

## Open Air

A Cielo Aperto

LOCATION  
**Latronico, Italy**

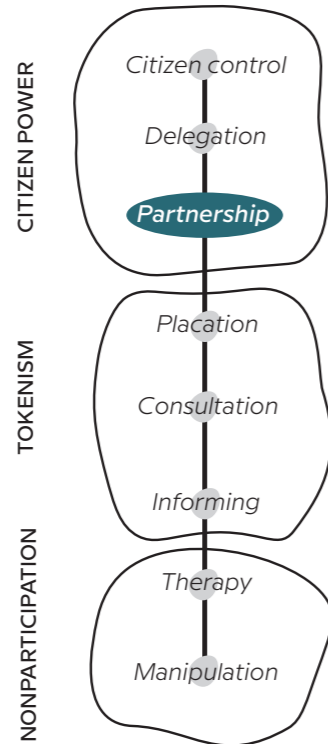
TIME PERIOD  
**Since 2008**

### THE PROJECT

"A Cielo Aperto" is a public art project that takes place in the old town of Latronico.

The project aims to build a widespread open-air museum where various works dialogue with the environment, intervening in the urban space with co-designed art projects.

For the space analysis, we focused on where the art intervention "A Flag for Latronico" took place: Largo Eleonora Pimentel, called "The Castle." This place is the highest part of the old town, looking at a beautiful panorama.



### DESCRIPTION OF THE SPACE

Latronico is a mountainous village that can be considered remote due to its poor transportation connections to its surroundings. In addition, the town has suffered from a continuous demographic decrease since the 70s. The old town Capadavutu is primarily vacant, partly because it is just accessible by foot. In this part of the village, there are public spaces like churches and Spazio Cantisani, where many creative works have taken place. The rest of the services and public areas are in the lower modern town.

### INITIATION AND ACTORS

The project was born in 2008 within the cultural association Vincenzo De Luca, and it has been curated since then by the artistic duo Bianco-Valente and Pasquale

Campanella.

Every year, one or two artists are invited to reside for a period of time in Latronico, before proposing their intervention (a workshop or a permanent work to be set up outdoors). In designing their interventions, the artists include inhabitants.

### ROLE OF THE LOCAL COMMUNITY & METHODS USED

Over the years, all layers of the population have been involved in multiple and heterogeneous activities in different ways. One example is the engagement of locals in designing the first flag for the town during the art intervention "A Flag for Latronico."

Generally speaking, A Cielo Aperto wishes to create moments of reflection on the history of the community and recover vital, cultural, and communicative



processes that go beyond disciplinary fences towards public sharing.

It aims at creating a path to be built with others and not only the prerogative of artists.

A Cielo Aperto was born thanks to the admiration and affection of local inhabitants towards Vincenzo De Luca, an artist from Latronico whose name has entitled the association that started the project. There were no public fundings but just private funds from the association's membership fees.

### RESULT

Over the years, the project has brought a breath of fresh air to the small town of Latronico, activating cultural processes that enabled such a small town to become a destination for more visitors than ever before.

A Cielo Aperto has helped locals discover that they have a dense and strong cultural heritage and realize that they can be thus carriers of culture.

Moreover, thanks to this epiphany, new cultural associations and virtuous dynamics emerged. The primary beneficiaries of this project have been the local community at all levels.

In the beginning, many struggled to understand the project, and it took several years for locals to become familiar with its concept. However, thanks to discovering their cultural heritage through creative works, the local community's perception has changed over the years.



One of the polling stations where locals have been invited to vote for the flag for the town of Latronico ©Eugenio Tibaldi, una bandiera per Latronico, 2010/2011



Map of "A Cielo Aperto" permanent works with the focus on the place where Latronico Flag has been displayed. ©Pasquale Campanella



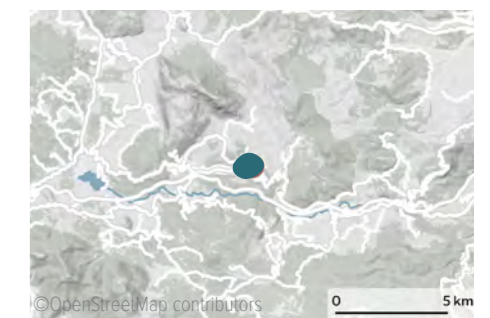
Stefano Boccalini's postcard sent to collect the words for Latronico. ©Stefano Boccalini, Una parola su Latronico, 2011



The raising of the winning flag in Largo Eleonora Pimentel in Latronico ©Pasquale Campanella



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