

AZIENDA SPECIALE PALAEXPO – GUIDELINES FOR THE THREE-YEAR CULTURAL PROGRAMME 2020/2022

INTRODUCTION

The Azienda Speciale Palaexpo is setting itself the objective of creating a “Centre of Contemporary Cultures” in the city of Rome, intended to be a place of cultural production that will foster dialogue between the most interesting organizations operating in the city and in Italy as a whole, as well as promoting interaction and the sharing of experiences with museums, research centres and universities etc. at an international level.

Embracing and expanding on the guidelines contained in the document “Centre of Contemporary Life and of the Future” drawn up by the Office for Cultural Growth, the ASP has identified the following fundamental points for their programme of activities:

- ✓ dialogue and convergence between the different areas of culture, in particular between art and science;
- ✓ the active and experimental production of experience and knowledge;
- ✓ the value of experimentation and research in the various artistic forms;
- ✓ the importance of interdisciplinary activity;
- ✓ the importance of a developmental-educational approach as an element accompanying all forms of cultural production;
- ✓ the creation of community;
- ✓ the accessibility of knowledge;
- ✓ the importance of proposals that build “networks” and “systems”;
- ✓ the restitution of the public arena and the opportunity for the public to benefit from documentation, including online, of all the activities carried out.

ORGANIZATIONAL STRUCTURE AND GENERAL PROGRAMMING OBJECTIVES

The Azienda Speciale Palaexpo Board of Directors has, since it was first established, sought to implement in full the corporate charter; this states in par. 6 that the Board of Directors, in addition to supervising the running of the organization, serves as “the deliberative body of the ASP which, under the guidelines and objectives established by the City Council, shall determine the programmes (...) and define the exhibition activities as well as other accessory and collateral activities”. The corporate charter states in par. 9 that the Director General (D.G.), who is responsible for the running of the organization, “shall supervise the cultural, technical and administrative activities”. The charter also states in par. 12 that: “The artistic staff (composed of the managers of the various exhibition-cultural services) shall propose the programming of the artistic activities to the D.G. and shall collaborate in organizing them.”

In order to fulfil the commitments stated in the corporate charter, the Board of Directors, in agreement with the D.G., has decided to create a **Programming Committee** – consisting of the entire Board of Directors, the D.G., the Chief Operating Director and the artistic staff – that will define the general guidelines for the programming in the various spaces of the ASP, and that will assess the cultural proposals received. The committee will approve the proposals they consider to be of interest, deciding on the persons responsible for curating and implementing them, and providing a feasibility study of them to the D.G., who will make use of the staff of the C.O.O. and the artistic staff for this

purpose. Proposals that are supported by the Committee and that are deemed feasible will then be submitted for the approval of the Board.

The Board is the deliberative body, while the Programming Committee is the body for discussing, sharing ideas and triggering the decision-making mechanisms; this is where the various skills and experience acquired inside and outside the ASP by the different components are used as precious resources working together in synergy.

The Committee has drawn up a programme plan that involves the spaces belonging to the ASP – the Palazzo delle Esposizioni, MACRO/Via Nizza, Pavilion 9b and Pelanda/Mattatoio – in an organic, coherent and efficient way, but it will also have recourse to other spaces belonging to the city of Rome, chiefly the city libraries, which, as we know, offer a valuable and wide-reaching network of connections and diffusion of knowledge and research throughout the extensive area of the city territory.

On the initiative of the Administration, the Azienda Speciale Palaexpo is working towards involving other institutions and foundations – Auditorium/Musica per Roma, Teatro di Roma, Teatro dell’Opera, Fondazione Romaeuropa, Conservatorio di Santa Cecilia, etc. - both individually and collectively, in developing a cultural programme aimed at avoiding overlaps as well as deficiencies and designed to provide an effective response to the demand for culture of the citizens of Rome and all the visitors to the city on as many different levels as possible.

One particularly important objective is to revive and help people get to know, through contemporary art, spaces and buildings in the city that have a particular historical-artistic significance from the social-cultural or architectural points of view, and also from the point of view of the heritage of works of art and documents they contain.

THE AZIENDA SPECIALE PALAEXPO SITES

In all the spaces that the Azienda Speciale Palaexpo currently manages (Palazzo delle Esposizioni, MACRO Via Nizza, Pelanda and Pavilion 9B of the Mattatoio), it seeks to implement dynamic processes in the planning of the cultural programme, encouraging possibilities for research and experimentation in the various disciplinary fields in order to build on relationships with the artistic, scientific and educational communities and the public in general, and to promote participation and develop systematic actions.

Palaexpo’s cultural strategy is centred around critical awareness, the valuing of diversity and interdisciplinary cooperation, accessibility and building communities to allow shared access to knowledge and to the different forms of experience and understanding.

The possibility to organize the cultural programme on the different sites of the Azienda Speciale Palaexpo offers a remarkable opportunity to plan a coordinated project which, by making the most of the specific missions of the different spaces, moves towards the construction of a Centre of Contemporary Cultures, in other words a project that is unified but expressed through different methods, actions and languages.

PALAZZO DELLE ESPOSIZIONI

The activities of the Palazzo delle Esposizioni have the ambitious objective of combining the different languages of art and science into organic exhibition projects to foster the opening up of new areas of research, development and debate, including through programmes for training and in-depth study.

In the three year period 2020-2022 a rich programme of exhibitions will be organized, intended to involve a broad range of audiences as fully as possible, in keeping with the outlook of the Palazzo delle Esposizioni.

The exhibition activities will also be promoted through the use of mediating routes and tools aimed at fostering involvement.

Film shows, events connected with the exhibitions, conferences and educational activities are already at the centre of the programming and will continue to be so.

