



fumetti
nei
musei®

Comics @ the museum

International conference | Bruxelles, 6th of September 2022

Speech by Mattia Morandi

*Head of the Press and Communication office of the Italian Ministry of Culture
and curator of Fumetti nei Musei*

The project

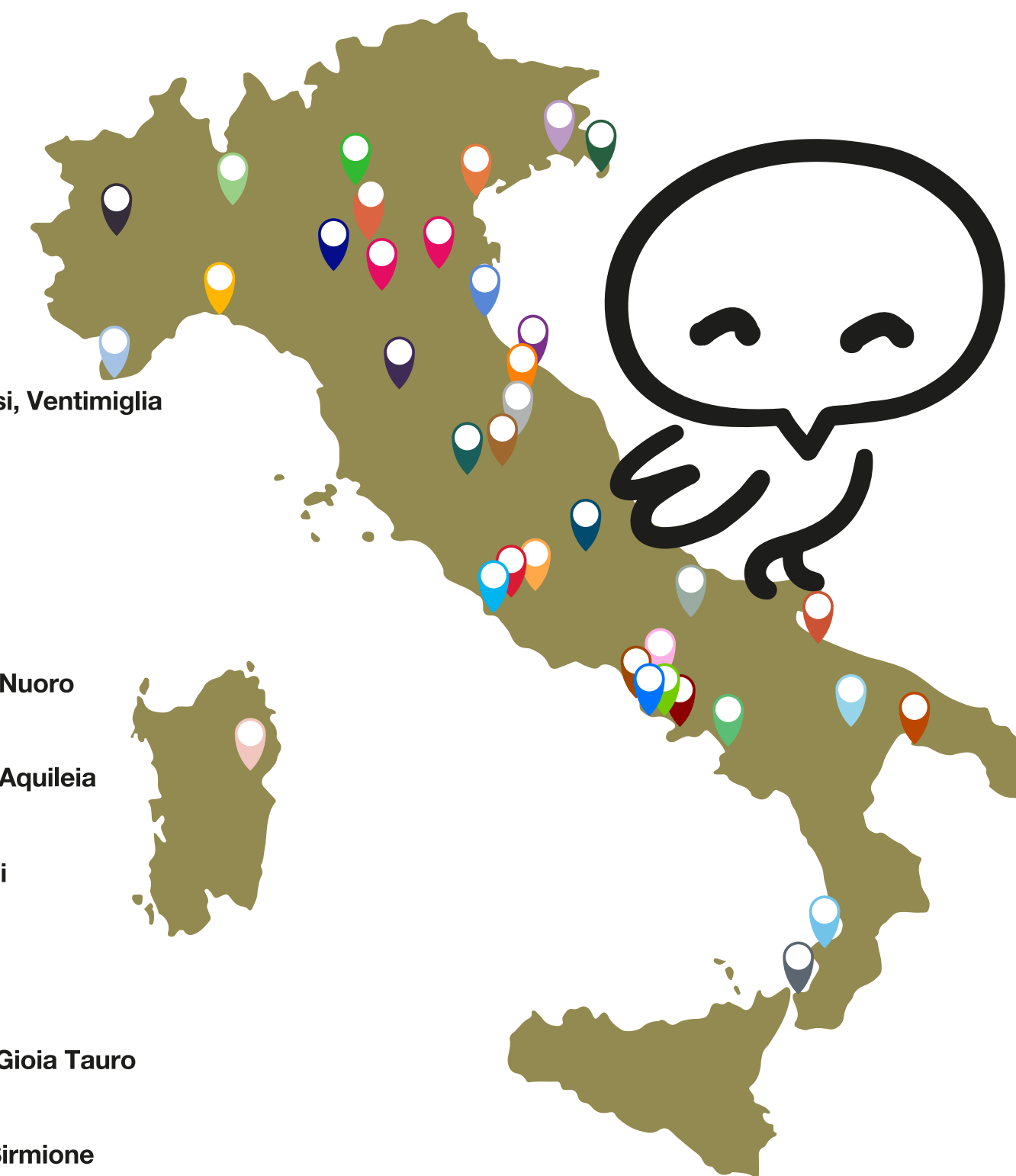
51 stories
set in
51 museums
drawn by
51 of the best
cartoonists
of the Italian
scene



Museums

The **main objective** of **Fumetti nei Musei** was to **enhance the most known and visited museums** and **archeological parks** and the **smaller and less known realities** of the **Italian National Museum System**.

- | | | |
|--|---|---|
| 1 Galleria Borghese, Roma
MARTOZ | 18 Museo Archeologico Nazionale, Reggio Calabria
Vincenzo Filosa | 35 Museo Preistorico dei Balzi Rossi, Ventimiglia
Andrea Ferraris |
| 2 Galleria dell'Accademia, Firenze
Tuono Pettinato | 19 Museo Archeologico Nazionale, Taranto
SQUAZ | 36 Palazzo Ducale, Gubbio
Michele Petrucci |
| 3 Galleria Nazionale d'Arte Moderna e Contemporanea, Roma - LRNZ | 20 Palazzo Ducale, Mantova
Sara Colaone | 37 Museo d'Arte Orientale, Venezia
Marco Galli |
| 4 Galleria Nazionale dell'Umbria, Perugia
Andrea Settimo | 21 Parco Archeologico di Pompei, Pompei
Bianca Bagnarelli | 38 Museo Archeologico Nazionale, Nuoro
Alessandro Sanna |
| 5 Galleria Nazionale delle Marche, Urbino
Maicol & Mirco | 22 Parco Archeologico del Colosseo, Roma
Roberto Grossi | 39 Museo Archeologico Nazionale, Aquileia
Emanuele Rosso |
| 6 Gallerie degli Uffizi, Firenze
Alessandro Tota | 23 Parco Archeologico dell'Appia Antica, Roma
Gud | 40 Museo Nazionale Etrusco, Chiusi
Pietro Scarnera |
| 7 Gallerie dell'Accademia, Venezia
Alice Socal | 24 Museo Nazionale Etrusco di Villa Giulia, Roma
Federico Rossi Edrighi | 41 Villa della Regina, Torino
Lorenzo Mò |
| 8 Gallerie Nazionali d'Arte Antica, Roma
Paolo Parisi | 25 Museo Nazionale Romano a Palazzo Massimo, Roma
Marco Corona | 42 Museo Archeologico Metauros, Gioia Tauro
Federico Manzone |
| 9 Musei Reali, Torino
Lorena Canottiere | 26 Villa Adriana e Villa d'Este, Tivoli
Eliana Albertini | 43 Castello Scaligero di Sirmione, Sirmione
Altan |
| 10 Museo e Real Bosco di Capodimonte, Napoli
Lorenzo Ghetti | 27 Parco Archeologico di Ostia Antica, Ostia
Fulvio Risuleo e Antonio Pronostico | 44 MuNDA – Museo Nazionale d'Abruzzo, L'Aquila
Spugna |
| 11 Museo Nazionale del Bargello, Firenze
Otto Gabos | 28 Complesso Monumentale della Pilotta, Parma
Luca Negri R.S.M. | 45 Antiquarium e zona archeologica, Canne della Battaglia - Silvia Rocchi |
| 12 Palazzo Reale, Genova
Fabio Ramiro Rossin | 29 Parco Archeologico di Ercolano, Ercolano
Roberta Scomparsa | 46 Certosa e Museo di San Martino, Napoli
Pablo Cammello |
| 13 Parco Archeologico di Paestum, Paestum - Capaccio - DR. PIRA | 30 Museo delle Civiltà, Roma
Manfredi Ciminale | 47 Museo Archeologico Nazionale, Matera
Vitt Moretta |
| 14 Pinacoteca di Brera, Milano
Paolo Bacilieri | 31 Museo Storico e il Parco del Castello di Miramare, Trieste - Lise e Talami | 48 Museo Sannitico, Campobasso
Ratigher |
| 15 Reggia di Caserta, Caserta
Maicol & Mirco | 32 Museo Archeologico dei Campi Flegrei, Baia
Miguel Angel Valdivia | 49 Rocca di Gradara, Gradara
Mara Cerri |
| 16 Gallerie Estensi, Modena e Ferrara
Marino Neri | 33 Mausoleo di Teodorico, Ravenna
Giuseppe Palumbo | 50 Istituto Centrale per il Restauro, Roma
Mariachiara Di Giorgio |
| 17 Museo Archeologico Nazionale, Napoli
ZUZU | 34 Museo Nazionale di Castel Sant'Angelo, Roma
Taddei e Angelini | 51 Istituto Centrale per la Grafica, Roma
Giacomo Nanni |



Museums


From
classical
collections
to
archeological
parks
and
modern art



The dialogue between cartoonists and museum directors

The creation of the comics story began only after a visit of the cartoonist together with the director and the curators of the museums. In this way it was guaranteed that every reference to art, architecture and historical events was based on scientific rigor.



