

# Chimera Plus

process and methodology for the growth of regional CCI subsectors  
promoting the sustainable urban development.

**The role of CCIs in urban  
sustainability transition:  
innov-action**

**Tuesday, 22<sup>nd</sup> February 2022**

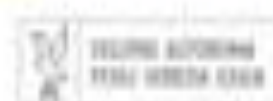
H 5.00 pm – 6.30 pm / ZOOM



[www.chimera.interreg-med.eu](http://www.chimera.interreg-med.eu)

Project co-financed by the European  
Regional Development Fund

project partners







PIGMENT WORK  
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PIGMENT WORK  
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PIGMENT WORKROOM  
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PIGMENT WORK



# Our Story

- The first group of Pigment was founded in 2010 as the cultural association "**V-Roots**", with the aim of encouraging the meeting between the city of Bari and the metropolitan artistic phenomena that have emerged in the last 30-40 years.
- The goal was to present, taking as a starting point the local reality, the phenomenon of urban art (from graffiti-writing to all disciplines related to it) to the citizens who witness it every day, most often as unaware spectators, if not hostile.
- The Food Fodd, Scenario, Don't Give A Shit are some of the urban art events realized in the two years of activity of the association.





SENSO UNICO

MAG

SP

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Jolly

ZARIZI  
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PAINTER

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EXPRESS



# Results and obstacles

- With "CAP 70100" we have formalized together with the administration of Bari a regulation that allows the expression on "legal" walls by writers and urban artists.
- With the growth of urban art on an international level, the work of art mediation and curatorship was no longer occasional.
- But like almost all activities related to culture, especially in Southern Italy, the problem was on the economic level, so we started to study sustainable models for the management of the group.



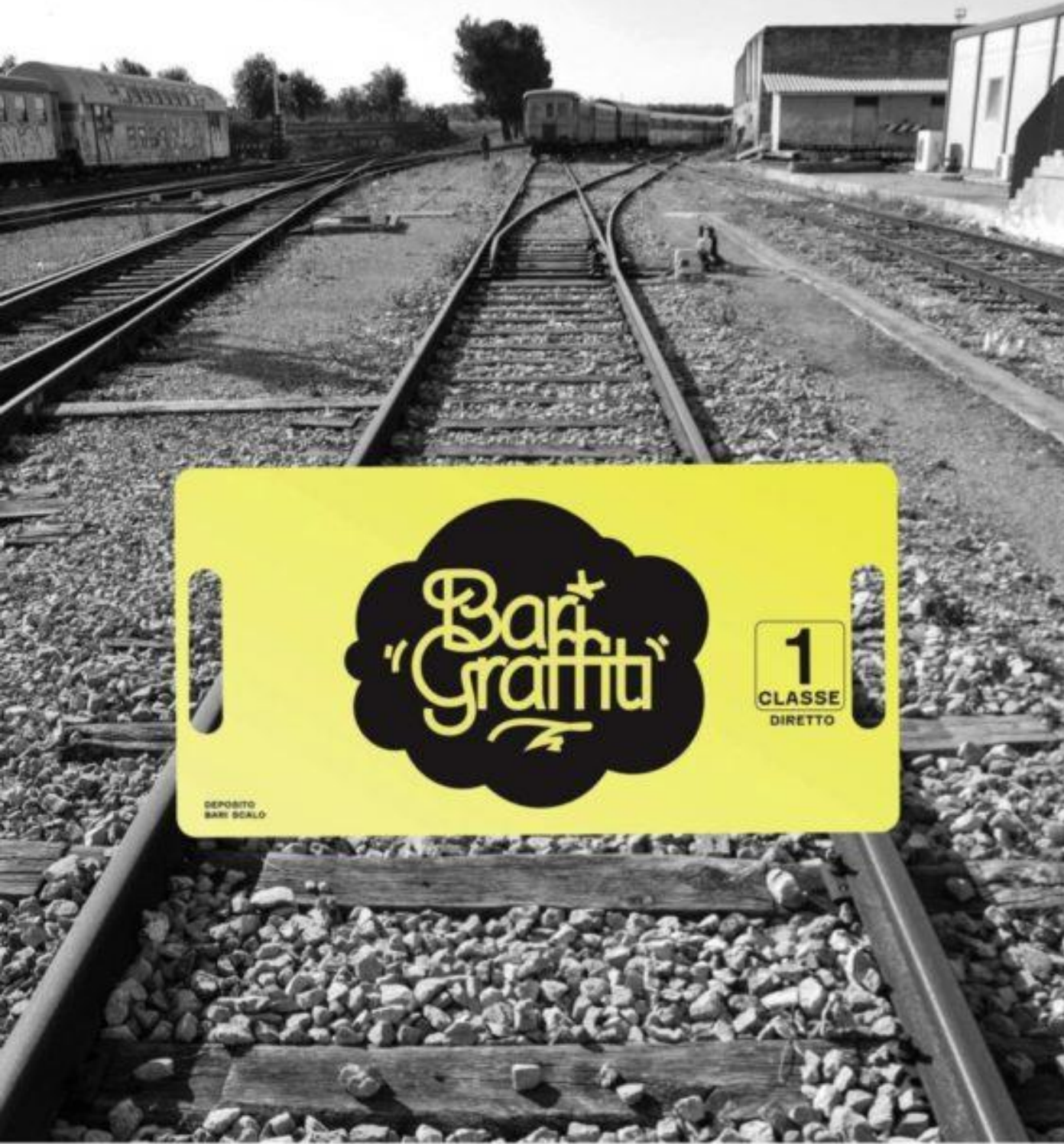
**Funky Horror Vacui, *San Pio is watching you*, for Enzitetto Real Estate 2014, Enzitetto**