The ASP will also undertake to incentivize the development of opportunities for research through establishing grants on topics that link up with the exhibition programme.

One of the objectives of the next three-year period is to implement the activities of the so-called **Piano Zero** (Level Zero) of the Palazzo delle Esposizioni. Thanks to a coordinated use of the different spaces of this part of the Palazzo building, which is and will continue to be free of charge, mutually beneficial synergies can be created between the education department, the bookshop (which will remain under direct management of the ASP) and the cafeteria (now under new management, with whom it is planned to develop a fruitful collaboration with regard to the cultural programme, convivial activities and entertainment); the objective is to attract a new public, especially of young people, through a dynamic and wide-ranging cultural programme of exhibitions, book presentations, workshops, concerts and performance events in general. The events planned on Piano Zero will, as far as possible, be thematically linked with the activities of the principal exhibitions on the upper floors.

One of the objectives for Piano Zero is to create a large reading area intended for students and regular visitors, which can serve as a spatial and conceptual link between the cafeteria and bookshop; it is also planned to set up a small area dedicated to the Rome city libraries, which will present the activities and different situations of the districts from the perspective of these important cultural facilities in the city territory.

MACRO VIA NIZZA

The experimental project MACRO ASILO (period of opening for the public: October 2018 - December 2019) showed and continues to show with growing success, day by day, that it is able to create a dimension inside the spaces of the museum in Via Nizza that is open to proposals by artists, curators and researchers from the various disciplines. It is an invitation to dialogue with the city that is free of charge and accessible to all.

It involves a radical and courageous project proposal that calls into question not only the traditional function of the museum but also the situation of the visitor, who is invited to play an active role in constructing participation processes in order to build genuine communities for investigation and learning. From playing the role of passive user of pre-packaged exhibitions and events, visitors move on to become progressively more aware of their own potential, not only in terms of participation but also of offering their own new proposals that MACRO can embrace.

MACRO ASILO has succeeded in involving more extensive strata of the population, whose relations with museums have traditionally been distant, and to offer diverse and open cultural messages.

For the three-year period 2020-2022 the ASP has set the following general objectives:

- 1) to support and re-launch the general guidelines of the current MACRO project, based on openness, diversity, discourse and events – meetings, conferences, debates, presentations, performances etc.
- 2) to support and clarify the new vision and new function of the museum: not a museum based only on exhibitions, but rather on a multiplicity of events, and on being free of charge, interdisciplinary, open and accessible.
- 3) to enhance and emphasize the transformation of the figure of the visitor, who, at MACRO, becomes part of a community that finds itself at ease with cultural and artistic topics and, potentially, as an active proponent of content.
- 4) to include new places for promotion and experimentation for high quality artistic research.
- 5) to promote the MACRO collection through collaborative relationships with the Rome Department of Cultural Heritage.
- 6) to encourage the already significant presence of students using the MACRO spaces to study and carry out research.
- 7) to develop cooperative activities and forms of collaboration with the city libraries system.

MATTATOIO

PERMANENT WORKSHOP FOR PERFORMANCE AND CENTRE FOR ARTISTIC CRAFTSMANSHIP

The proposal for the Permanent Workshop for Performance intends to confirm the interdisciplinary outlook of the Azienda Speciale Palaexpo, in a form that integrates with and complements the other spaces managed by the ASP.

This is a place where empirical knowledge is explored through the body and its potential for expression, individually and in groups, in gestures and relationships, as well as through the experience of workshops, the preparation of performances and hand-crafted objects, the presentation of performance events and exhibitions of objects, and finally the sharing of convivial experiences.

From January 2020, the Pelanda will be a centre for research, production, presentation and interdisciplinary training dedicated to performance in the four main areas of the visual arts, music, theatre and dance.

Pavilion 9b is the site where aspects of craftsmanship linked to performance and stage scenery will be developed.

The “Rimessini” are two new internal spaces at the Mattatoio that will be restored to the city by the end of this year, following a top level restoration project that has been carried out by the Department of Cultural Heritage and Zetema. From 2020, this will be where activities connected with the culinary art and conviviality will create opportunities and places for meeting together, but rather than just entertainment it will also involve the public in an experiential and knowledge-based project, which will be centred around the culinary culture as an element for bringing people together, for intercultural integration and collective awareness.

The new performance centre at the Pelanda-Mattatoio plans:

- a) to provide an interdisciplinary higher education school in the various languages of performance, starting with a second-level Masters degree in “Performing Arts and Community Spaces”; an agreement has already been signed with the Department of Architecture of the University of Roma Tre for this project, which is to be launched in early 2020;

- b) to activate the spaces of the Mattatoio as a whole as a place for community creation, successfully blending entertainment, artistic experimentation, study, research, performance and catering services; to do so through a range of cooperative activities with the various entities, including informal bodies, that already exist inside it (the People's School of Music, the Centre for the Elderly, the Kurdish Sociocultural Centre, the Department of Architecture of the University of Roma Tre, the Rome Academy of Fine Arts);
- c) to offer spaces for residencies, meetings and rehearsal rooms for artists and companies, particularly (but not exclusively) from the Rome and Lazio area, that will carry out research activities and experimentation in the arts and performing arts;
- d) to reinforce and support the cultural programme and events organized for the public of the principal top quality festivals that are already regularly hosted at the Pelanda – particularly Short Theatre, the Romaeuropa Festival and Nuova Consonanza;
- e) to create opportunities for meeting with the public both in terms of shows and times for discussion, experimentation and involvement in the production process;
- f) to create a centre for research, training and public presentation of forms of craftsmanship, especially those related to the theatre and performance (fabric, costumes, scenery etc.) and those at risk of disappearing;
- g) to create a large space for catering where the preparation, distribution and consumption of food and drink becomes an element involving critical awareness and cultural growth.