

PONTICELLI
DAIMIEIOCCHI



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement n.º 870621.



AMASS - Acting on the margins. Arts as social sculpture, is a project funded by the European Union's Horizon 2020 program. It aims to promote the use of art to address societal challenges through research processes, field actions, and the development of policy guidelines.



PACO Design Collaborative is an international network of design-oriented professionals.

We believe that all individuals have the potential to create positive change. We aspire to make this potential available with the tools of design and education to promote social innovation, sustainable behaviours, and fair business opportunities for humanity and the planet.



L'albero della Vita is an organisation that operates throughout Italy and in some developing countries. It promotes services for the protection of vulnerable children and families. For L'Albero della Vita, ensuring the children's wellbeing means creating opportunities for a decent, full, and satisfactory life: in other words, offering them proper nutrition, personal and medical care, age-appropriate leisure, social and sports activities, as well as the chance to freely nurture their most intimate aspirations.

Varcare la soglia (Crossing the threshold) - Helping families in Italy in their fight against poverty, Fondazione L'Albero della Vita has intervened in Milan, Genoa, Rome, Catanzaro, and Palermo to assist individuals in precarious economic conditions overcome difficult times and build new happy lives.

Claudio Menna

Claudio Menna (Naples, 1985) is a documentary photographer who mainly works on stories of minorities and denied rights. He has collaborated with Amnesty International and Save the Children and teaches photography to minors at risk in the educational centres of Naples. He collaborates as a teacher at Magazzini Fotografici.



Photo exhibition #ponticellidaimieiocchi

The photo exhibition is the result of the art-based workshop #ponticellidaimieiocchi addressed to the children in the Ponticelli neighbourhood (Naples) in May and June 2021. The initiative is part of the AMASS research project (funded by the European Union's Horizon 2020 program), which aims to promote art to tackle societal challenges through research processes, field actions, and policy guidelines.

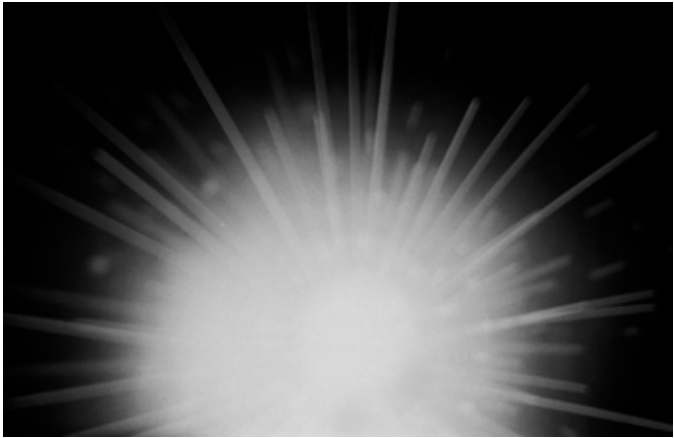
The PACO Design Collaborative designed the #ponticellidaimieiocchi workshop in collaboration with the L'Albero della Vita Foundation and photographer Claudio Menna. It involved children aged between 8 and 12, residents of Ponticelli, and already followed by L'Albero della Vita's "Crossing the Threshold" programme.

During the classes, the youth learned the main concepts of photography, such as composition and lighting techniques, and were invited to put them into practice

by capturing their neighbourhood using an analogue camera and three rolls of film. The photos taken were a pretext for feedback sessions where the participants expressed feelings and thoughts about their lives in the community.

The aim was to see the neighbourhood through their eyes. Photography provided the youth with the opportunity to focus on details that are typically concealed by their daily routines. They were invited to delve deeper into the place where they lived, paying attention to what they liked and disliked about Ponticelli. This served as the starting point of their reflection on the power each of us has to improve the environment we live in.

The work of the facilitators focused on enhancing the beauty that the boys and girls discovered in the neighbourhood so that it could be replicated and shared with the outside world.





Angela Punzo



Angela Punzo







Cristian D'Avino



Cristian D'Avino







Giuseppe Maresca



Giuseppe Maresca









**Brochure of the photographic exhibition
"Ponticelli dai miei occhi"**

02 July 2021, Naples, Italy.

Design by

PACO Design Collaborative



project by



in collaboration with



and the photographer
Claudio Menna.



www.amassproject.weebly.com



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