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**GULIA URBANA**

# Thanks to Gulia Urbana ARD celebrates Street Art

It is well known how ARD is really keen on art, cultural events and on the value of local identity. So that, the company of Padua has become partner of a lot of successful initiatives, which have contributed to affirm not only its product values, but also its vision depth.

By joining Gulia Urbana ARD once again has demonstrated the concreteness and forward thinking of its strategies, which are in line with the market evolution and consider its final consumers' needs, either applica tors and artists.

From the collaboration with Tony Gallo – who has realized the huge murales on the main façade of the historical Padua production plant – to the choral event ast summer in Calabria and Puglia, the step has been easy:

ARD has identified in Street Art an artistic way with an high added value, because of its cultural and social contribute, and with its products has valorized its results. We spoke about it with Giacomo Marinaro, Art Director of the event and with Marco Canciani, Marketing and Communication Director of ARD Raccanello.

**Giacomo Marinaro, what is Gulia Urbana, how was it born, what is its aim and how it fits Rublanum activity?**

**Giacomo Marinaro-** The Gulia Urbana project was born by an idea of a young Calabrian social promotion association, Rublanum. At the project basis there is the will to recover abandoned or few valorized urban areas through art, with

With its participation in Gulia Urbana, ARD confirms its attention and sensitivity towards art, culture and the local identity value.



**HELEN BUR - LONDON**

“Street art for me is an intervention into our daily meandering, something to help us look up beyond, and a point for community discussion and interaction.

My favourite style is the opposite of my own because it fills me with wonder - something like abstract & expressionism.

My work for Gulia Urbana was a look at how our environment directly shapes us, physically and mentally, that’s why I represented a figure who holds a mirror that directly reflects the landscape of the beautiful Parenti in front of the wall. Idrosmalto di ARD is a wonderful paint with very good pigments and a great coverage.”



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### GULIA URBANA ORGANIZERS

GIACOMO MARINARO: art director Gulia Urbana event and T.R.U.St

ANDREA FALBO: president a.p.s Rublanum

MATTEO FALBO: co - organiser

MARIO PAGNOTELLA: T.R.U.St event curator

IACOPO MUNNO: photographer and video maker

reference to graffiti and street art world overall.

From 2012, the first edition year, it has been carrying on the dream to valorize, develop and enhance the land through urban art, the most innovative of 21st century. At the beginning, the project didn't still have a clear identity: the first edition was called Street Art Day, a day of art during which some Calabrian crews, through their technique, gave color, and so, a soul to an area "abandoned" at Rogliano town.

From 2016 it was decided to call the project Gulia Urbana. The word "gulia" in southern dialect means wish/desire. It is just that wish to contribute to the growth and valorization of their own spaces, that pushes the youths to continue the dream to see them with different eyes.

With the new meaning, Gulia Urbana has got an added value, positive for a movement in constant expansion.



### TONY GALLO - PADUA

"Street art is a gift for everyone, an open - air exhibition, accessible every time for an unlimited fruition. I love figurative style and to realize my subjects I follow my dreamer and teller nature and my several fantasies. My artworks tell stories and give dreams, while colors rise from inside me. At Parenti I illustrated on the walls the story of Gelsomina who can dream, a goose which wants to be a dancer, meets an orphan mouse and takes him with her as a new friend; at Taranto I dedicated my work to my friends of Paolo VI neighborhood and I entitled it Sweet dreams my friends. From the moment I found out ARD products a new era has come out both from a professional side and about product quality. Humanity and skills of ARD men and women let me move my color horizons and increase my skills."



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**How much initiatives as Gulia Urbana are important to reinforce the territoriality, to speak a international language and to contribute in creating culture?**

**Giacomo Marinaro-** From the beginning we have worked in the Savuto Valley, a wonderful area made by little towns rich in history and charm. In these areas the concept of crew, hip-hop and graffiti culture didn't exist: passion was what made us contribute to create culture about Street Art. We were able to make people curious and to thrill the whole local population to this way of art: on the finalized works, more than fifty until now, no act of vandalism was made. This is a synonym of protection and of how much people appreciate murals, considered real public goods. During this last decade, a lot of projects were born with more

or less the same aim of Gulia Urbana. Each, of course, with a different feature and attitude. However, I believe the objective was always to give an added value to the territory by offering an up-to-date touristic and artistic attraction. For example, our land has several artistic attractions especially based on the ecclesiastic art, as many other countries. Be able to offer

an art path totally new is a way to revolutionize the land and to offer people passing by something more. We are in front of – as you say – an international language which we find in all continents, also in the places more abandoned. The beauty of Street Art is exactly this: creating something personal and putting it at disposal of all, offering – when possible – food for thought on social, human, cultural and political themes.