A project approved by  Educational Services Centre of the Italian Minister of Culture

The project was created for **educational purposes** as a starting point for various educational activities such as **guided tours, drawing workshops and focus on comics art.**



How comics are made

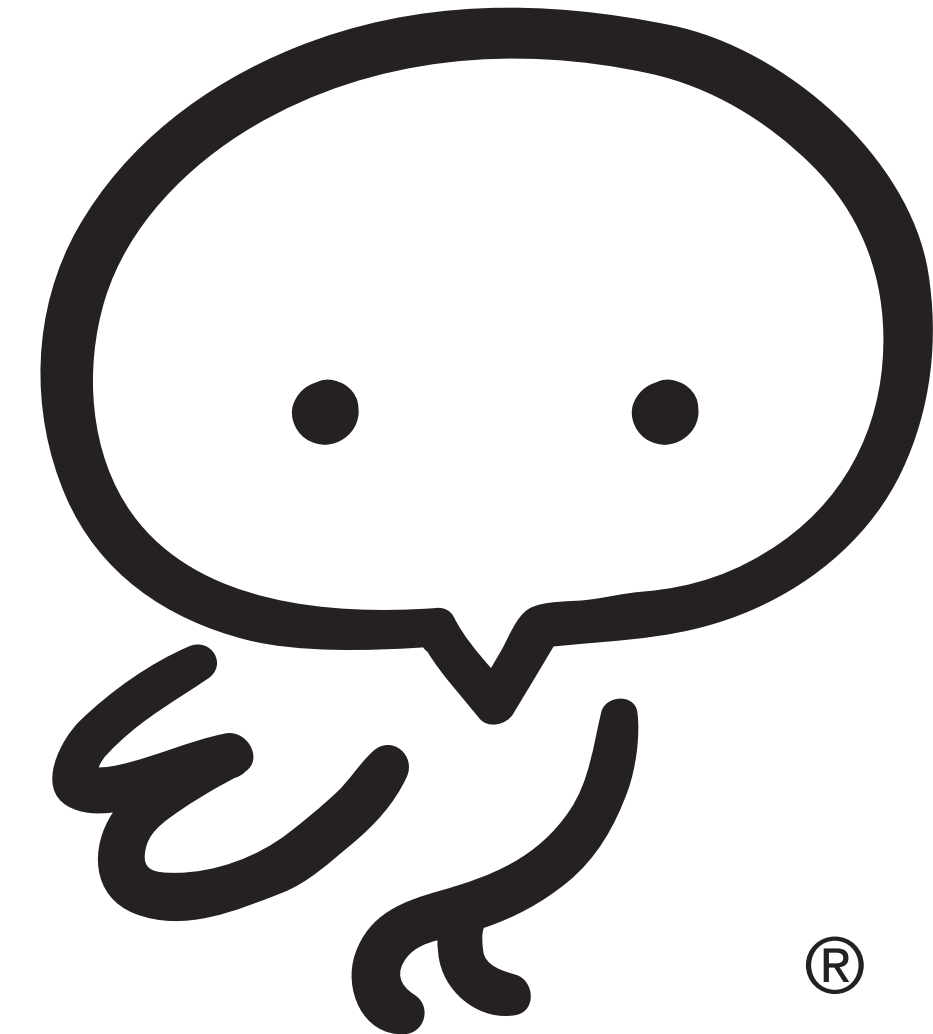
Rigorous design created to be read, drawn, photographed and shared on social media

Fumetti nei Musei's design was made by the cartoonist and graphic designer **LRNZ (Lorenzo Ceccotti).**



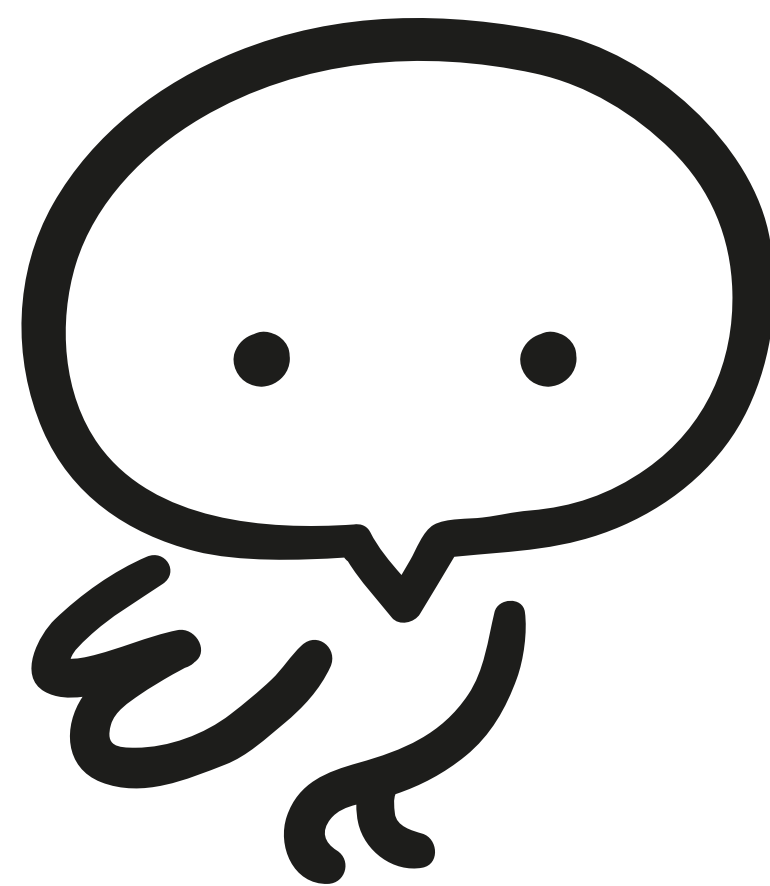
The logo

Fumetti nei Musei's logo is inspired by **Minerva's Owl**, a symbol of **love for art and knowledge**. The logo as well as the graphic design is also by **LRNZ**.

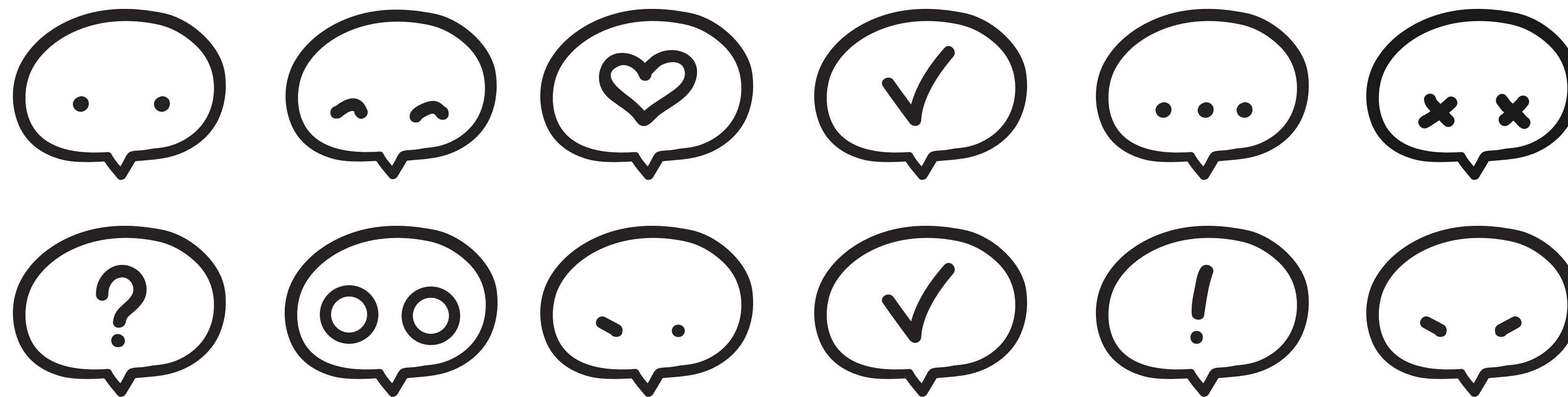


The emoticons

Along with logo were also developed **different emoticons** that play on the different **shapes of the eyes of the Owl** and that are at the **center of the social strategy**.

