

Orienteering Maps – Overture

This is an experimental and multimedia blog for artists, curators and critics to display interart and intermedia. We are opening this section with a special contribution by Studio Azzurro, a pioneering group of Italian new media artists, founded in 1982 by Fabio Cirifino (photography), Paolo Rosa (visual arts and cinema) and Leonardo Sangiorgi (graphics). The post below, 'Musei di narrazione', graphically and textually illustrates the intersections that have composed their research and artistic work over the past ten years.

Drawing maps is peculiar to the research work of the Studio Azzurro.

This map, which was made for the publication “Musei di Narrazione” (“Museums of Narration”), expresses the density of relations, the crossings, co-presences, meetings, activities and results of our research and work over the last ten years, with the museum environment being one of the most stimulating backdrops for our expressive work on the relationship between human beings and technologies.

Memo

1

The background, with its cloudy effect, criss-crossed by areas, trajectories, directions and suggestions, was inspired by Carlo Rovelli’s text “La realtà non è come ci appare” (“Reality is not as it appears to us”), in which the granular nature of the whole existing world, on an extremely small scale - like the sub-atomic level that appears to us in its changeable state of probabilistic existence, like a cloud of particles that exist in the moment we look at them and disappear when we look away - is both the starting point of, and the challenge to, our poetic expression.

Memo

2

The words written in bold represent the cardinal points to operate within, and spread out between them is the complexity of relational actions that allowed the planning and execution of complex works like the “Museums of Narration” series, started in 1999-2000. The words are put at the ends of imaginary Cartesian axes that suggest the possibility, through creating a carefully thought out lattice, to orientate ourselves within the complexity of the positions and within the topography of the words that represent our various specific themes.

Memo

3

‘Being fully aware that the material being dealt with was extremely fluid, in a continuous state of becoming and decidedly unstable in terms of its nature and meanings, and that these

processes could never be definite or definitive' - P.Rosa, *Arte e Media (Art and Media)*.
“Museums of Narration”, spaces for carrying out personal research, places for ordering the
collective imaginary and for starting continuous development (L. Sangiorgi, *Il Museo
Multimediale, il tempo e lo spazio (The Multimedia Museum, Time and Space)*).

STUDIO AZZURRO

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