**How it was greeted by people and which effects has provoked?**

**Giacomo Marinaro-** Success, training, interest and love of people in the last editions stimulated us to get over and to take color in neighbouring towns. So that, Gulia Urbana also arrived in the cities of Rogliano, Parenti, Mangone, Cellara, Pedivigliano and Scigliano,



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all in Cosenza county, and arrived beyond region too, at Latina and Taranto, as a real itinerant project.

A collaborative and harmonic relation was created with local administrations and natives, and the requests from private citizens who make available a wall, a door, a space where it could be set an artwork finalization, are a lot.

#### ALICE PASQUINI - ROME

"In my opinion art must be public. I prefer call it contextual art, which rises for a place and a specific context. I am interested in representing human feelings, intimate moments in a public space.

I often design strong and independent women as in the case of my last wall. Realized in Taranto, with Uno, for Gulia Urbana, is dedicated to the several children of Paolo VI neighborhood, who followed us step by step during the work and now indicate with pride their building to the people. I am happy to know colors will last over time thanks to ARD paints."

The itinerant format takes place with social, recreational, and moreover artistic activities, in which we involve kids too and which we plan every year in a different way: all this is useful as a food for thought to the Gulia Urbana artists' artworks, that are focused on universal shared values.



#### UNO - ROME

"For me Street Art is "In girum imus nocte et consumimur igni" ('we turn around in the night and we are consumed by the fire' ndr). I love posters, repetition of iconic elements, bright colors, collages, decoupages and stencils. I like patterns, wallpapers, color gradients, pixels, supermarket adv leaflets, fluo colors and black and white, 80's and 90's years. I worked with Alice Pasquini, this is not the first drawing we do together but it is surely one of my favourite. I really like she had used a black and white figure, as her original drafts. A woman with a short cut and a proud and piercing look, who has surprised the inhabitants of Paolo VI neighborhood for sure. I rarely use paints but I have to say I was really fine with ARD products."



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CHEONE - LECCE



**Artworks are added to other ones already in the territory: which aims did you set?**

**Giacomo Marinaro-** We want to create a museum open-air spreaded and structured: during the years tens of artists were hosted by our festival: Alice Pasquini, Dimitris Taxis, Kraser, Luca Ledda, Uno, Tony Gallo, Ivan Tresoldi, Vesod, Psiko, Cheone, Martina Merlini, Massimo Sirelli and others, who have

helped Gulia Urbana. Our organization and artistic direction are based on integration, that's why we are working outside our territory borders too, to try to leave a mark of hope and creativity in the places where we are called. This kind of activity with Street Art is visible.

**What are the criteria through which you chose Gulia Urbana artists?**

**Giacomo Marinaro-** Answer is in the journey. By travelling you can find artists and people who show you other artists, who result perfect to create a project together, for a collaboration.

A big matter of pride is the consciousness that every artist, national or international, to whom our territory idea had been showed married the project. Probably hospitality and generosity, great qualities of South Italy, are our best business cards: we think this project could really offer to the land touristic attractions in addition.

The aim is going on to realize murales, trying to operate on surfaces much bigger and to create artistic residences: this will be able to increase town visibility and to make it be known worldwide.

We want to internationalize Gulia Urbana project and to do it the

**IN THE NAME OF STREET ART, IN TARANTO FIRST EDITION OF T.R.U.ST. TOOK PLACE - TARANTO REGENERATION URBAN STREET ART**

Always organized by Rublanum Association with the collaboration of Taranto City, during the month of September first edition of T.R.U.St. - Taranto Regeneration Urban Street - project took place. It has entered the city the urban art concept as an "open-air museum".

The project was born by a strong will of Taranto City and Rublanum Association, so that Andrea Falbo, Matteo Falbo and Giacomo Marinaro, with the Mario Pagnottella collaboration, and it had the aim to organize in Taranto a stable artistic-productive content, able to regenerate and to enhance city attractive attitudes through site-specific actions.

Structured as a permanent urban art festival, T.R.U.St. has promoted Street Art and has enable to start a path of requalification, valorization and development of few valorized suburban territorial potentials.



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target is going on to increase the collaborations with major artists, but we have never abandon the idea to give also to young Calabrian artists the opportunity to express themselves through our project. Indeed, the local artists who collaborated with us are numerous. Gulia Urbana is not only an organization phenomenon but also a project which excites through art and involvement of people. Moreover, via web and

social channels Street Art and land beauty arrive everywhere and to all.