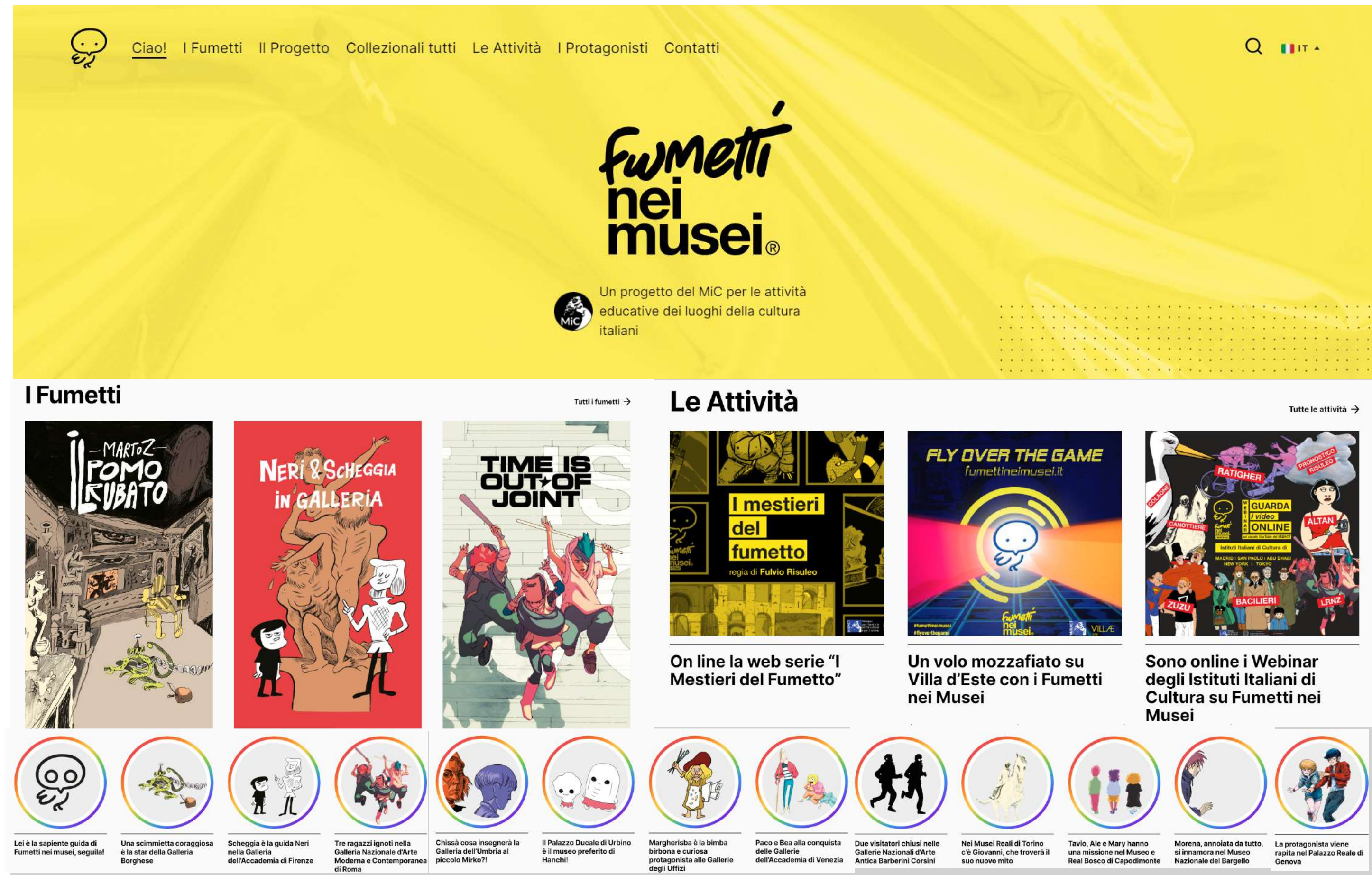


fwmetti
nei
musei®



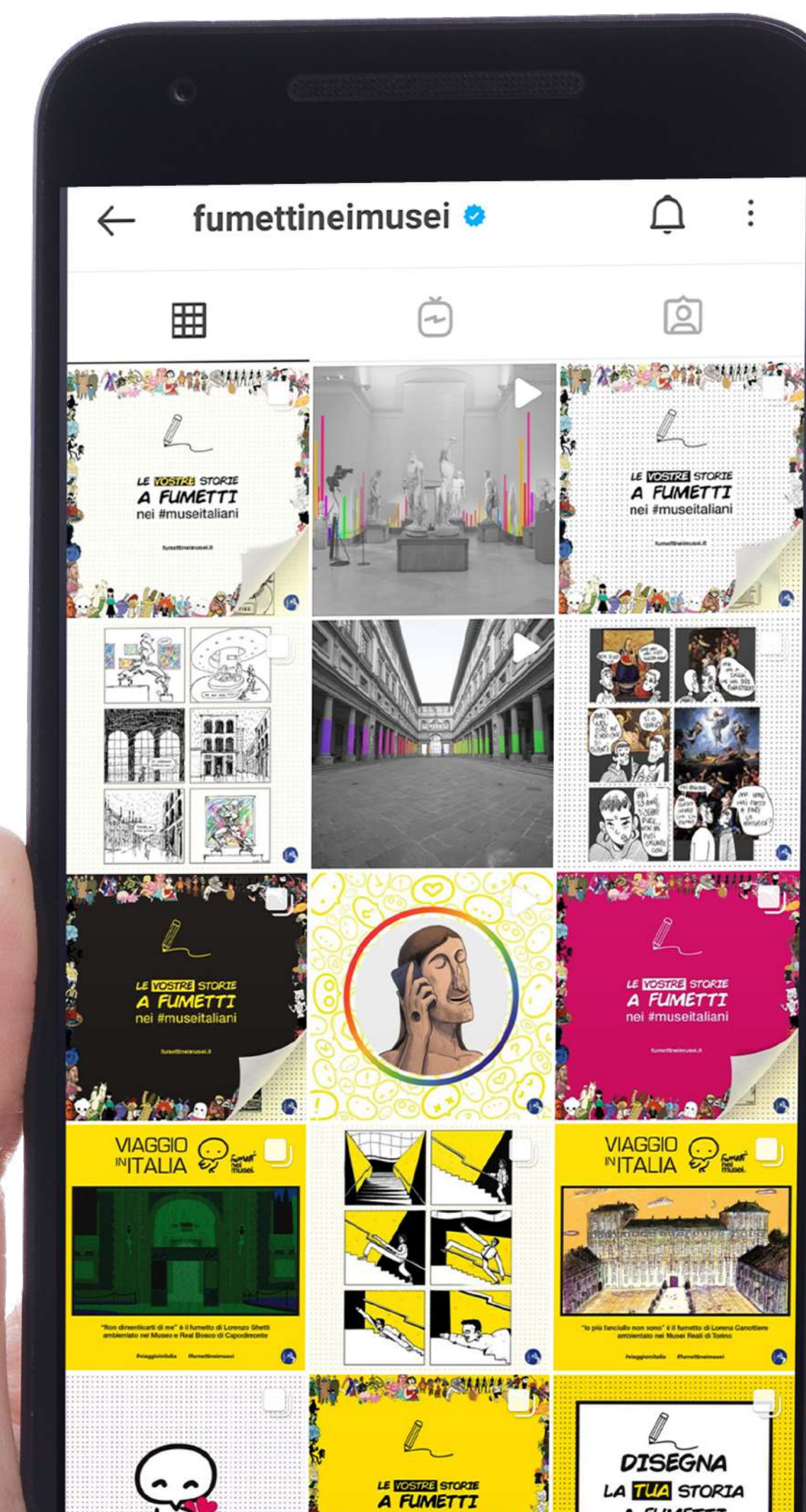
The web site: fumettineimusei.it

The web site is a **digital space** that, in the future, will be a useful point of **contact between schools and museums** for the organization of **educational activities related to comics.**