# birth of Pigment Workroom

- Following the victory of the call Principi Attivi 2012 sponsored by the Region of Puglia and the call Culturability 2013 sponsored by the Unipolis Foundation, the Association Pigment Workroom was born from a mix of graffiti writers and art curators.
- In the moment of commercialization of street art, we wanted to bring back to the first place its cultural and social value, supporting ourselves with the production of handmade prints to be sold online.
- PWR's projects associate contemporary art and aesthetics with objectives of a social and cultural nature, promoting urban regeneration by placing residents at the center of the processes of decoration of neighborhoods that are not only peripheral.
- This is done through murals, events and independent publishing projects with artists who have the same sensitivity and respect for the places where they intervene.



PIGMENT WORKROOM  
PRESENTA  
PER LA REGIA DI MARTINA DI TOMMASO



**Starting from a movie  
about the history of  
graffiti writing in Bari**

Fonici di presa diretta: GHERARDO CHELAZZI Montaggio del suono: RENATO MINICHELLI Musiche originali di DJ ARGENTO DJ DANKO  
Direttore di produzione: MARIO NARDULLI Fotografia: PASQUALE REMIA SAMMY PARAVAN Montaggio: MATTEO PASSERINI  
Scritto da PAOLO BELLOMO MARIO NARDULLI Regia MARTINA DI TOMMASO