**GULIA URBANA, 2020 EDITION**  
**How did the event take place and how it was communicated?**

**Giacomo Marinaro-** From 20th of August to 20th of September we have managed two projects of urban art, Gulia Urbana in Calabria, at Cellara and Parenti cities, and T.R.U.St in Taranto, a project son of Rublanum. With

these two projects we have collaborated with great artists of national and international fame: Helen Bur, Tony Gallo, Slim Safont, Alice Pasquini, Uno, Dimitris Taxis, Chekos, Cheone, Bro Crew, Claudio Chiaravaloti. Totally twelve works have been realized on surfaces of big dimensions. Indeed, unlike previous years, this year we aimed the whole surface wall to create reale postcards of the host territory.



**CHECKO'S ART - LECCE**

“I am a graphic artist, muralist and street artist and I have developed my personal style letting me affect by all artists I loved and who express deep contents which break through established patterns, but with an expressive tangibility that strongly comes out. In the murales I realized in Taranto I chose to depict a woman face, whose features are represented in false flat and contrast emphasizing the energy and the importance, and choosing incisive and impactful colors. Usually I use spray paints but I have to say I found in ARD colors a consistency and fullness really satisfying.”



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It was an intense month of art and integration mood. We have tried to involve every single person passing by, also only to listen to their opinion about what we were doing, to communicate then their words on our social profiles and to arrive to more people. Seeing people bring their smartphone and make photos, an Instagram story or a Tik Tok video to murales on work has created incredible rumors on both the territories, Calabrian and Apulian. Nevertheless we had our press office, the real communication has been taken care by people.

**In this particular year, how Giulia Urbana has been greeted by population and what effects has got?**

**Giacomo Marinaro-** We have perceived two different feelings. From one hand, the project in Calabria has increased the feelings we already know, which are based on love for own territory, with young guys who work to develop and valorize it. Nowadays in Calabria a big family has been created in each town which hosted us!

From the other hand, the project in Taranto has created something we have sincerely never lived: we have operated for the first time in a really hard suburban neighborhood, Paolo VI one. At the beginning people were really suspicious, but by the third day on we were witnesses of something magic: all people made

us feel at home, children were always with us from morning to evening, they took us lunch and they gave us everything. You can't take all this for grant: and the same natives told us that they had never lived these events of social integration. A neighborhood which has ever been abandoned by city administrations, was at the middle of media attention because something beautiful was being created and not because of sad current events!

**ARD, A COMPANY WHICH BELIEVE IN ART, IN EACH ITS WAY.**

**How did you know the event and why did you decide to become its technical partner?**

**Marco Canciani-** To celebrate our 80th anniversary, we made a gift to ourselves with a maxi murales on the main façade of our historical production plant in Padua and we involved Tony Gallo, who is one of the most famous street artists in Italy, grown up near our headquarters. Then we started a path, making him available our expertise and, at the same time, transforming some of his requests in opportunities to enhance ourselves. We have created relations with several artists, who have understood how important was to use pro-



**ARD IDROSMALTO, SUPERSTAR FOR STREET ART**

IDROSMALTO is an water-dilutable enamel devised for mural surfaces in densely populated areas.

It features a remarkable resistance to atmospheric agents, therefore, it is particularly suitable for exteriors. The absence of toxic volatile compounds makes it a low environmental impact product, nonflammable & particularly suitable for poorly aired premises.

It is ideal for food industries which comply with the Regulation (EC) 852/2004 (HACCP protocol).

Its resistance against mould guarantees the best hygiene possible even in areas where cleaning & disinfecting are difficult.

fessional products with specific performances, in order to make easier the application and which are able to guarantee the maximum resistance through time. The word of mouth among artists and managers of festivals has been successful, as often it happens when you propose products and services of quality. So that, when Rublanum got in touch with us to ask us providing high standard paints, we have decided to become technical partner of the event, in order to make the works witnesses of the quality of our products. Moreover, international artists would have touched ARD products, creating the hope they could become loyal to our products, as it was for several



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Italian artists, and so our testimonials.

**Now the event is finished, what results you obtained and how you think to proceed in this collaboration?**

**Marco Canciani-** In this moment Street Art is becoming a way of art strongly acknowledged with an high

#### DIMITRIS TAXIS - ATHENS

“I started with regular graffiti in the 90's, and with the years now I am painting large scale murals and works on canvas. I studied painting and comics and my style comes from the merge of all this. I like to paint anything that is interesting and what I paint is a study for the next works. For me Street Art creates a dialogue with outside and with people in Gulia Urbana this feeling was even more true. I love ARD product because they are very good quality and colors are thick and bright.”



media impact. The used products are required to be highly performant from one side, in line with a strong attention to environment from the other one. For us it is particularly challenging to measure up ourselves in this kind of context: the return of image, both social level and there, was surely positive both for the artists who tried our products, and for who saw them applied and will evaluate the results during times. There will be in the future other collaborations for events of this kind: a lot are the evidence of commitment Raccanello family has historically cultivated to build ties among land, art, business, youths and social texture. ◆