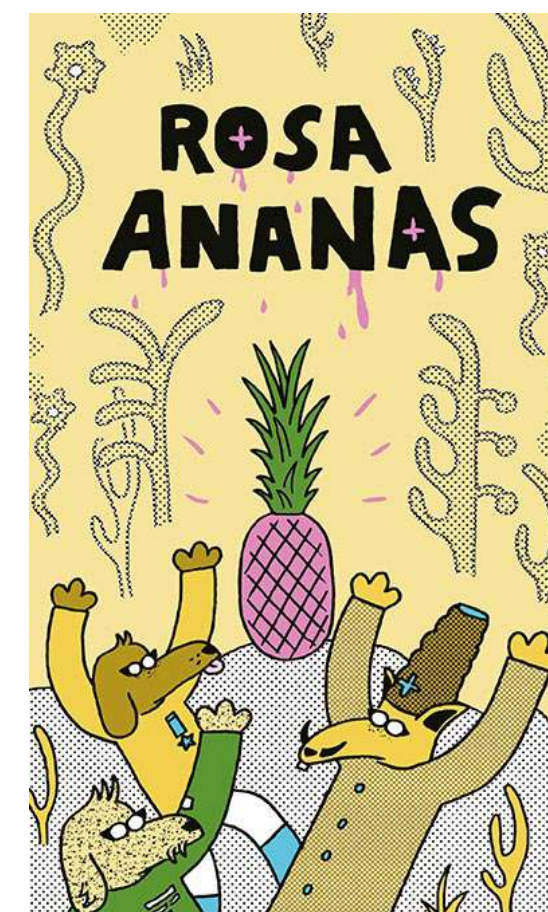
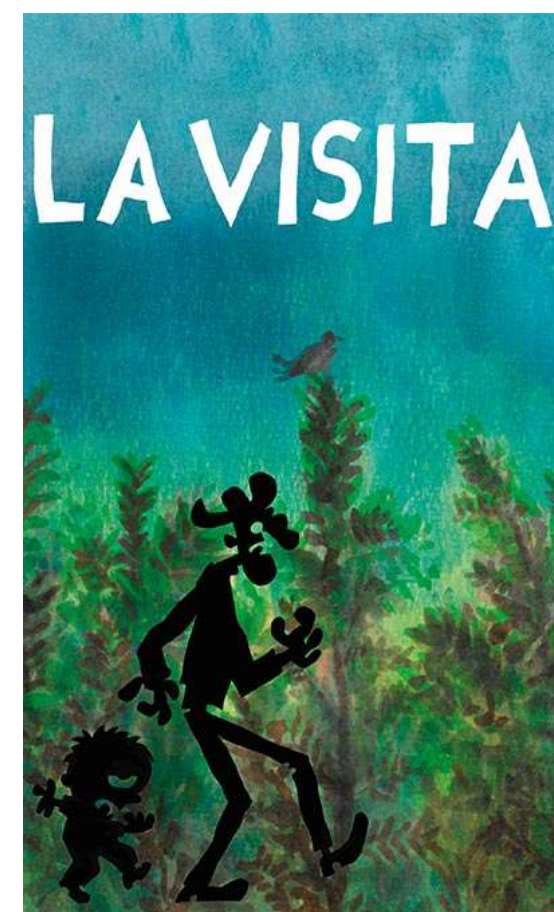
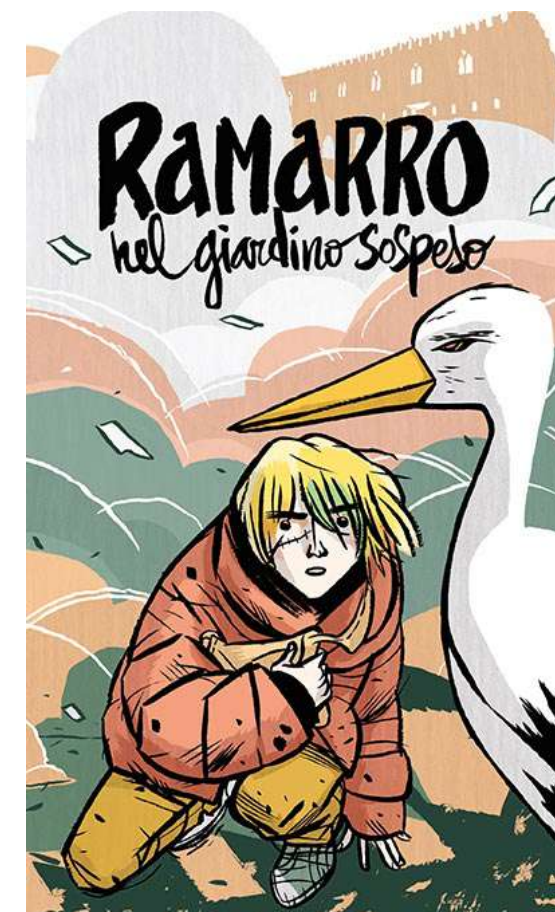
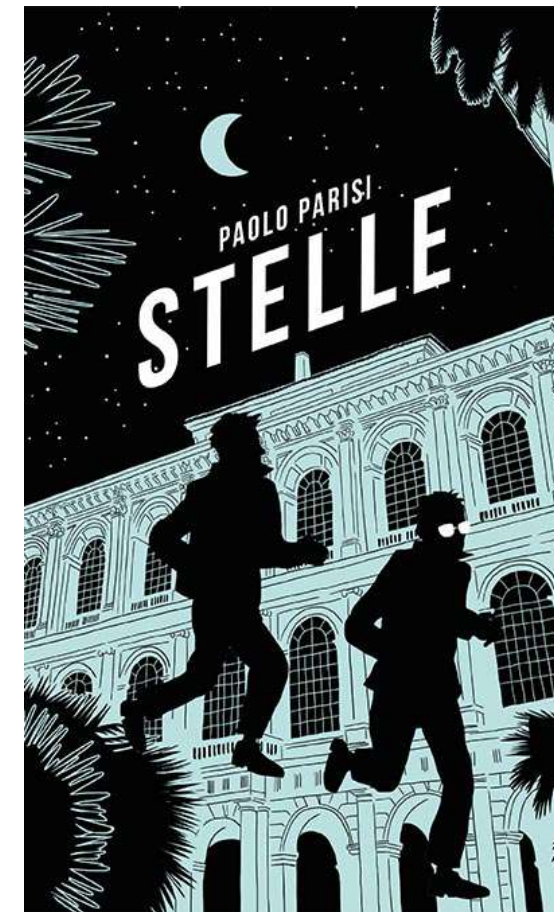
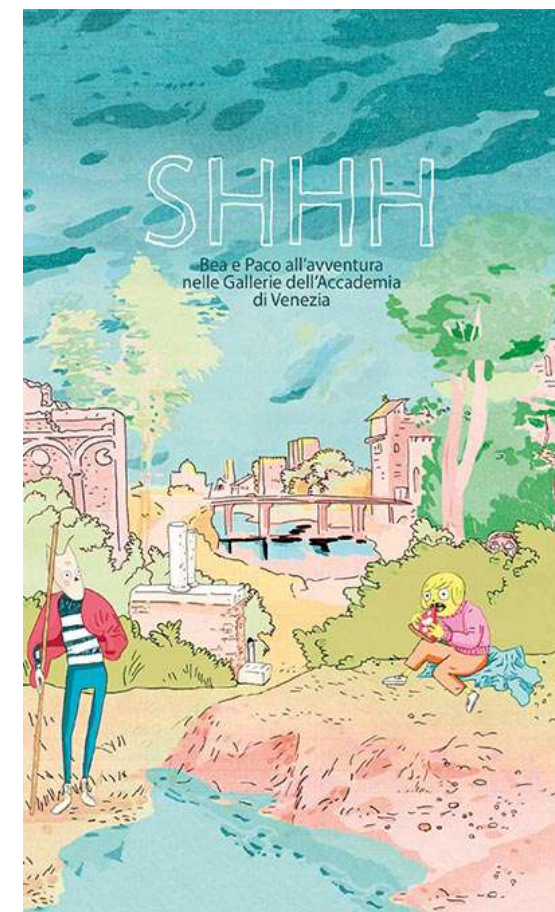
The digital strategy

The **digital strategy** is curated and implemented “in house” by the **Digital Team** of the **Press and Communication Office** of the **Ministry of Culture**. On **Facebook**, **Instagram**, **Twitter**, **YouTube** and recently also on **TikTok**.



