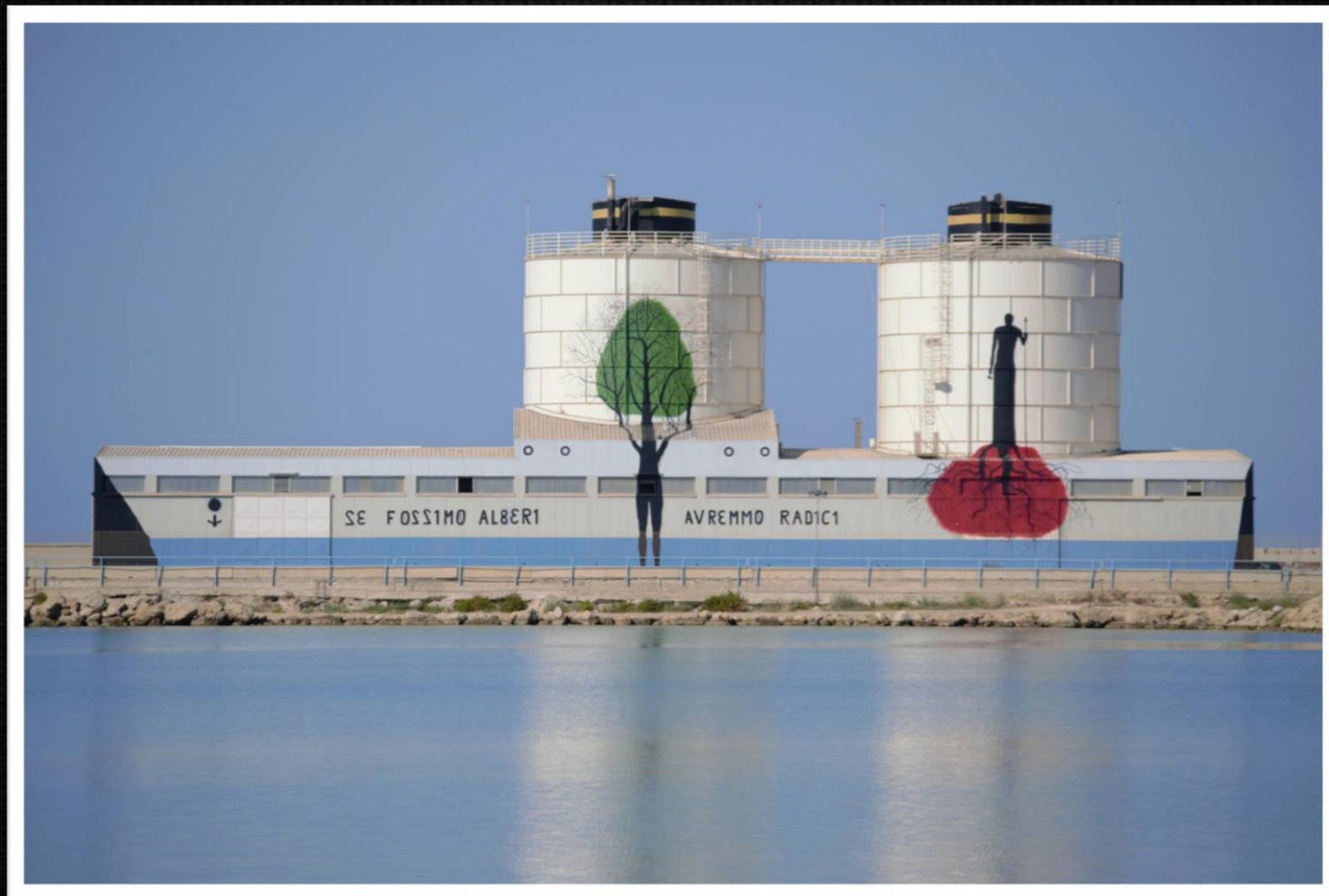
# Giardini Naxos



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## Street Art Silos - Licata

