

Who are we

Florilegio Ars Factory is a **Cultural Association** which organizes innovative events with a groundbreaking approach in Italy.

Florilegio Ars Factory

- Discovers and **promotes** the talent of Italian and international **young artists**
- Is a **community** where artists can meet and collaborate on projects. This results into the creation of **several forms of arts that mix into one single form of expression.**

Florilegio Ars Factory monitors all artistic forms: words (poetry and fiction), visual (painting, photos, digital art, movies), music (music engineering), analysing them in a way in which everyone can express its one artistic preference/orientation.

Florilegio's artists, the so called *Artieri*, aims are to elevate artistic expressions through innovation. Such innovation allows the interaction between different artistic expressions, enhances the poetic insight, refines perception and the necessity to make usable complex contents. They express their art replying to topics proposed by the Assembly of the Arts and they send creative contributions on free subjects as well.

Florilegio aims at creating Tarja, the citylab of arts representing the idea of the artistic community, of a creative group and of the absolute cultural harmony of any artistic élites.

The flowers cultivated by the Factory are experimental flowers which sprout from the cross-contaminations between artistic expressions. Florilegio unique style is represented by the ability to create and make available to the public the creation of such contaminations between artists and artistic expressions.

The potential of such community is enhanced from the single artist and its ability to perform and express itself and the need to find fulfilment, testing himself in front of a community made by artists having different artistic insight and perceptions.

Our principles

1. Activism and experimentation.
2. Promotion of art through the realization of creative events.
3. Creation of artistic communities and spread of artistic information.
4. Love for the spirit of loyalty, sharing and comparison.
5. Production of an innovative culture experienced as action and vision.
6. Enhance the union of perceptive souls which choose to belong to an extraordinary community.
7. Create Tarja, the citylab of the arts, in which its members are free to express their talent.

"Florilegio Ars Factory means reaching the twilight, smelling the low of decadence, facing the absurd and the non sense, experiencing the humorous retreat, tasting the sour stink of the turpentine: experiences converged in a kaleidoscope of unique pieces of art, from the poetry to the work of fiction, to the paint to the daguerreotype".

History

1999 | The Beginnings

A first embryo (rudimental element) of the Florilegio Ars Factory project hides behind the lines of a song written in the 1999 by a post-rock-noise band composed by three brotherly friends. The song called *Delirio Paralelo* is the product of a deep friendship which led these eighteen years old chase their dreams.

2000 - 2002 | Beyond the distance

In a few years their lives brought them into different cities sentencing the end of their band. Their willingness to be in contact with each others and to share emotions has its expression in their deep and constant exchange of correspondence by e-mails and letters containing poems, works of literature and images.

2003 | *The Genesis*

The idea to create an artistic community and promoting the innate aptitude of the talented souls becomes reality in January 2003. Through the activation of the first mailbox Florilegio Ars Factory allows the artists to send their own works (either free or fixed subject works). The first subject which has been dealt by Florilegio Ars Factory was “The Dreams: perceptions of unconsciousness”. Through poems, dramas, arts and music Florilegio’s style has been defined by a group of young people (the so called Artieri).

On October 24th, 2003 the new first web site was launched allowing artists to display their works to a larger audience.

2004 | *1st Meeting*

In December 2004 some of the Artieri met each other to plan the actions and strategy of the artistic movement.

2005 | *Events and Promotions*

Several performances and events were organized all around Italy.

The 1st of May concert in Rome (notably the biggest concert in Italy, held every year on the 1st of May, also called “Labour Day”) is the right occasion to get in touch with people spreading the *modus vivendi* of the Artieri on a large public.

Once again in Rome, from the 1st to the 3rd of June, Florilegio Ars Factory performed the reading “Chromatic path in verses”, an example of a complete and integrated project made up of poetry, music, theatre, wine and food.

Through the years Florilegio Ars Factory has participated at many events all around Italy, with workshops, exhibitions and viewings. Then in December 2005, in the context of the famous White Night of Rome and in the beautiful frame of the Giannelli Viscardi Palace, Florilegio Ars Factory’s realized a pictorial exhibition enlivened by live painting performances.

2006 | *The Mediterranean Tour and the Turning Point*

On the 12th of May, 2006, Florilegio Ars Factory became a Cultural Association with the creation of the Assembly and of the Council, the restyling of the logo, the Kirk Home and the Code of conduct Tarja which represents the fundamental document of the Florilegio Ars Factory community.

2007 | *React!*

Florilegio Ars Factory’s message is React! In order to take back one’s own world and dimension.