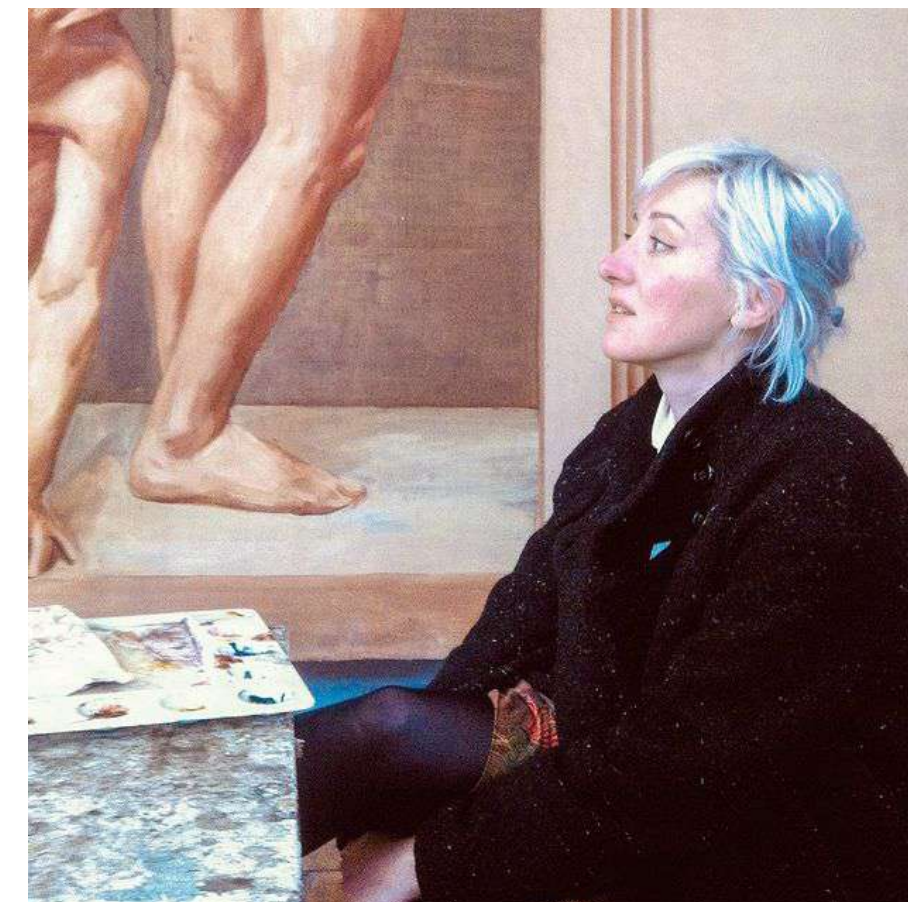
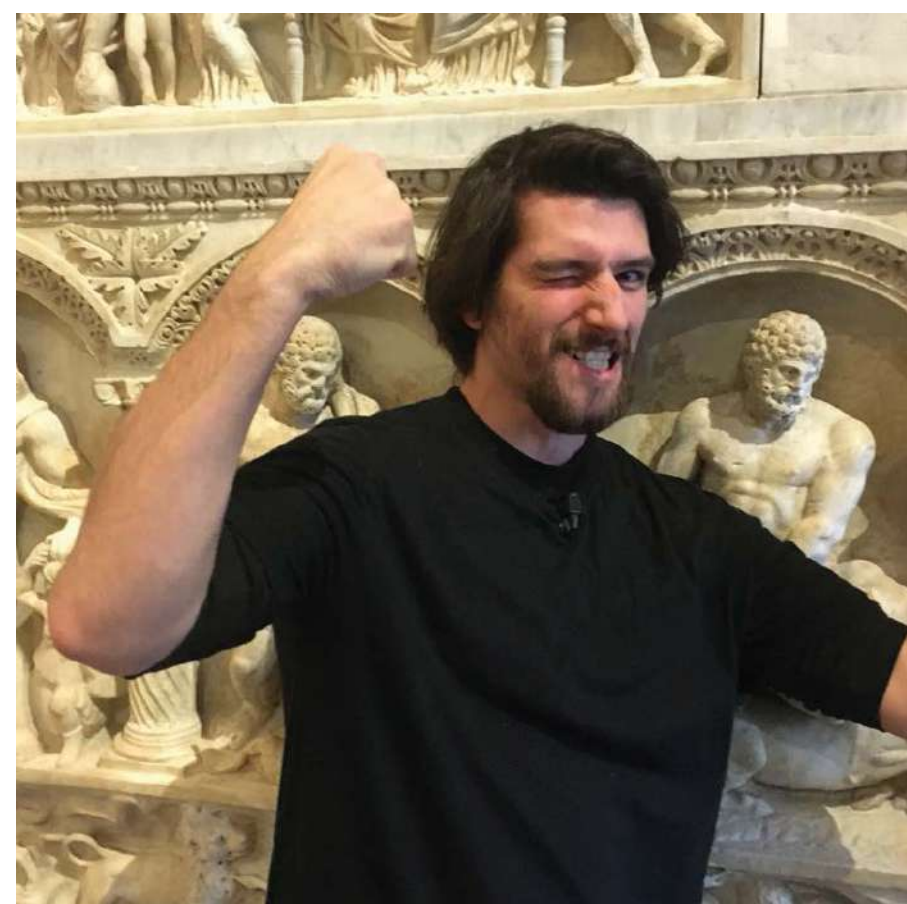
51 comics

The stories tell **secrets, legends** of the Italian art collections, **details** not always known of the museum architectures, and also **stories of people** who work or worked there, **biographies** of artists, **masterpieces'** details.



51 cartoonists

Due to the **variety of categories** involved (**manga, graphic novel, fantasy, horror**) the project also rapresents a sort of a **little atlas** of contemporary Italian comics.



The publisher



Coconino Press - Fandango is the publishing house that, following a public tender, has been selected by the Ministry of Culture for the creation and distribution of comics.



The exhibitions

Several exhibitions were aimed to promote the project: from the **Istituto Centrale per la Grafica** in Rome to the **Santuario di Ercole Vincitore** in Tivoli, from **Lucca Comic and Games Festival** to the **Musei Reali in Turin** and the **Museum of Tunis**.



fumetti nei musei®
La mostra
all'Istituto Centrale per la Grafica di Roma

In mostra tavole, schizzi e bozzetti di storie ambientate in 51 musei italiani, un viaggio nelle collezioni più belle del mondo attraverso vignette e balloon.

16 dicembre | 12 febbraio
Via della Stamperia 6, Roma
INGRESSO GRATUITO

Logos: AIRBRACK, COOPERATIVE PER LA CULTURA, ALES, ICG



**ULTIMO MESE!!!
DA NON PERDERE!!!**

fumetti nei musei®
La mostra
ALL'ISTITUTO CENTRALE PER LA GRAFICA
Via della Stamperia 6 - Roma

Fino al 16 FEBBRAIO
INGRESSO GRATUITO

APERTO TUTTI I GIORNI
DALLE 09.00 ALLE 19.00



fumetti nei musei®
la mostra

Fino al 10 Gennaio 2021
Santuario di Ercole Vincitore
Villa d'Este, Tivoli

In mostra tavole, schizzi e bozzetti dei 51 fumetti ambientati nei musei italiani: un viaggio nelle collezioni più belle del mondo attraverso vignette e balloon.

