

Culture

The planning of cultural events can be something extremely stimulating and difficult at the same time. A complex project like Fiabesque wouldn't have much sense without the support of a deep cultural and formative contribution. This represents an indispensable joint to its developing goal to become a constant product through years. So the necessary depth and dimension of a project like Fiabesque require a specific reflection. Among the many references and goals of the project is the need of involving children and adults through the experience of fairy tale, meant as playful moment, but also that of the social problems and realities of which fairy tales were once the main ambassadors in educational processes and transmission of basic principles.

The only possible solution is to intervene on different levels: those of Doing, of Knowing and of Knowing how to Do. Starting then by the assumption that is fundamental to be able to transmit our values and traditions, Fiabesque cultural mission is that of retrieving, transmitting and sharing the value of fairy tales. Developing new expressive modes able to bring back, from the world of fairy tales its most precious elements: from narrative metaphors to moralistic lessons, from literary settings to illustration, design and cinema.

The basic logical process of such a project suggests a path originating from the meeting of kids and all those characters whose creativity feeds these specific sectors. A cycle of meetings which will turn into a real workshop, where children and adults create artistic product, then exposed along with those realised by their tutors. These meetings are structured according to specific formative paths in which the maieutical side emerges from the relationship between children and master-game-mate, host and tutor. For a more speculative depth, beside the workshops, more specific moments will be introduced, like the convention "Eulogy to diversity" and the special evening dedicated to animated movies "Fiabesque Cartoon's Night" or like the next scheduled events like "Materialand", "Imaginaschool" and "Imaginamundi". Specific experiences providing opportunities of deep reflection and will be parallel appointments to the main event. A cocktail of exhibitions and shows, presented since the very first edition of Fiabesque, like "Games on the leash" a project by Gilberto Corretti and ISIA of Rome and Florence, re-proposed the following year with "Care Toys", still proposed by Gilberto Corretti together with ISIA Florence and Mayer Foundation. They inaugurate a prolific and interesting vein appearing to be positive experiences that need to be continued and improved in an adequate environment and through a wider periodization of the event-performance. Another reflection was related to the introduction of competitive moments, in order to generate new energy and bring a more direct visibility. A series of contests could then emerge from formative settings. Beside the most classical appointments dedicated to fairy tale literature, illustration, painting, music or composition, some excursions to more specific fields, like animation movie production, could be proposed, including spaces dedicated to both traditional and multimedia or computer techniques.

Fiabesque goal to become a referring point in the culture of fairy tales necessarily needs to pass through literature.

Privileged expressive form based on knowledge and teaching that from oral experience gradually became written patrimony, literature is the field where fairy tales were born and where they still mainly continue to express themselves. Centuries of fairy tales have characterised and will characterise our past and future, representing the first contact with literature and reaching, in some cases, very high peaks of diffusion, expression and

lyrics, like it happened to our Pinocchio or to the Grimm Brothers, Andersen, Perrault and Calvino.

That's why Fiabesque intends to promote and divulge these universal values, by inviting important guests, organising workshop and conventions. With a privileged eye to both near and far cultures, from the regional traditions to Europe, Middle East, Asia, America and the big islands.

As we already said Fiabesque has two distinct souls, one linked to performance, described in the previous chapter, and one related to a more cultural feature. This is in reality a much wider setting, which includes also the world of social engagement, of marketing and other pure or commercial features, always distinguished by the high quality of the project. Strictly speaking of culture, since the first edition we drew our attention to the narrative structure of fairy tales with the aim of involving kids in active workshop experiences.

The best way seemed to be that of facing the narrative process by isolating its more evident parts (narrative structure, illustration, genesis of the characters, sound landscapes) and transforming these subjects in didactic traces and team-work moments. In the second edition we developed this idea keeping a close relation to the narrative structure but shifting it on a more contemporary level, by adding video and animation experiences, from which originates, as a natural evolutionary step, our "Cartoon's Night" project, dedicated to animation movies and real cinema based on fairy tales, fantastic and visionary.

This interest towards expressive fields could allow a further development of the project aiming at a gradual transformation of our evening-meetings into a small international festival.

Another parallel vein is represented by the world of comics, a universe which is already widely explored by the yearly fair "Lucca Comix". It would be very interesting to bring a piece of fantasy culture to Peccioli by creating a side event with many possible further developments: shows, meetings, real or virtual role games sessions, etc.

From the workshops, a very distinctive mark and integration of Fiabesque to contests and conventions, dedicated to narrative and illustration. Moments, carefully distributed during the year, producing materials which will be object of further presentations and study. Suggestions for analysis and new representations inside Fiabesque itself. Materials that can be published or become multimedia products, to be used as documentation about the various initiatives. Some kind of milestones, reflections to witness and share the results of the event and its related ambits.

On this purpose we decided to create the cultural Association of the City of Fairytales, to encourage the exchange of experiences and ideas. It should involve, starting from Peccioli and Fiabesque, all those subjects who care about traditional values of storytelling, coming from different regions, countries or ethnic groups with the aim of finding new themes, gathering cities and countries and exporting the format of the project to the other locations which will enter the association itself.

All products coming out from fairy tales cultural experiences should also constitute another project-container, difficult and ambitious, called the "Museum of Fairy Tales" a sort of innovative and appealing organised memory. A museum meant as a thematic natural park, displaying paths among woods and fields, with statues and installations, labyrinths and caves, but also a virtual active experience, thank to innovative multimedia technologies and not necessarily linked to the idea of preserving, but also to that of sharing. A museum than meant a playful and formative place in which children

and adults could search for information and suggestions, that are means of new cultural openings, sharing and research.

Being fairy tales often identified with the crossing of fear-wonder-woods we thought that the wood itself could become a sort of museum. A path based on the crossing of an enchanted wood can become an important idea to bring inside the project and the wood itself can be the place where the museum develops.

Together with culture, formation plays another important role in Fiabesque project. By formation we, mean both traditional learning, coming from a didactic path, and that related to a culture of Doing. Besides the moments of cultural exchange, one of the goals is that of transforming both Fiabesque cultural and artistic production into formative paths. This, through the presence of the students and experts involved in the design of the scenic setting, could bring to the creation of professional profiles linked to the world of performance: from scene design to light systems and artistic direction to more practical disciplines like fund raising and sponsorship, with the aim of creating a positive work allied income for the local community.

To start this process we intend to implement some of the already existing professional courses, supported by European Social Fund with some locally self financed new initiatives. One of them the laboratory for performance arts and crafts which after a first theoretical formation, could give the students a immediate practical chance to test their new professional skills. And the testing field will be Fiabesque itself. So Fiabesque organisation becomes a didactic instrument and its goal at the same time. This until the creation of that we quite ambitiously like to think as the Accademy of performance arts and crafts, a stable institution, aimed at the capitalisation and exploitation of all experience and know-how brought to Fiabesque by its important project partners like ISIA Florence, CMT of Pisa University and all the schools of Theatre of the territory, through the activation of regular courses and yearly programs.