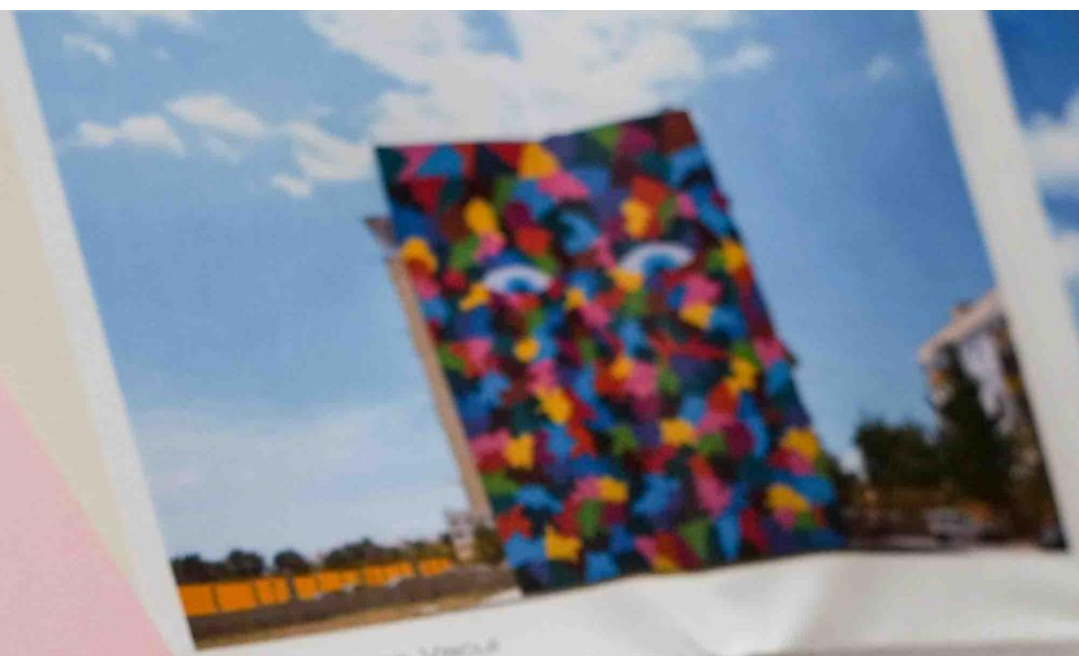


RO, ALFANO,  
EOMETRIC BANG,

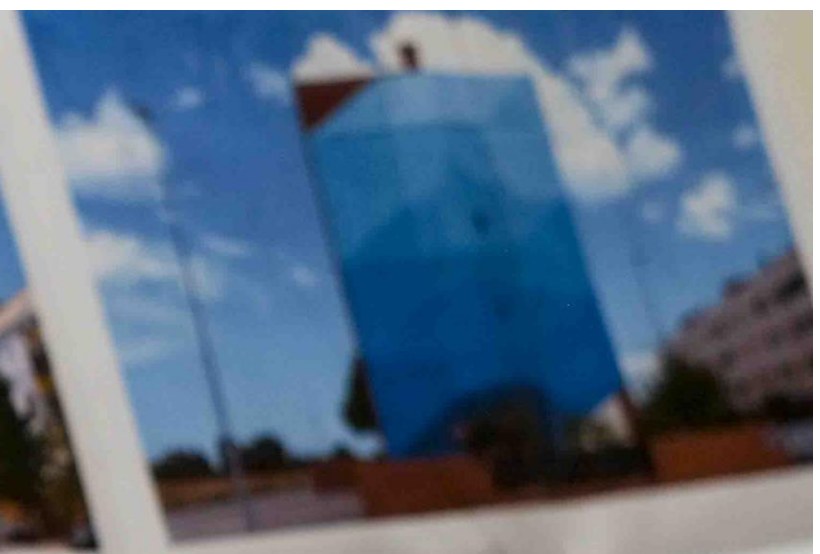
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# Enzitetto Real Estate