Logos: AIRBRACK, COOPERATIVE PER LA CULTURA, ALES, VILLAE, fumettineimusei.it



FANTASMI e altri MISTERI
fumetti in mostra

17.05.22 — 11.09.22
Musei Reali di Torino
Galleria Sabauda
fumettineimusei.it

Logos: MINISTERO DELLA MIC CULTURA, mrt Musei Reali Torino

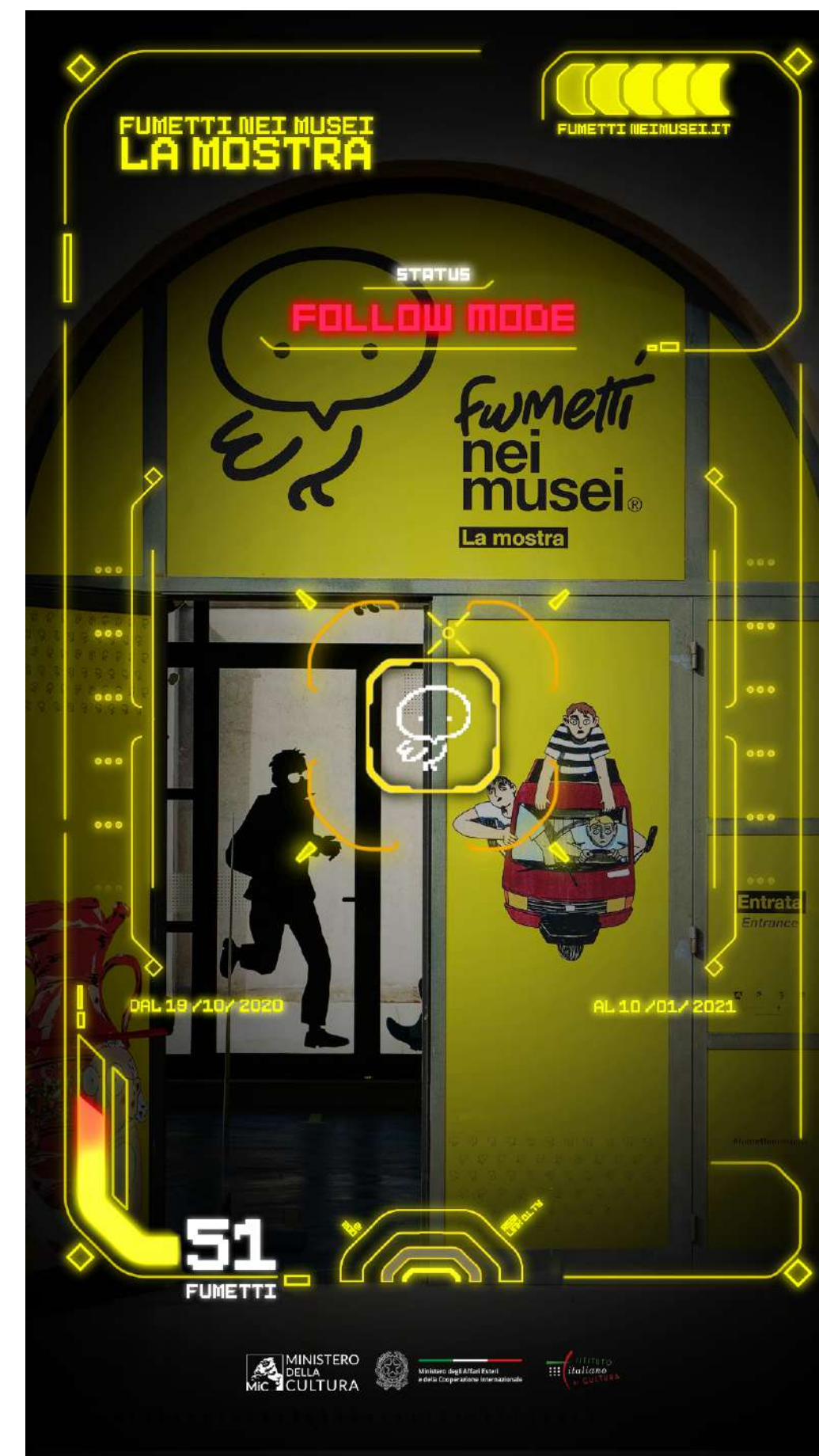
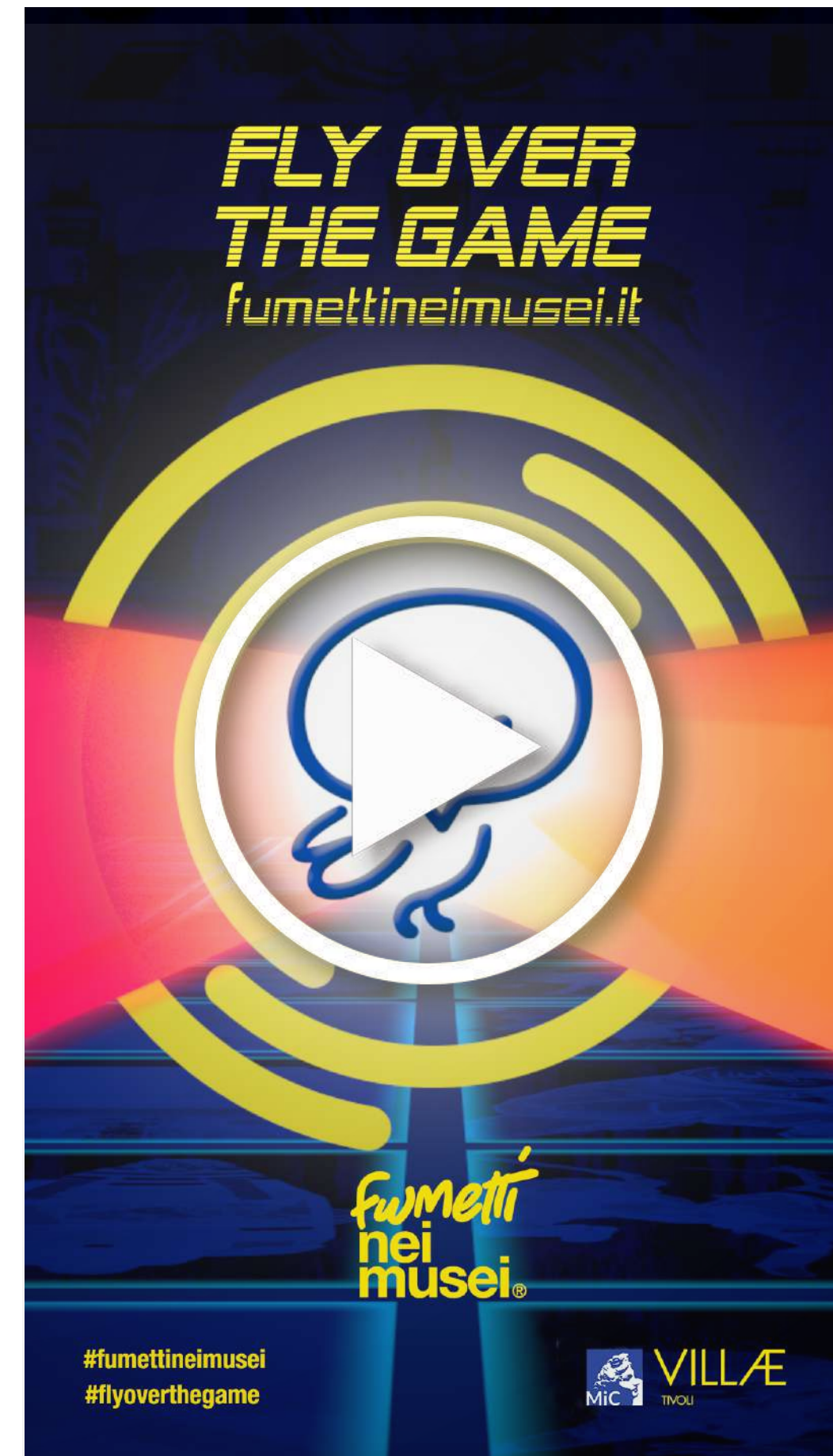
The first Comics Fund of the Italian State

At the end of the exhibitions, **all the original prints** on display became **part of the heritage of the Istituto Centrale per la Grafica**, thus constituting the **first important State collection dedicated to the comics art**. This has been possible to the cartoonists' generosity who have donated their works.



Fly Over The Game

To promote the exhibitions, we also made videos titled “Fly over the Game” recalling the language of video games through the use of drones.



The lockdown: #stayathome

During the lockdown period in 2020, Fumetti nei Musei joined **digital institutional campaigns** inviting italians to stay at home. Given the situation that **schools and museums were closed**, digital became fundamental to carrying out the project.



Workshops with kids and adults

In addition to the **guided tours** dedicated to the project, the museums have independently developed a **series of laboratory activities** to bring children to the art collections and the world of comics.



A project to promote the Italian language

The project **Fumetti Nei Musei** was selected by the **Italian Ministry of Foreign Affairs** to promote and describe the **dialogue between the Italian language and the comics art** within the framework of the **Week of the Italian Language in the World** that was held in 2020.

**Fumetti
nei
musei®
in tour**

Settimana della lingua italiana nel Mondo
19-25 ottobre 2020

*L'italiano tra parola e immagine:
graffiti, illustrazioni, fumetti*

MIC MINISTERO DELLA CULTURA
Ministero degli Affari Esteri e della Cooperazione Internazionale
ISTITUTO italiano DI CULTURA

