

CONCEPT NOTE

SEEDS – I play with Mozart

BACKGROUND

The humanizing power of art is a concept that passes through centuries and cultures. Art is an instrument of extraordinary power to interact, deepen and recognize human emotions. When art and suffering meet, they trigger psychic and emotional processes in the individual and the community, that can lead to incredible results. Art is a caretaker of humanity, a fantastic synthesis between the brutality of suffering and the disenchantment as the destructive moment of the individual, but crucial for a superior synthesis of emotions and rediscovery of oneself.

THE ORGANIZATION

Il Fuoco 1775 - AlphaArt is a grassroots artistic movement started by Isaac De Martin, Remo Straforini and Alaa Arsheed in 2015. *Il Fuoco 1775* has been registered as cultural association with the Tax Revenue Agency and affiliated with AICS since 2016.

Il Fuoco 1775 implements a project, *AlphaArt*, which has the aim to propose again the concept of an international Art Gallery, as the one established by the Arsheed Family in Al Sweida (Syria), called *Alpha*. *Alpha Art Gallery - Al Sweida* was a place where arts, such as painting, music, cinematography and theatre could find expression and be displayed. Shows, lectures, concerts and performances by artists from all around Syria and the Middle East took place at *Alpha Art Gallery - Al Sweida*, but also a library and a literary cafe were accessible to the general public. Unfortunately in 2011 *Alpha Art Gallery - Al Sweida* was destroyed by a group of fanatics, ending forever the artistic movement Arsheed family had initiated.

Il Fuoco 1775 - AlphaArt has been at first conceptualized by Isaac De Martin and Alaa Arsheed as a tool to light a fire of arts in the local territory of Pedemontana del Grappa (adoptive land of Alaa Arsheed): music lessons, conferences (especially in schools) and concerts among its main activities. Along the years *Il Fuoco 1775 - AlphaArt* has also been developed into a tool to raise awareness among the local community about the refugee crisis, thanks also to the various collaborations established with international artists and organizations.

PROJECT DESCRIPTION

Seeds_I play with Mozart is the new initiative implemented by *Il Fuoco 1775 - AlphaArt* which consists in a one-month-journey from Italy to Greece between July and August 2017, with the purpose of travelling backwards the Balkan route that refugees have been following in the latest years, escaping from poverty and war. Humans are like seeds, they often need to fly with the wind somewhere else to find a better soil and become beautiful plants.

AlphaArt through *Seeds_I play with Mozart* aims to interact with people (refugees and locals) using the tool of art. Art, in all its forms, is a powerful instrument to express and to raise emotions, to communicate critic states of mind and to spread Beauty and a message of hope. The project *Seeds_I play with Mozart* will in particular use music and cinematography

to concretize the travel experience into the production of a high quality music album in collaboration with talented and professional musicians and two docu films of the journey.

Main goal

To experiment art as a way to activate encounters between people of different backgrounds, religion, ethnicity and political opinions in different regions of Europe.

Objectives, activities and expected results

Seeds_I play with Mozart will carry out different activities, according to which objective has to be achieved. However, an holistic approach is necessary to fully understand the main purpose of the project and the deep interaction between the different but complementary activities, objectives and results.

Goal: documentation and awareness raising campaign.

Objective: to discuss and to confront on the themes of migration and displacement while documenting the journey of refugees and asylum seekers to Europe, how hosting communities deal with the refugee crisis and how organizations provide first aid to the affected populations.

Activity: interviews to refugees and asylum seekers about their stories, expectations and feelings will be conducted side by side with interviews to locals and professionals in the field.

Activity: videos and photos will be taken along all the journey to document the activities *Seeds_I play with Mozart* will carry out in and outside the refugee camps.

Result: the documentation of the journey will be used to produce three main artworks:

1. "*I play with Mozart*" (by Alaa Arsheed and Isaac De Martin): docu-film (80 minutes length) for the general public about the journey through the Balkans. The documentary will be presented in Film Festivals (a copy will be sent to public libraries and schools all over the world) and the music Album at music festivals.
2. "XXX" (by Matilde Vedove - student at IULM): documentation of *Seeds_I play with Mozart* journey to research the concept of *Journey as Encounter with the Other through the tool of music* for academic purpose.
3. Production and publication of a logbook that will be published.

Note: *AlphaArt* underlines that the main cinematographic equipment will be provided by *Seeds_I play with Mozart* staff members. Anastasia Kovalchuk - Director and Videomaker from Ukraine, will provide technical, organizational and logistic support to the making of the documentaries for all the duration of the journey to ensure a high quality final product.

Goal: high quality music production.

Objective: to bring music along the Balkan route as a way to connect with people and establish artistic partnerships.

Activity: composition and recording of single tracks side by side with international artists from all around the world that will be encountered at the different stages of the journey and with the professionals ready to join the tour any time.

Result: "*Seeds*", a music album of high quality will be produced by Alaa Arsheed and Isaac De Martin.

Note: A van will be set up as recording studio and musical instruments for the album production will be provided by *AlphaArt*. *AlphaArt* underlines that the music material for the album production will be assembled once back to Italy, to ensure a high quality product.

Goal: humanitarian relief through art.

Objective: to implement ludic activities among refugees and local communities.

Activity: donation of musical instruments, cameras, colours and books.

Activity: workshops and lessons for adults and children (music, dance, theatre, photography, painting).

Activity: camouflage and face painting as playful activities for kids, adults and performers.

Result: to bring happiness and message of hope in the refugee camps and among locals.

The activities mentioned above will facilitate the establishment of relations between the beneficiaries of the project and *AlphaArt* staff members. *AlphaArt* hopes the donation of cameras will allow to stay in contact in the future with the people met to keep on documenting their journey in the months ahead.

Goal: reevaluation of Balkan territory.

Objective: to give visibility and promote the beauty of the Balkans and its cultures and people.

Activity: videos, photos and interviews will be taken all along the journey.

Activity: artistic collaborations with local organizations.

Activity: final concert and performances in Thessaloniki, Greece.

Result: the docu-films and logbook mentioned above will be a great medium to show at international level the regions reached by *Seeds_I Play with Mozart*.

AlphaArt underlines that all the activities undertaken will be respectful of the project-context, taking into account the different cultures, habits, religions and traditions of the people that will be encountered along the journey.

CONCLUSION

To fulfil the potentials of the project a concerted effort should be made by individual supporters, government agencies, non-governmental organizations and community organizations. One essential requirement for the realization of positive and long-lasting results is the acquisition of adequate and appropriate material and financial support. *AlphaArt* hopes that your institution will assist in the realization of such requirements.

CONTACTS

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