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THE ROLE OF IMAGES AND SARDINIAN IDENTITY

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PhD

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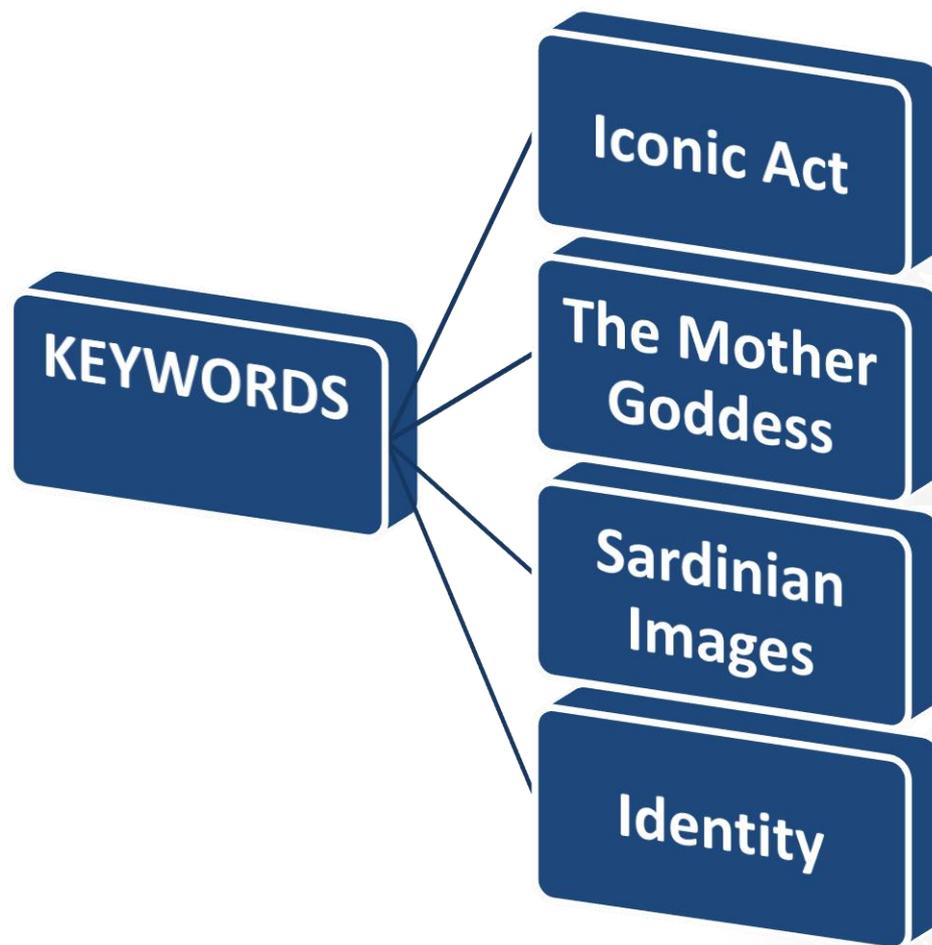
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2014 - 2020





Abstract

The visual communication conveys meaning and information. The images have a complex personality and claim the same rights as verbal language, but can they build people's identity and imagination? The answer we propose concern the analysis of the metaphorical language applied to the production of artworks.

The objects analyzed refer to the iconographic heritage of Sardinia, an Italian island in the Mediterranean Sea, rich in uniqueness, symbolism and archaism that are not found elsewhere; so her expressive complexity is an important field of research.

Case study is the metaphor of a isle 'mother/stepmother' declined in its different artistic manifestations (from the pre-Nuragic era to the present day).

The survey intends to demonstrate the relationships between the symbols produced in the past and the contemporary transposition in the advertising field or in the iconography of the "Sardinia" product, and therefore how the artistic imagination has shaped the perception and the way of communicate the territory in the world .



The power of images

The images seduce, they can act on thoughts and influence behaviour just like the language:



ICONIC ACT
(Bredekamp, 2010)



The power of images

Human observation, either implicitly or explicitly in a conceptual sense, is always a



'SEE HOW'

(Wittgenstein, 1953)



The power of images

A picture is the bearer of **meaning**, because:

- tell a story and convey a message;
- has an aesthetic purpose;
- its nature is rich and complex;
- incorporate inside social and historical aspects, creativity, knowledge of the author;
- incorporate inside interpretation, visual imaginary and emotional associations of the observers.



Where is Sardinia?