#FumettiNeiMusei
#SLIM2020

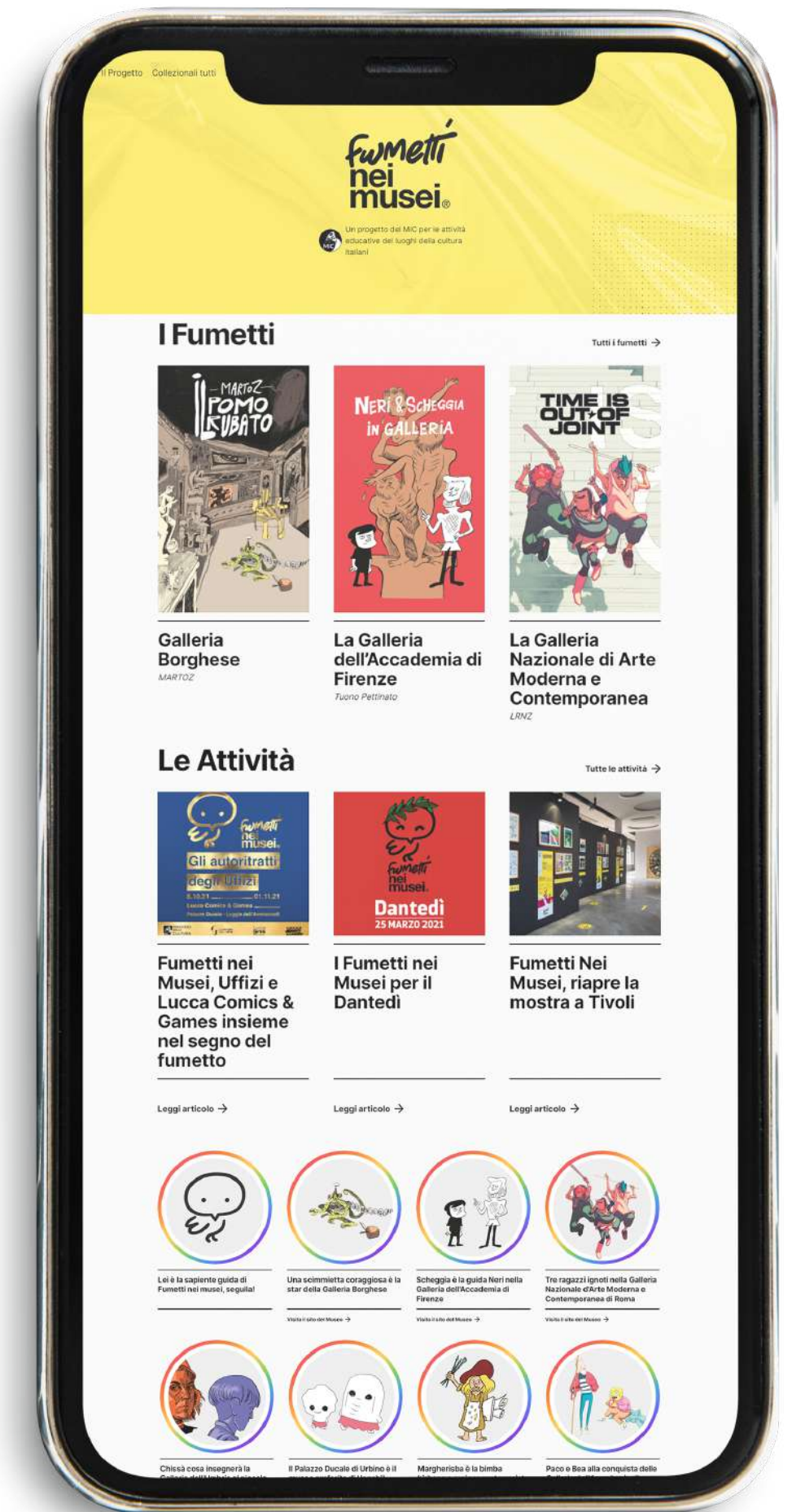
A project to promote the Italian Language

During the Week of the **Italian Language in the World**, several **webinars** were held, each coordinated by the directors of the **Local Italian Institutes of Culture**, in which the **authors of the comics** have discussed with the directors of the museums and with **linguists, translators, professionals** from the world of publishing and illustration.



The web series

As part of the activities for the promotion of the project, a **series of mini documentaries** dedicated to the professions of the sector entitled "**I Mestieri del Fumetto**" was published on the **Ministry official YouTube channel**. The series it was developed by a young director and cartoonist, **Fulvio Risuleo**. This series is now available on **RaiPlay**, the streaming platform of Italian State television (RAI).



A project to promote drawing

Inside the books, there is a **special page** with **six cartoons** to write and **draw your story**.