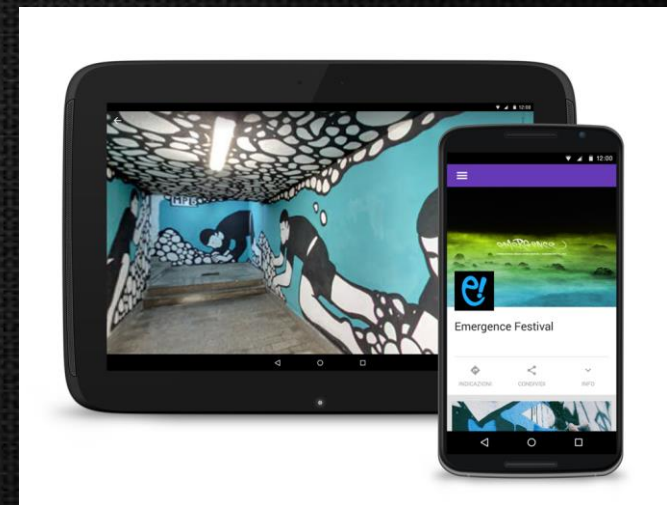
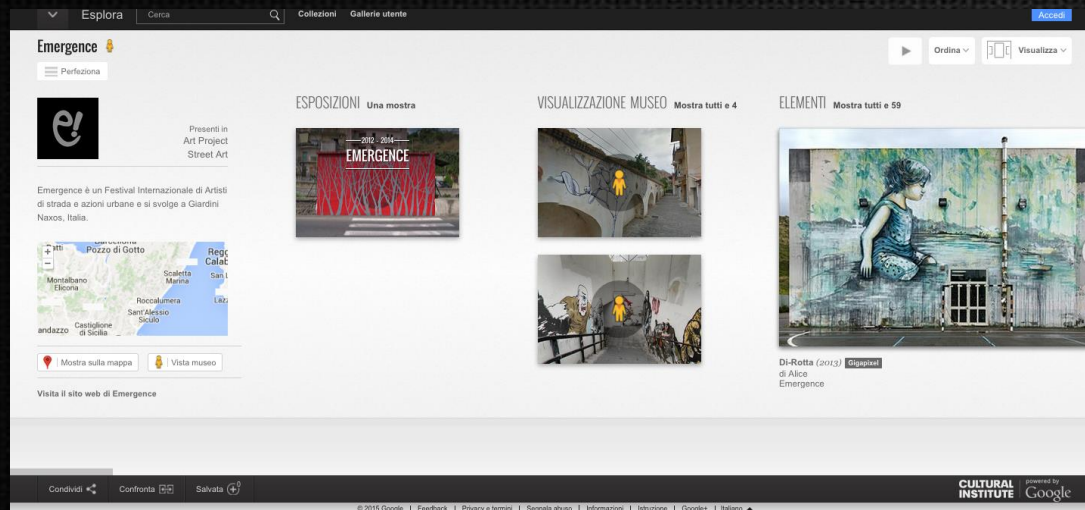


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# Istituto di cultura di Google

The Project has been placed, by **Google Cultural Institute**, into a platform powered by the *Street View* technology, for a virtual visit of Museums and Urban Art-crafts, from *computers, tablets* and *mobiles*.



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## Activities

- **Urban Actions** made by the artists
- **Didactic:** *meetings with the artists, Street Art classes, professional courses, workshops* arranged with Sicilian schools and universities, *talk- shows* and “*work in progress shows*”
- Shows “**Mixing Art and Music**” with hip-pop artists and rappers  
**Final Concert**
- **Web auction** arranged on the website [www.emergencefestival.com](http://www.emergencefestival.com) for each art-crafts donated by the artists to the Festival
- **Exhibition** with all the art-crafts donated by the artists to the Festival

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## Extra activities

- **Flash-Mob**
- **Special Events**
- **Arts and Music Events** organized by the main town squares
- **Parties** arranged in the most exclusives clubs
- **Projections** of Street Art documentaries by the most frequented areas
- Works in progress can be watched on **streaming** on the Festival's website

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## Goals

- *Emergence* is a Festival that wants to present the many aspect of **art and the creativity**: it can give to everyone the availability to enjoy an art-craft, a masterpiece, using the **street as a museum**;
- It wants to offer **new light** to many town's area: it will be a "*museum made by walls*" but "*without walls*", showing **masterpieces**, that will create **new touristic incomes** to the art and to the culture's reality;
- The art-crafts will be pointed in the "**institutional itinerary maps**", they will be considered as *cultural* and *touristic highlights in Sicily*;
- It aims to **create visibility** in both national and international cultural landscape;
- It will attract the **public interest** on the **Underground** and **Street Art's themes**, using on-line forums, arranging press conferences, meetings, parties, events.

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## Target

**Emergence**, considered as a **box full of events**, can attract a **wide medium-high social target**, from intellectuals to art experts, from students to tourists and curious: a **national** and **international** public interested in **every kind of arts, culture and music**, with a range of age from 18 to 70 in addition with the large pool of the **community on-line**.

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# Communication Plan

## BELOW THE LINE

- **Web-site and blog** interfaced with the main social networks;
- **Viral Communication** on YouTube, Facebook, Twitter and the main social networks;
- **Network of events** into the main event: parties, meetings with the artists, forum and vernissage to spread promotional information
- **Unconventional Activities:** *Artmob, Dance Flashmob, Music Flashmob and Happening by the most frequented places;*
- **Editorials and Publications** curated by national and international **Opinion Leaders**;  
Information about the event will be available by all the touristic **info points** in the hinterland;
- **Gadgets and Merchandise**

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# Communication Plan

ABOVE THE LINE

- **National Press Office's Activities** in order to bring the generic and the specialized media's attention;
- **Press on Newspapers and Magazines;**
- **Specialized Magazines;**
- **Free Press;**
- **Televisions;**
- **Radio;**
- **Billboards and Maxi-Billboards;**
- **Invitations and Flyers;**
- **Unconventional Activities;**
- **Communication using the Street Art underground channels;**
- The Project has been placed, by **Google Cultural Institute**, into a platform powered by the *Street View* technology, for a virtual visit of Museums and Urban Art-crafts, from *computers, tablets and mobiles*.

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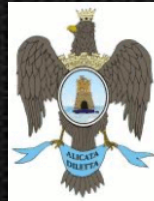
## Partner



COMUNE DI GIARDINI NAXOS



COMUNE DI CATANIA



COMUNE DI LICATA



Fondazione Terzo Pilastro  
Italia e Mediterraneo



Parco Archeologico di Naxos



**LEGAMBIENTE**  
Circolo  
Taormina - Valle dell'Alcantara

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Media Partner



INSIDEART



LA SICILIA



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## Credits

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