It's immediately a big success all over Italy and in December 2007 the Artieri's annual meeting of Florilegio Ars Factory was held in order to decide new strategies and perspective developments.

2008 | *Florilegio Imprinting*

In 2008 Florilegio Ars Factory presented its first editorial project, called Florilegio Imprinting. Florilegio promotes young artist talents with a new formula which is different from the "pay per publish" used by the publishers. The artist contributes paying only the press costs, while Florilegio Imprinting deals with the layout, the press and the promotion of the work through a network of events and merchandising activities all around Italy.

The works belonging to Florilegio Imprinting have an experimental nature. The first work was "Colibrì e i libri nitidi" a book written by Aron Cheroes, distributed with a cd containing sound tracks and videos.

2008 tour was called Amore e Reazione (Love and Reaction) stressing the message React!.

2009 | *Love and Reaction part 2*

2009 is a great year for Florilegio Ars Factory. It is currently promoting a new project called "Azioni Magistrali" (Master Actions) which are cultural events in which a number of speakers, experts of a scientific, artistic or economic branch, meet a selected audience (of maximum 14 people) in order to discuss and try to elaborate new ideas and concepts on cultural, artistic and social subjects. The spirit of the community penetrates these cultural meeting in which ideas are shared and opposite views are welcome.

Florilegio Imprinting promotes Bookcrossing thanks to the interaction with the new communication agency OOCL and presents a new novel "Amore e Reazione" (*Love and Reaction*) written by Hugo. Florilegio Theatre presents the show of Loris Fabiani "Lunanzio e Lusilla", which is a demonstration of the creative potential of the community and a great achievement for the philosophy of Florilegio Ars Factory: creating and promoting culture in a funny (and open) way.

2009 events

- *When:* 11 January. *Where:* Sezze (Latina) – Italy. *Location:* MAT-Spazio Teatro. *Event description:* "Lunanzio e Lusilla AM+RE" – inedited theatrical performance written and directed by Loris Fabiani.
- *When:* 14 February. *Where:* Milano – Italy. *Location:* Fabbrica del Vapore. *Event description:* AM+RE – Exhibition about AM*RE (LOVE) and theatrical performance "Metropolitanattori", in cooperation with ATM Milano.

- *When:* 9 March. *Where:* Milano – Italy. *Location:* Piazza S.Babila-Piazza Duomo. *Event description:* “Maratona Lenta”. Theatrical performance.
- *When:* 21 March. *Where:* Cernusco Sul Naviglio – Italy. *Location:* Biblioteca Civica. *Event description:* Presentation of "Amore e Reazione" (*Love and Reaction*) the first romance written by Hugo.
- *When:* 28 March. *Where:* Milano – Italy. *Location:* Fabbrica del Vapore. *Event description:* “Azioni Magistrali”. Meeting with the responsible for the culture of the magazine “Zero” (Edizioni Marco Valsecchi).
- *When:* 11 April. *Where:* Catanzaro. *Location* [•]. *Event description:* Presentation of "Amore e Reazione" (*Love and Reaction*).

Click here to watch the photos of some of the Florilegio Ars Factory’s performances.

The Artieri

The Artiere is an artist or a person gifted/endowed by a strong/striking perception to arts. The Artiere shares the Florilegio’s principles and culture and takes active part in the activities promoted by the Association.

Florilegio’s Artieri live in Tarja, the citylab of the arts which represents the idea of the Factory, and give their own aid/contribution/part to live deeply this ideal place of meeting and artistic relationships.

The Artieri produce and send to the editorial office their artistic works and they can do their one’s best on the realization of events and performances.

The wannabe/aspirant Artiere begin to get in touch with the other Artieri sending his artistic contributions and knowing the other members of the community. After the 8th month he can make the promise of the “nectar and of the first cell” to become an Artiere of Tarja. After the promise the new Artiere become a member of the Assembly of the Arts, taking part in the life of the Factory and his name is included in the web page dedicated to the citizens of Tarja.

Citizens of Tarja receive/collect the personal invitation to events, can attend meetings and propose/suggest new artistic projects to the community.

The Assembly of the Arts is the first centre of cultural production and artistic elaboration composed by the Artieri of Tarja e by the Big Council of the Arts.

The Big Council of the Arts deals with the organizational structure of the Factory and it is formed by the powerful people listed in the articles of the association.

Offices

Our objective/purpose is to build Tarja, citylab of the arts: a physical factory ready to give hospitality to the creativity and the imagination of the Artieri.

To reach our purpose we use the virtual home www.florilegio.net and the offices in Milan and Rome from which the community's initiatives are launched.