VISITA
IL **NUOVO** SITO
DEI FUMETTI NEI MUSEI

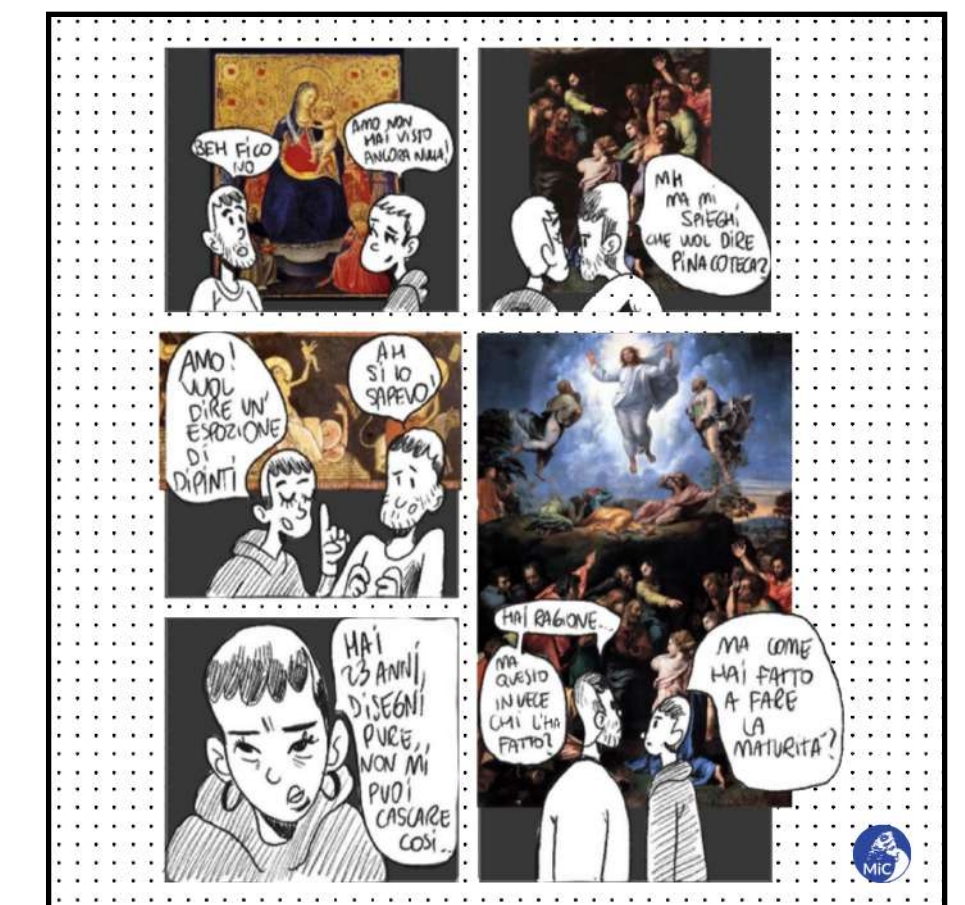
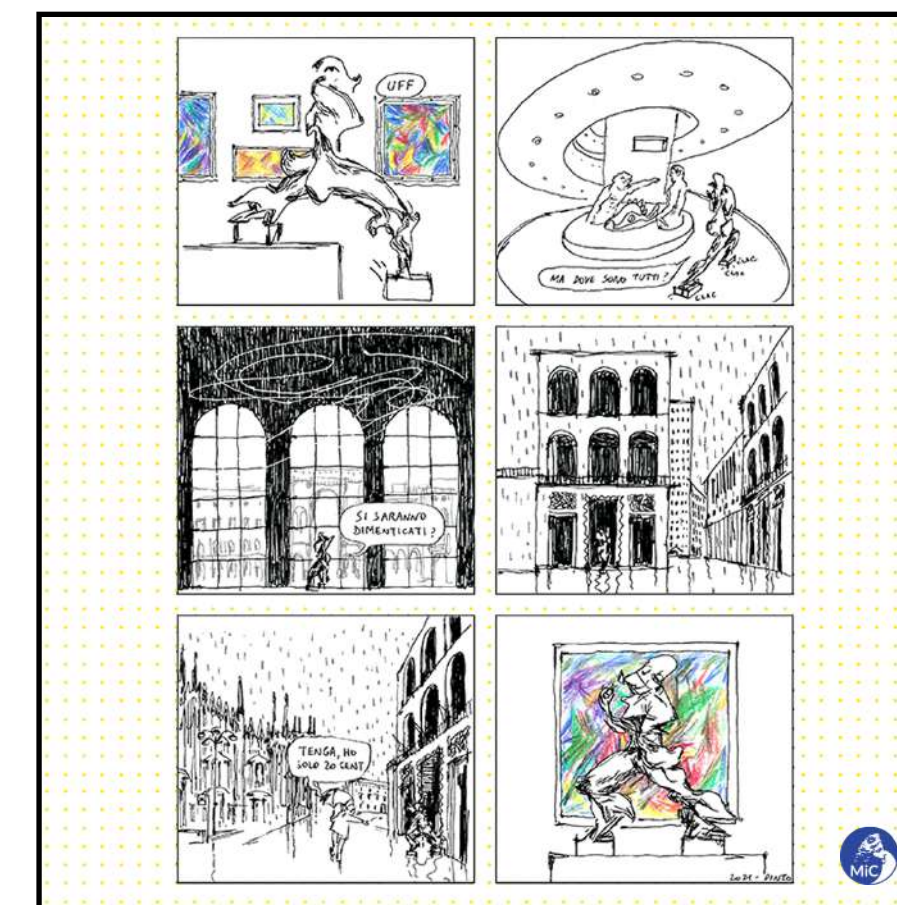
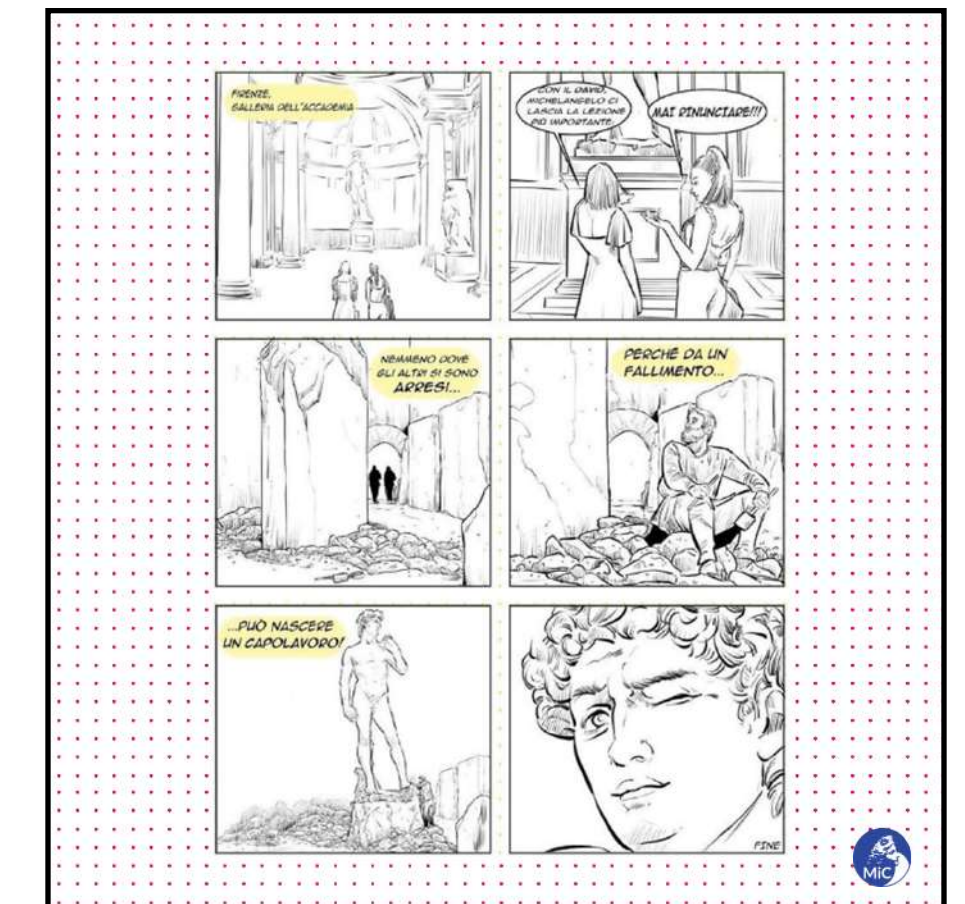
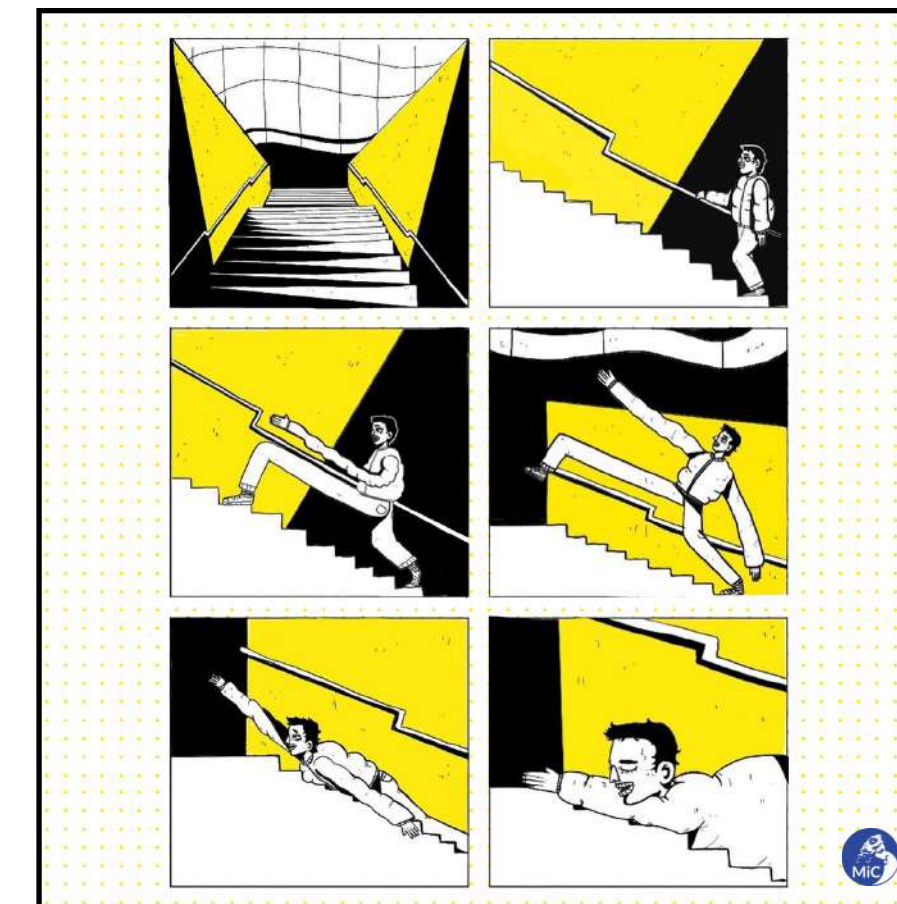
SCEGLI
IL **TUO** MUSEO
ITALIANO DEL CUORE

DISEGNA
LA **TUA** STORIA
A FUMETTI

CONDIVIDI
IL **TUO** FUMETTO
E TAGGACI!

www.fumettineimusei.it

#fumettineimusei



The self-portraits: from Lucca Comics & Games to Uffizi's Galleries

We asked the cartoonists to create a self-portrait. And the **51 self-portraits** realized were **donated to the Uffizi** to be included in its **prestigious collection** of self-portraits ranging from the Renaissance to the present day.



**Gli autoritratti
degli Uffizi**

A cura di Mattia Morandi e Chiara Palmieri

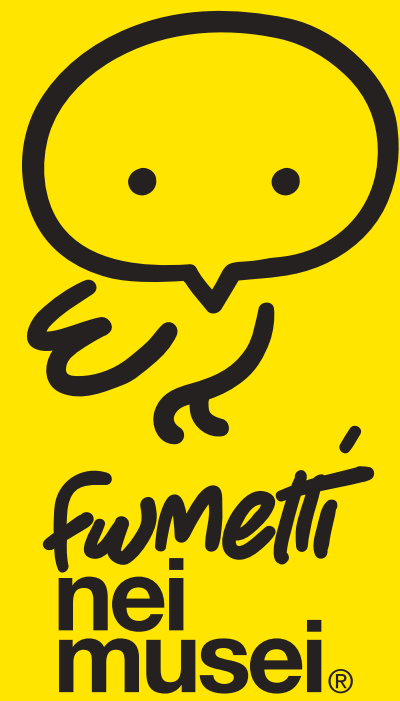
8.10.21 _____ 01.11.21

Lucca Comics & Games _____

Palazzo Ducale - Loggia dell'Ammannati

*fumetti
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 **MINISTERO
DELLA
CULTURA**  **LE GALLERIE
DEGLI UFFIZI**  **Lucca
Grea**
Cultura & Relazioni  **LUCCA21
COMICS
& GAMES**



A PROJECT CREATED AND CURATED BY

**Press Office and Communication
of the Italian Ministry of Culture**

IN COLLABORATION WITH

Coconino Press Srl

WITH THE SUPPORT WITH

**Ales SpA
Centro per i Servizi educativi
Direzione Generale Musei MiC**