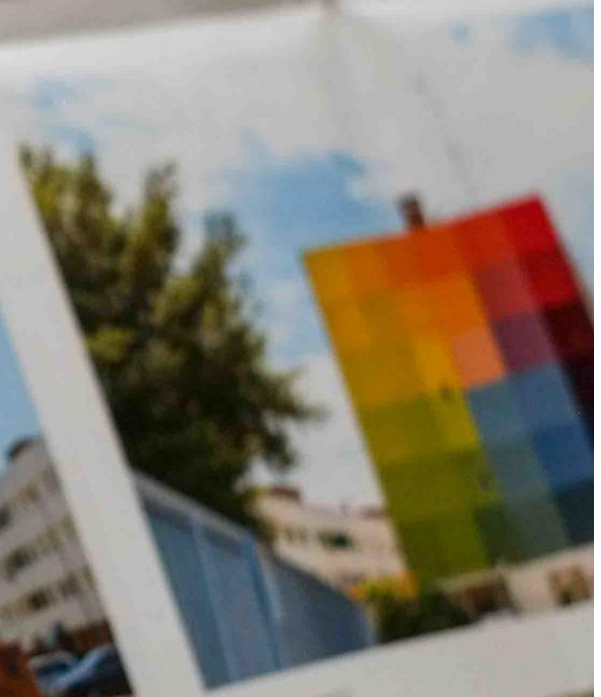
A colorful escape to the  
suburbs



Funky Horror Vasa



Tellas



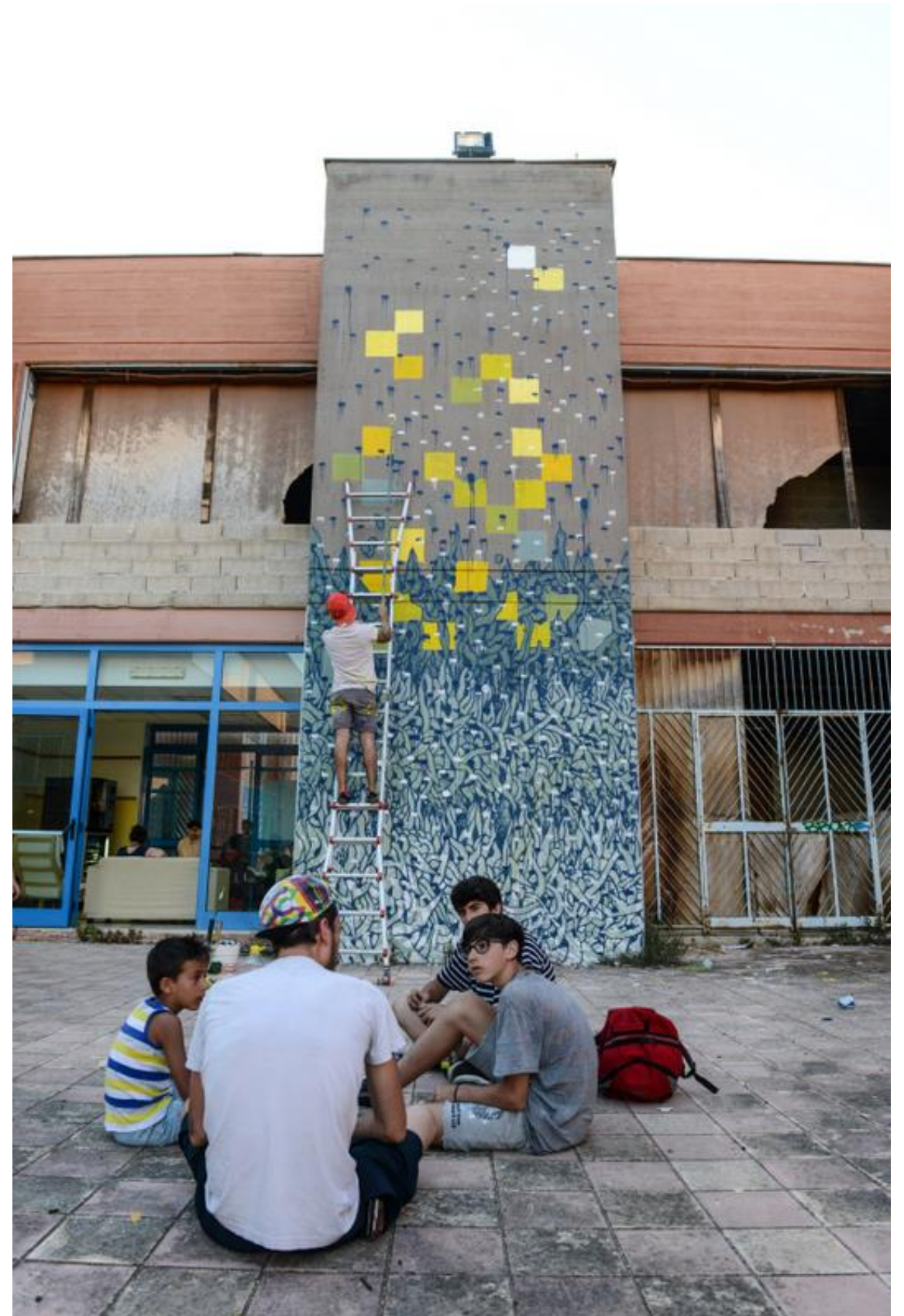
Abstract



