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#### ARTEVENTO AUTUMN

#### FROM THE HISTORIC INTERNATIONAL FESTIVAL TO THE KITE MUSEUM

#### From 11 to 22 October, the autumn edition of the International Kite Festival between art, education and interculture returns to Cervia

#### From the homage to Japan with the great exhibition celebrating the twinning between the Kite Museum and the Tako no Hakubutsukan Museum in Tokyo, to the Kite Festival for Peace “One Sky One World” and the peace parade with the PerugiAssisi Foundation

#### ArteventoMuseoAquilone_giappone1

**11 to 22 October 2024**

Magazzino del Sale Tower & Beach Cervia (Italy)

#### The magical atmosphere of ARTEVENTO returns to enchant the City of Cervia (Italy), located at the southern gateway to the Po Delta Park, with the autumn event that closes the programme of its 44th year with the appointment “*One Sky One World”- Festival of Kites for Peace with the Parade for Peace* and the exhibition “*Around the World in 80 Kites*” scheduled from 11 to 22 October 2024 between the Magazzini del Sale area and the beach.

The most colourful event in Romagna will dialogue with the **Ministry of Culture**, **Fondazione PerugiAssisi** and many other institutional and civil voices united in promoting a **language of peace, inclusion and solidarity** through the practice of the **wind art** and the safeguarding of its traditions from the world among the beach, the canal port and the evocative spaces of the historic centre.

#### Already organiser since 1981 of the longest-running ‘International Kite Festival’ on the planet, and of the itinerant, educational and popular exhibition activities of Europe's first Kite Museum, ARTEVENTO confirms its role as Italian excellence in the world promoting kites as intangible heritage of humanity. Indeed, the project directed by Caterina Capelli is the subject of a specific study by the ICPI of the Ministry of Culture.

With its autumn appointment, Artevento **wants to pay homage in an original way** to the spirit of the **international “*One Sky One World”* day**, which takes place simultaneously all over the world on the second Sunday in October, inviting the public to become the protagonist of a **creative mobilisation and a spectacular collective action** around the theme of the **kite, symbol of freedom, peace, union and sustainability**.

#### A rich program of events and activities for adults and children in the heart of the city of Romagna, with 3 days of flying shows on the beach and 12 days of educational workshops, conferences, guided tours, music and in-depth studies developed around the new episode of the travelling exhibition curated by the Kite Museum, set at the Magazzino del Sale and entitled “*Around the World in 80 Kites*” - special Tako no Hakubutsukan Tokyo Kite Museum’.

#### Another highlight of this edition will be the Parade for Peace, organised for the first time in collaboration with the PerugiAssisi Foundation to consecrate Artevento's recent membership of the ‘peace table’ of the historic march for human rights.

**ONE SKY ONE WORLD**



**From 11 to 13 October with the Kite Festival and the Parade for Peace**

Magazzino del Sale Tower & Beach Cervia (Italy)

#### Inspired by the legendary gesture of American activist Jane Parker Ambrose, who handed Regan and Gorbachev a kite as a symbol of the unity of peoples in the same sky during the 1985 Seattle Nuclear Disarmament Summit, the title of the *One Sky One World* event winks at the outcome the festival is aiming for, encouraging the activation of good collective practices related to the enhancement of participation in shared projects. The aim is to celebrate the World Day of Flying for Peace - which takes place simultaneously on the second Sunday of October in every country in the world - by reinforcing the sense of community and inclusion and fostering intercultural dialogue through the construction of a language of peace and solidarity promoted by the kite, a poetic symbol of freedom.

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#### The programme includes three days of flying on Cervia Beach, offering the perfect autumn synthesis of ARTEVENTO's most popular attractions, including educational workshops and games for children, a kite market and performances by guest artists, all in conjunction with the first weekend of the exhibition opening in the nearby Magazzino del Sale.

#### The climax of the event will be Sunday 13 October, which will come to life with the Parade for Peace, organised for the first time in collaboration with the Fondazione PerugiAssisi to consecrate Artevento's recent adhesion to the ‘peace table’ of the historic march for human rights, which has been held in Umbria for over 60 years and of which the Cervia-based association supports the candidature for recognition as a world heritage site.

**KITE MUSEUM ON SHOW**

Exhibition, workshops and insights dedicated to Japan celebrating the twinning between the Kite Museum and the Tako no Hakubutsukan Museum in Tokyo

From 11 to 22 October

Cervia (Italy) - Magazzino del Sale

Once again this year, enriching the programme of *One Sky One World* will be the fourth episode of the exhibition ‘**Around the World in 80 Kites’**, dedicated to the temporary exhibition of a selection of works from the collection that has grown over 44 years on the sidelines of the Festival and is protected by the ‘**Museo dell'Aquilone’** trademark. **Realised in media partnership with Rai News, Rai Pubblica Utilità and TGR**, the exhibition is **part of the project of the ICPI of the Ministry of Culture** which recognises the international authority of Artevento's artistic director **Caterina Capelli** in ensuring the process of recognition of the value of kites as **intangible cultural heritage**.

The exhibition is once again housed in the **Magazzino del Sale** di Cervia, the fascinating monument of industrial archaeology **built in 1691 for storing white gold**. In this evocative context, from **11 to 22 October**, the exhibition, **entirely dedicated to Japan**, will come to life, organised under the **patronage** of the Japanese Cultural Institute in Italy, ASCIG Associazione Scambi Culturali Italia e Giappone and the Japan Kite Association.

The exhibition marks the prestigious **twinning** between the Kite Museum's collection and Tokyo's Tako no Hakubutsukan Kite Museum, presenting **for the first time in Europe** more than 20 kites arriving from the legendary Tokyo institution at the behest of its Director **Masaaki Modegi** and collector **Kenzo Suzuki**. Also on show for the occasion will be precious early miniature works by **Makoto Oyhe** from Toyama and some of the most important Masters of the Wind of the Rising Sun such as **Masaaki Sato and Kengo Nagata**, authors of the Nagoya insect kite and Yukjo Akiyama, inventor of the kinetic kite, to name but a few.

The exhibition **pays homage to the country that more than any other has developed the kite tradition** in an extraordinary variety of forms and meanings. Dedicated also to a profound reflection on the value of **environmental sustainability** and destined to become itinerant for the valuable didactic and informative message transmitted, the exhibition **delves into the theme of the traditional materials used - washi paper and bamboo** - and is also for this reason the perfect occasion to present ARTEVENTO's **new prestigious partnership with AIMSC Associazione Italiana Musei della Stampa e della Carta**, through the intervention of its President Nella Poggi Parigi on the link between the history of paper and the history of kites.

#### This year's edition differs from previous editions in that it represents a first tangible step 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.

To book guided tours, workshops or request information on the programme visit www.artevento.com or write to info@artevento.com.

**USEFUL INFORMATION**

TITLE: ARTEVENTO AUTUNNO. FROM THE HISTORIC FESTIVAL TO THE KITE MUSEUM

WHERE: Cervia (Italy) - Magazzino del Sale Tower & Beach

WHEN: from 11 to 22 October 2024

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