

## **COSA VOSTRA**

### **The art of the present is the soul of the future: let's nourish it**

Following the 2011 budget cuts to cultural activities, AMACI is promoting a campaign to raise public awareness in support of contemporary art through eleven "posters" created by eleven Italian artists.

Carla Accardi, Stefano Arienti, Maurizio Cattelan, Enzo Cucchi, Marisa Merz, Luigi Ontani, Giulio Paolini, Mimmo Paladino, Michelangelo Pistoletto, Paola Pivi and Francesco Vezzoli have responded to this invitation, offering their creations to support the art of our era.

#### **"COSA VOSTRA. The art of the present is the soul of the future: let's nourish it."**

The title chosen for the campaign promoted by AMACI, through which member museums want to underscore to the general public the community nature of Italy's heritage and artistic production, emphasises a key concept, as "Cosa Vostra" means "your thing".

Contemporary art is the soul of the future because, with its ability to offer new scenarios and perspectives, it is a constant stimulus to the creativity of Italians and to social and economic innovation.

It is a means through which, thanks also to relations established with leading international museums, Italy offers the world an image that is not built on stereotypes, but is composed of creative and dynamic intelligences.

Contemporary art is one of the engines of our economy, because its activity is founded on a chain of value constituted by researchers, conservators, craftsmen, local and national publishers, insurance agents, haulers, architects and professionals, as well as the system of restaurateurs, hoteliers and shop owners who, even in the smallest settings, benefit from the induced business and tourism generated by museums. This collective heritage of works, relations, image, knowledge and the incentive to innovate brings added value to the public investments supporting it.

The decrease in public funding is part of a general policy of cutbacks that have been made over the past few years, in a scenario of public allocations to culture that are far lower than those of other European countries. Consequently, AMACI wants to make people aware of the key role of contemporary art in Italy's cultural, social and economic development.

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## AMACI MUSEUMS

Castello di Rivoli - Museo d'Arte Contemporanea (Rivoli – Torino)

Centro Arti Visive Pescheria (Pesaro e Urbino)

Centro per l'Arte Contemporanea Luigi Pecci (Prato)

CeSAC - Centro Sperimentale per le Arti Contemporanee Caraglio (Cuneo)

Fondazione Galleria Civica - Centro di Ricerca sulla Contemporaneità di Trento (Trento)

Fondazione Torino Musei - GAM, Galleria d'Arte Moderna e Contemporanea di Torino (Torino)

Galleria Civica di Modena (Modena)

GC.AC - Galleria Comunale d'Arte Contemporanea di Monfalcone (Monfalcone - Gorizia)

GAMEC - Galleria d'Arte Moderna e Contemporanea di Bergamo (Bergamo)

Galleria d'Arte Moderna Palazzo Forti, (Verona)

GNAM – Galleria Nazionale d'Arte Moderna di Roma (Roma)

MACRO Museo d'Arte Contemporanea di Roma (Roma)

MAGA – Museo Arte Gallarate (Gallarate - Varese)

MAMbo - Museo d'Arte Moderna di Bologna (Bologna)

MAN \_ Museo d'Arte Provincia di Nuoro (Nuoro)

Mart - Museo di Arte Moderna e Contemporanea di Trento e Rovereto (Rovereto - Trento)

MAXXI - Museo Nazionale delle Arti del XXI Secolo (Roma)

Merano arte (Merano - Bolzano)

MUSEION - Museo d'Arte Moderna e Contemporanea (Bolzano)

Museo del Novecento (Milano)

Museo Marino Marini (Firenze)

PAC - Padiglione d'Arte Contemporanea (Milano)

Palazzo Fabroni / Arti Visive Contemporanee (Pistoia)

PAN - Palazzo Arti Napoli (Napoli)

SMS Contemporanea (Siena)

Soprintendenza Speciale per il Patrimonio Storico, Artistico ed Etnoantropologico e per il Polo Museale della Città di Napoli (Castel Sant'Elmo - Napoli)

Villa Giulia - CRAA Centro Ricerca Arte Attuale (Verbania)