

#TASK 4

Attività: Progettazione di un'attività modello da applicare in diverse comunità

Obiettivo: Creare un prototipo di attività che possa essere testato e adattato in diverse comunità, utilizzando l'osservazione diretta, l'interazione e la creatività.

Input teorico

1-Cosa rende un'attività locale autentica e replicabile?

What makes a local activity authentic and replicable?

- A) **Emotional connection:** Coinvolge le persone a livello emotivo. Contribuire in un contesto familiare risuona profondamente con le persone, facendole sentire che stanno davvero aiutando qualcuno o qualcosa. Questa connessione emotiva migliora il senso di scopo e l'impatto personale;
- B) **Passion of those who organise it:** It is important that local activities are carried out by people who totally embrace the cause and this applies to any kind of activity;
- C) **Well-organised approach:** Activities should be planned precisely and one should always try to foresee what could go wrong so that problems can be solved more easily;
- D) **Simplicity and repeatability in everyday life:** It is good to organise activities that are simple but effective so that they can be replicated by other communities. Is also important to find activities that people can easily do in their daily lives, maybe with friends or relatives, that way you can really convey a message and create change;
- E) **Instagrammability (SMART):** An experience/activity must be instagrammable in the sense of "postable" and beautiful to look at on social media.

2-Perché l'esperienza contestuale (camminare, osservare, interagire) è più potente del design astratto?

Why is contextual experience (walking, observing, interacting) more powerful than abstract design?

- A) A contextual experience allows for **full immersion:** Being actively involved in a real-world setting engages all five senses and helps participants be fully present in the moment. There are no external distractions because the "outside world" is actually the context you're immersed in;
- B) **It enables face-to-face human relationships,** In a world where social relationships are increasingly blurred and only conveyed through digital means; A walk of even half an hour for example can give much more than a compulsive scrolling session on social media. During walks, we can pause to look at details of our city that we may never have noticed. We can also practise looking for the other, asking questions and being curious. We young people find it increasingly difficult to socialise and too often we close ourselves off in our shyness. A conversation with an elderly person who lived his or her youth in a world without social networks could help us solve our social barriers;
- C) **It gives an experience, a slow act:** the world moves fast and we need to feel "human" therefore slow beings capable of feeling emotions and not just being numbered prosumers.

3-Condividi 1-2 micro-attività stimolanti che sono iniziate in piccolo ma hanno avuto un grande impatto (ad es. interviste per strada, cacce al tesoro fotografiche, passeggiate sonore).

Share 1-2 inspiring micro-activities that started small but had a big impact (e.g., street interviews, photo scavenger hunts, sound walks).

- A) **Empty chair activity:** You put an empty chair in the middle of a square with a sign saying 'give me ideas on how to improve our city'. There is a camera filming the chair and then all the videos of the ideas are edited into one film. This idea, in addition to giving a voice to those who perhaps have ideas and don't know how to express them, could unite different generations as the elderly with their experience might have interesting ideas and the young thanks to powerful digital media can help spread them.
- B) **Urban photographic treasure hunt:** Maps are organised with clues leading to unusual or overlooked places. Participants have to find and photograph specific objects, people or situations that help discover lesser-known sides of the city. Local artists could also be involved to create 'artistic clues'. The target group can be very broad, ranging from the very young to the more curious elderly. In Milan, 'PhotoMarathon' is a similar event that is repeated every year with great success.
- C) **The tournament of the Districts (es. Palio di Oria):** The Tournament of the districts/districts is a competition between the various districts (Rioni) of the city, each represented by its own coat of arms and distinctive colors. The neighborhoods compete in games, tests of dexterity and skill that recall ancient traditions. This tournament not only embodies the competitive spirit and pride of local communities, but also helps to strengthen the sense of belonging and social cohesion among residents.

Task pratico

Titolo: Camminare, sentire, progettare

Disposizioni:

- A) Esci (nella tua città/quartiere o intorno al tuo posto di lavoro/scuola).
- B) Come gruppo, dedica 20-30 minuti a fare una o più delle seguenti operazioni: Osservare i segni fisici del cambiamento (climatico, sociale o culturale).
- C) Parla in modo informale con 1-2 persone di una tradizione locale o di un cambiamento a cui hanno assistito.
- D) Scatta una foto o registra una breve nota vocale che catturi qualcosa che "vale la pena ricordare".
- E) Al ritorno, dedica 10-15 minuti alla creazione di un *concetto approssimativo per un'attività comunitaria* basata su ciò che hanno visto o sentito.

-We talked with a gentleman of about 70 years old, a former professor who told us how until 30 years ago there were "cellar theaters" in Puglia where people gathered to talk but also to act. unfortunately he did not want to be filmed, recorded;

-We are no longer connected so much with the sea and the road. Before, you could play in the street, children and young people were quiet in the street or near the sea. Not now; We talked about this with this person, a street greengrocer;

❖ Il concetto dovrebbe includere:

Nome dell'attività

Ispirazione (ciò che hanno visto/sentito)

Gruppo target

Idea di formato (ad es. passeggiata, gioco, intervista, performance, paesaggio sonoro...)

Un elemento creativo (ad es. visivo, performativo, narrativo)

-> questo è un prototipo per L' azione.

Approximate Concept for a community activity

Name	Palio of Intergenerational Memory
Target	High school students, mentors (Elderly/Retired) and families
Inspiration	Palio di Oria, other Pali and take advantage of our territory rich in greenery and nature.
Format idea	Competition between classes (such as Palio); Each class is given a mentor (a local elder) and a coat of arms/music. The classes, with the help of the mentor, must challenge each other in community games, treasure hunts around the city, artistic activities on memory and forgotten places/people but also on traditions. Each team will be awarded a score and the most titled will win. Young people will have to stay on the streets and free a lot.
Creative elements	games, videos, treasure hunts, Personalized maps, and meaningful objects or songs connected to each place, something that tells a story, evokes a memory, or sparks emotion, theatre, performance and so on.