# promoting "horizontal" public art

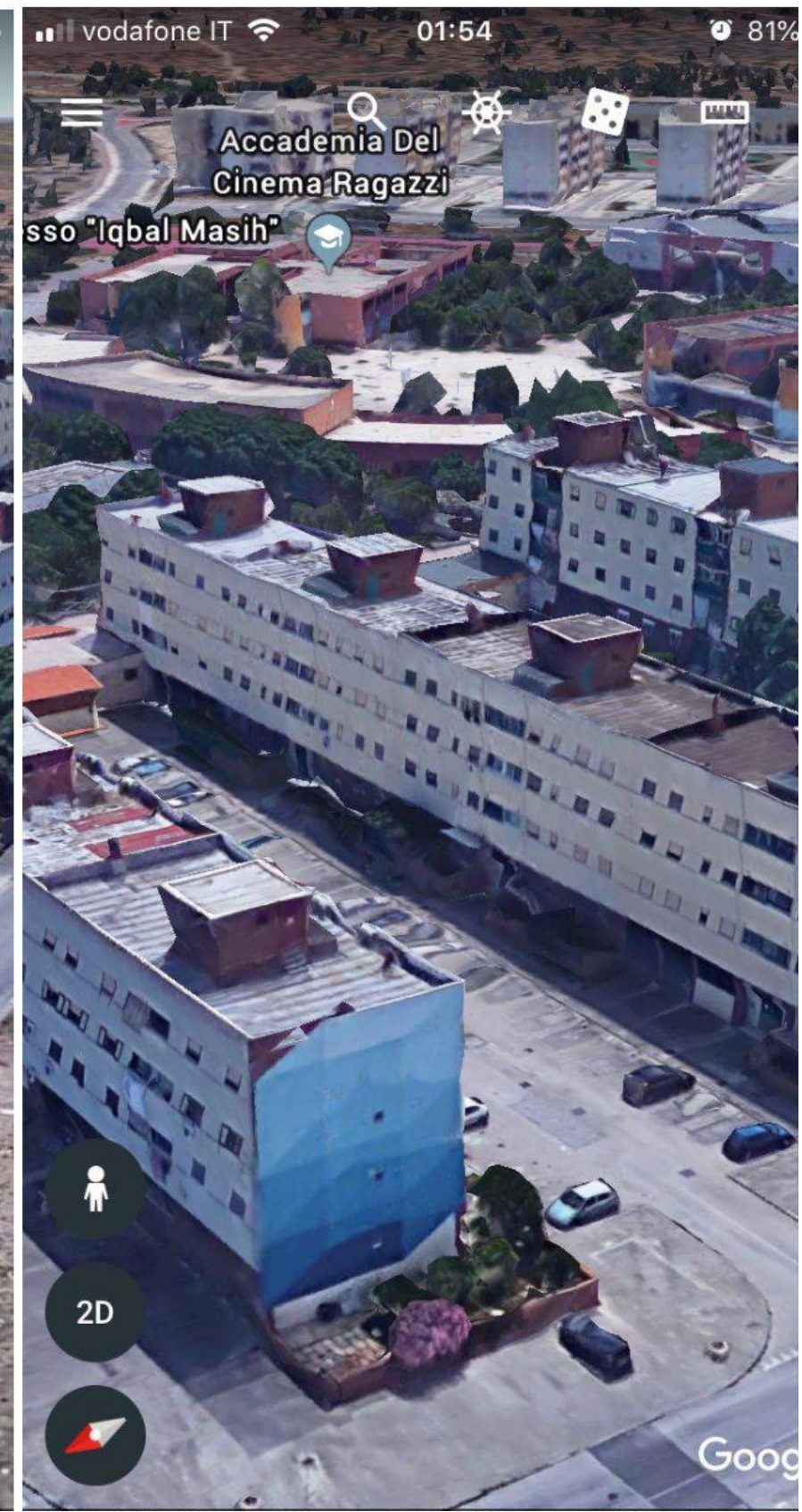
- in full sharing with residents on the goals and methods of executing the re-aestheticization of their neighborhoods

