

ILTEMPOLASTORIA

ROMA DALLA "DOLCE VITA" A "LA GRANDE BELLEZZA"

«Mail art (also known as Postal art and Correspondence art) is a populist artistic movement centered around sending small scale works through the postal service. It initially developed out of the Fluxus movement in the 1950s and 60s, though it has since developed into a global movement that continues to the present. The American artist Ray Johnson is considered to be the first mail artist, and the New York Correspondence School that he developed is considered the first self-conscious network of mail artists». ([Wikipedia. The Free Encyclopedia](#))

ROMA dalla "DOLCE VITA" a "LA GRANDE BELLEZZA" Mostra Internazionale di MAIL-ART

ISOLA TIBERINA, 21 LUGLIO 2014

INFO: iltempolastoria@email.it



ROMA
CAPITALE

artèa

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«Yet "La Dolce Vita" and "The Great Beauty" are twins, after a fashion: fraternal twins rather than identical, different sequencings of the same DNA. Both movies explore modern malaise, the emptiness of "the sweet life," by whirling their cameras around a decadent Eternal City. And yet each film comes to a separate conclusion. If "La Dolce Vita" is about a youngish man losing his soul, "The Great Beauty" is about an oldish man, against steep odds, reclaiming his». ([The Boston Globe](#))

Partner:

ROMA CAPITALE - ARTEA CREATIVY LAB - ILTEMPOLASTORIA

ILTEMPO LA STORIA

ROME FROM "DOLCE VITA" TO "THE GREAT BEAUTY"

Invitation to participation in mail-art project

Subject: ROME FROM "DOLCE VITA" TO "THE GREAT BEAUTY"

PARTECIPATION: FREE. Everyone is welcome to take part in the project.

THE ARTIST IS NOT REQUIRED TO PAY

Technique: free: (photography, painting, drawing, etching, collage, mail art boxes, artistamps, rubber stamps, mixed techniques, etc.) No organic materials, such and food, plants, etc.

Type: original art, no photocopies

SIZE : UNI A4 Size (cm 29,7 x 21,1)

Postcards will not be returned. No fee, No sale, No return. They will become part of the "IL TEMPO LA STORIA" collection at the ARTEA CREATIVITY LAB, ROME. Place the envelope in your personal data, the title of your work, contact information, and possibly a brief biography and some artistic references.

Deadline: June 30, 2014

The exhibition opening will be July 21, 2014.

The works will be preserved as a heritage in **ROME - ISOLA TIBERINA** and later will be exhibited in art galleries, museums and elsewhere will be required to spread this kind of art form and to promote the artists. **Please send your works to:**

IL TEMPO LA STORIA
Via Prenestina, 178 - 00176 ROME - ITALY

NOTE: The only requirement is the text FROM DOLCE VITA TO THE GREAT BEAUTY, must be seen somewhere on the postcard. (ANY LANGUAGE.) All postcards will be exhibited in the ARTEA CREATIVITY LAB, ROME.

"FROM DOLCE VITA TO THE GREAT BEAUTY" is a collaborative project conceived by **ROMA CAPITALE, IL TEMPO LA STORIA, ARTEA CREATIVITY LAB.**
The Exhibition is curated by [UGO FERRERO](#).

For more information please contact: iltempolastoria@email.it
Please spread the word across the planet. Thank you...