

#### “Around the World in 80 Kites”

#### The Kite Museum collection on display

#### *From 11 to 22 October, ARTEVENTO returns to Cervia (Italy) with the autumn event “One Sky One World” and a tribute to Japan through the great exhibition “Around the World in 80 Kites”celebrating the twinning between the Kite Museum and the Tako no Hakubutsukan Museum in Tokyo and the acquisition of the complete collection of the traditional kite of Nagoya*

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**From 11 to 22 October 2024**

**Cervia (Italy) - Magazzino del Sale Torre**

This October, **ARTEVENTO** - the longest-running **International Kite Festival** in the world - will return to colour the skies above the southern gates of the **Po Delta Park** with the second edition of its **autumn spin-off** entitled ‘**One Sky One World** - **Festival of Kites for Peace’**, thus closing the programme of the 44th year of the Festival with a **rich calendar of events** that will unfold over **12 days of activities for adults and children**

**From 11 to 22 October, the Magazzino del Sale in Cervia** will host **an unprecedented exhibition** dedicated to **ancient and contemporary Japanese kites** entitled **‘*Around the World in 80 Kites - Japan Special’*,** an event that confirms **Artevento's role of excellence in promoting kites as intangible heritage of humanity.**

Sponsored by the Italian **Ministry of Culture**, the **Japanese Institute of Culture in Italy** and **AIMSC** **Associazione Italiana Musei della Stampa e della Carta** (Italian Association of Printing and Paper Museums), in Media Partnership with **Rai NEWS**, **Rai Pubblica Utilità and TGR**, this year's edition will be entirely dedicated to **Japan**, in homage to the **twinning that has just been established between the Kite Museum and the Tako no Hakubutsukan in Tokyo**, as well as the **acquisition of a unique collection of works from the City of Nagoya**.

The exhibition explores the **ancient Japanese art of kite** flying by presenting **two absolute novelties** that recognise the historic Cervia Festival as an **indispensable international landmark for the world's kite cultures**. The first novelty concerns the **donation** by the **President of the Japan Kite Association and Director of the Tokyo Kite Museum Masaaki Modegi** of **more than 20 works** from his collection to Artevento's artistic **director** **Caterina Capelli**, as a sign of support and a wish for good luck for being chosen as a reference ‘witness’ regarding the preservation of traditional kite knowledge and practices by the Central Institute for Intangible Heritage of the Ministry of Culture.

The second novelty concerns the **acquisition of the complete work of the traditional kite of the City of Nagoya**, the musical koryu dako in the shape of an ‘insect’ by the elderly Master **Masaaki Sato** who, as in the case of Modegi, decided to entrust Capelli with his production, the corpus of a **unique collection** that he had previously decided to donate to the City of Nagoya but which thus remains in Europe, rewarding the passion of the Artevento festival director, who also sees in the kite of the legendary Japanese master the emblem of environmental protection and biodiversity.



These two precious additions to the corpus of the collection that has grown since 1981 on the festival's sidelines find their perfect location in the evocative setting of the **Magazzino del Sale Torre**.

**Two large** **Edo kites** from the **Nagata** collection and a series of early miniature works by Master **Makoto Oyhe** from Toyama, also recently donated to the collection, will also complete the homage to Japan, exhibited for the occasion in the context of a display that honours the extraordinary tradition of Japanese wind art in every way.

***‘Around the World in 80 Kites - Japan Special’*** invites the visitor on a **journey to discover the history**, **materials and philosophy** involved in a practice that has its roots in the mists of time, paying tribute to the country that more than any other has developed the kite tradition in an extraordinary variety of forms and meanings. Also dedicated to a profound reflection on the value of **environmental sustainability** and destined to become a touring exhibition for the valuable didactic and popular message conveyed, the exhibition **explores the theme of traditional materials used** - **washi paper and bamboo** - and is also the perfect occasion to present ARTEVENTO's **prestigious new partnership** with **AIMSC Associazione Italiana Musei della Stampa e della Carta** (Italian Association of Printing and Paper Museums.

This year's edition, moreover, differs from previous editions in that it represents the **first tangible progress in the direction suggested by the ministerial project, which alludes in the first instance to the urgency of safeguarding the collection through the development of a Training Centre or a permanent Museum**, capable of releasing as yet unexpressed dissemination and educational potential.



**The opening of the exhibition is scheduled for 11 October.** In addition to the special dedication to noble Japanese art, in fact, the autumn edition of ARTEVENTO wants to pay homage in an original way to the spirit of “**One Sky One World**” day, taking place simultaneously around the world on the second Sunday in October, inviting the public to become protagonists of a **creative mobilisation and spectacular collective action** around the theme of the **kite**, **symbol of freedom, peace, union and sustainability.**

**HIGHLIGHT** of this edition will also be the **Parade for Peace,** scheduled for **Sunday 13 October** and organised for the first time in collaboration with the **PerugiAssisi Foundation** to consecrate ARTEVENTO's recent membership of the ‘peace table’ of the **historic human rights march**.

#### To book guided tours, workshops or request information on the program visit [www.artevento.com](http://www.artevento.com) or write at [info@artevento.com](mailto:info@artevento.com).

**USEFUL INFORMATION**

TITLE: **‘Around the World in 80 Kites - Japan Special’ as part of the ‘One Sky One World’ event**

WHERE: **Cervia (Italy) - Magazzino del Sale Torre**

WHEN: **from 11 to 22 October 2024**

**FREE ENTRANCE**

**CONTACTS**

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WEB: [**https://artevento.com/**](https://artevento.com/)

FACEBOOK:[**https://www.facebook.com/festivalaquilonecervia/**](https://www.facebook.com/festivalaquilonecervia/)

INSTAGRAM: [**https://www.instagram.com/artevento\_cervia\_kite\_festival/**](https://www.instagram.com/artevento_cervia_kite_festival/)

YOUTUBE: [**https://www.youtube.com/channel/UCCQv-5MAJEy-2DTIF57-6Fw/featured**](https://www.youtube.com/channel/UCCQv-5MAJEy-2DTIF57-6Fw/featured)

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