**INSPIRATION:** South American Muralism (Orozco, Rivera, Siqueiros), Graffiti Writing (U.S.A. '60-'70), Political writings on Italian walls from the '70, squatted social centres (Felice Pignataro, Gridas)





# Starting from Enzitetto





- The theater of PWR first action was the San Pio neighborhood of Bari (ex-Enzitetto), which involved five Italian street artists: Alberonero, Alfano, Ciredz, Geometric Bang and Tellas, in the week between June 9 and 15, 2014.
- It was not a simple intervention of urban redevelopment: Pigment and the invited artists have actively involved children and youth of the neighborhood in their artistic activities. A graffiti course curated by Pigment has been activated since April in the premises of the Accademia del Cinema dei Ragazzi.
- This is the only way to make art truly "public", that is, the result of the mediation between the artists and the context in which they intervene. The nature of urban art is "horizontal", it is not something that is imposed "vertically" on a community like, for example, an advertising panel.
- the project has been financed entirely by PWR, independence has allowed us to enter into a relationship of full trust with the residents, in strong conflict with the Municipality of Bari.





periodo. Nel 1999, quando iniziò a bombardare la linea rossa, i depositi erano praticamente intatti; la linea verde era stata dipinta per anni, ma la linea rossa era una specie di tabù, non chiedevo perché ma tutti pensavano che fosse più

i depositi sono difficilmente accessibili (Svezia o Spagna, per esempio), tirare il freno d'emergenza è un espediente molto diffuso per trattenerlo il treno quando basta per disegnarlo. "L'atmosfera che si crea, soprattutto in tunnel è molto intensa, eccitante". Ha raccontato Jasoni. "Ha un'atmosfera



senza mai trascurare né l'uno né l'altro aspetto". Anche se la metropolitana di New York subisce ancora circa 4000 attacchi l'anno nonostante la massiccia azione repressiva portata avanti dalla MTA - relativamente pochi, se si pensa che trasporta qualche milione di persone ogni giorno.

è rassicurante, non a torto, che i writer di tutto mondo vadano a New York e tornano nei tunnel della metropolitana per rendere omaggio al luogo che ha visto nascere questa cultura.

Roma



# Bari Real Estate

- the project was replicated in 2015 involving other city neighborhoods, doubling the activities with Bari's under-16s, again totally self-funded.





- In addition to the redevelopment of places considered "ugly and marginal", the activities have brought visibility to these suburbs no longer for crime-related news, but for art.
- Citizens have taken advantage of the media wave to expose the problems of the neighborhoods.
- the lack of economic support from the administration did not allow us to start a process of redevelopment that was not limited to murals, which is why we decided to stop our "Real Estate".





# making art to make community

from 2015 to 2022, we produced dozens of projects that through public art focused on participatory processes with residents.