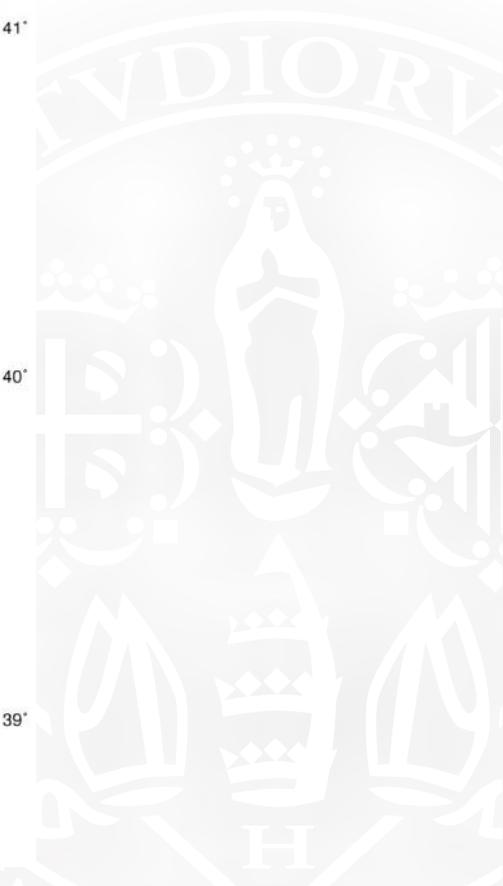
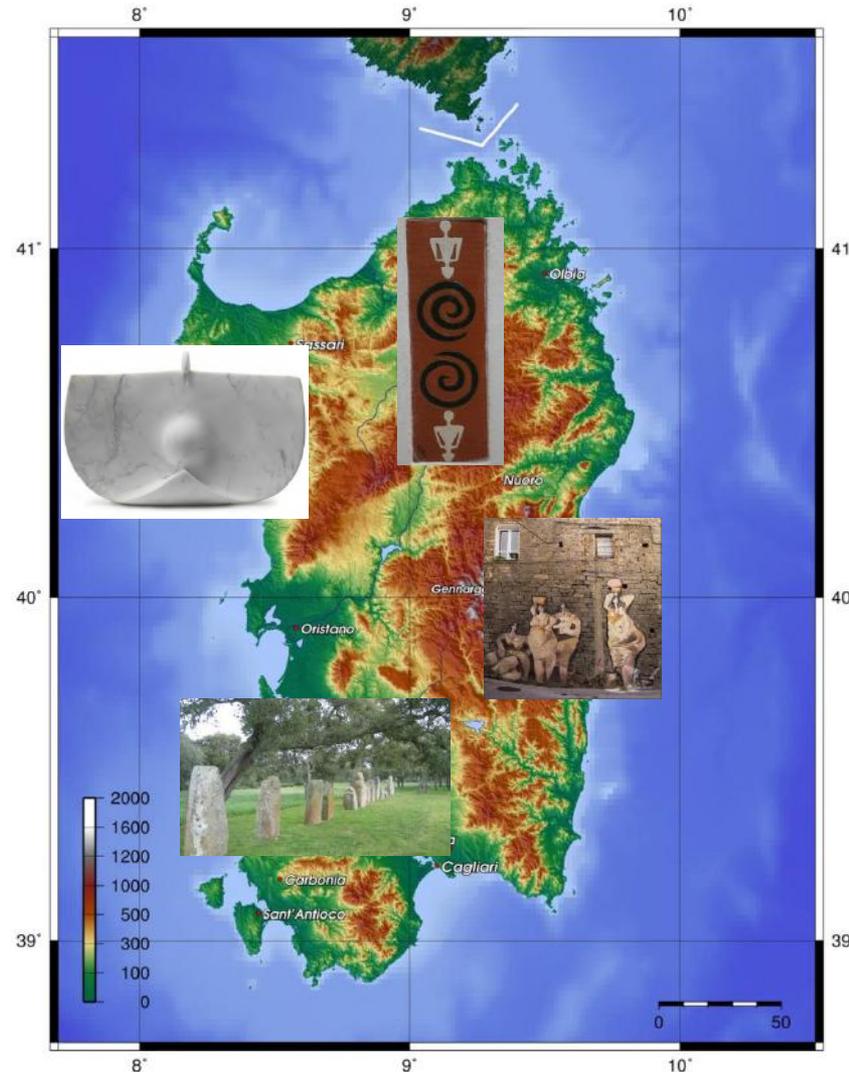
Sardinia



Source: Sardegna Soprattutto



Sardinia: isle of images





The Mother Goddess

Mother Goddess is a symbol of
Fertility, Maternity, Rebirth
and
governs the birth, the reproduction
but also
the death of Nature and Man

(Gimbutas, 1990)



The Mother Goddess in Sardinia

PREHISTORY

Ancient/middle/recent Neolithic
Sixth-Fourth Millennium BC
5.800-3.500 BC

Middle Neolithic a/b
Idols of volumetric-naturalistic scheme

Recent and final Neolithic
cruciform geometric schema Idols



PROTOHISTORY

Fourth-Third Millennium
3.500-2.300 BC

Copper Age
“perforated” scheme idols

Source: *Woman or Goddess. Female representations in Sardinian Prehistory And Protohistory* (Cagliari: WRB – White Rocks Bay)



Mother Goddess: Icon of the modern

In the contemporary production of artistic works and commercial products, the formal renewal and the technical experimentation joins the rework of ancestral models and decorative motifs known to the Sardinian tradition.



The journey of 'idols' from antiquity to the modern age



Idole

Turriga-Senorbì
(first half of
4th mill. BC)



Art

Costantino
Nivola's Totem
(1950)



Tshirt

Bettisla™
(2019)

Source of images: <http://bettisla.altervista.org/#>

<http://www.museonivola.it/en/costantino-nivola/opere/>



Pictures live with us

The images create **positive behaviours** and convey **important meanings**.

For instance: Claudia Aru, a Sardinian singer-songwriter, on 6 March 2019 posted on Facebook the picture depicting two children holding hands (one dark-skinned) in traditional dress.

The image became the symbol of integration (1200 shares in 24 hours), but in the network diffused divergent opinions and heavy racist insults.

The Sardinia reacts, infact the isle promotes hospitality and respect of cultures (54,225 foreigners, 3.3% of the inhabitants): this picture and hashtag #iostoconclaudia inspire many artists and the italian newspapers dedicate ample space in their pages.



Pictures live with us



Credits Christopher Porcu

Source: 7Corriere della Sera, 28 marzo 2019 <https://bit.ly/2HXuuAp>



The Sardinian images can:

(Those produced in art and advertising) have a social purpose

Reinforce identity and sense of belonging

Orient the imagination of its inhabitants

Direct the perception of external observers



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Thanks and good trip!



Giorgio Casu

Sardegna (acrylic on canvas 2010: <http://giorgiocasu.com/product/sardegna>)