**Pigment Workroom** ★


All walls decorated during our urban arts projects.  
3.177 visualizzazioni  
Pubblicato il giorno 11 maggio 2020

**Enzitetto Real Estate 2014**

- Tellas, "La grandezza del mar..."
- Alberonero, "By Stefano, 36 to..."
- Ciredz, "Overview"
- Funky Horror Vacui, "San Pio i..."
- ... altri 4

**Gola Hundun, "Olio Santo" 2...**

- Gola Hundun, "Olio Santo"





# Fronde Project: making public art to imagine new spaces in the city





Asking the kids of the neighborhood to map and to imagine the future park





And exposing their ideas through collective wall painting





By pasting their drawings on wall





and building installations inspired by nature





# When the theme is "horizontal"

public art that overturns the concept of shame





# "Black Elk" by Mario Nardulli in Serra Venerdi, Matera





# Public art about migratory movements

## LE 28 LEGGI DEL VIAGGIO

Le "28 leggi del viaggio" sono state scritte da SINTI e DAG, due etiopi che vivono a Roma. Prima di partire da Addis Abeba non sapevano che avrebbero dovuto sottostarvi. Lo scoprono solo in seguito, settimana dopo settimana, mese dopo mese, frontiera dopo frontiera e quando hanno avuto la tranquillità per farlo, dopo il loro arrivo in Italia, le appuntano sulle pagine di un quaderno a righe. Hanno pensato che fosse la cosa più importante da fare per mettere in guardia quelli che sarebbero partiti dopo di loro.

tratto da **LA FRONTIERA** di **ALESSANDRO**  
**LEOGRANDE**

1 Non mettersi  
mai in viaggio  
con fratelli,  
mogli, fidanzate,  
genitori.



# Together with the university students





# Public art and climate changes

**"Olio Santo" by Gola Hundun**





# Climate Project with Andreco



**Paris 2015**







# Bari 2016









# Evolution of Pigment Workroom

- We became the main association for street-art in Bari and Apulia, and we are particularly linked to the theme of nature and the environment.
- Our initiatives are always supported by local authorities and partners, such as the Region of Puglia, the Region of Ile de France, the Foundation of Matera2019, the U.S. Embassy and the various municipalities in which we have intervened.
- Within the Pigment Association there are heterogeneous professional figures, including graphic designers, researchers and curators of contemporary art, experts in participatory processes and art teachers.
- Educating to art is one of the main activities of the Association, with constant teaching programs in schools in Puglia, and numerous collaborations with international cultural and recreational centers.



# Public Art ON A HUMAN SCALE

Una non-conferenza su arte urbana e territorio

## PROGRAMMA

### 3 DICEMBRE

Officina degli Esordi

ore 15:00 - 17:00

*Da Philadelphia a Bari: talk su arte urbana e territorio* - Netanel Portier / Shira Walinsky / Carmen Pisanello.

Moderato: Mario Nardulli

ore 17:00 - 19:00

Brainstorming di apertura a cura della Scuola Open Source

**"DECOSTRUZIONE E DECORO"**

*Co-progettazione sul tema dei linguaggi visivi nel contesto urbano.*

Moderano: Fabio Caccuri e Giuseppe Santoro con il supporto di Giovanni Abbatepaolo e Alessandro Caccuri

### 4 DICEMBRE

Spazio13

ore 15:00 - 17:00

*Tavola rotonda sullo stato dell'arte urbana in Italia* Vincenzo Costantino / Paola Galuffo / Marco Laudadio / Carmen Pisanello / Pietro Rivasi / Edoardo Suraci. Moderato: Vittorio Parisi

ore 17:00 - 19:00

Inizio dei lavori a cura della Scuola Open Source

**"DECOSTRUZIONE E DECORO"**

*Co-progettazione sul tema dei linguaggi visivi nel contesto urbano.*

Moderano: Fabio Caccuri e Giuseppe Santoro con il supporto di Giovanni Abbatepaolo e Alessandro Caccuri

### 5 DICEMBRE

Spazio13

ore 9:00 - 13:00 **"DECOSTRUZIONE E DECORO"**

*Co-progettazione sul tema dei linguaggi visivi nel contesto urbano.*

Moderano: Fabio Caccuri e Giuseppe Santoro con il supporto di Giovanni Abbatepaolo e Alessandro Caccuri

## OFFICINA DEGLI ESORDI

3-4-5 DICEMBRE 2021

## SPAZIO13

Evento prodotto da



Con il sostegno di



Partner





# Education and street credibility are the keys!











**Thank you!**



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