

MANIFESTO

1. KEEP YOUR MIND WILDLY **OPEN**, LISTEN AND OBSERVE. GET PASSIONATE ABOUT YOUR **PROJECT**. 2. DO NOT LINGER OVER JUST ONE POINT OF VIEW, REALITY IS A **PRISMATIC** MATTER. 3. HAVE FUN AND **LAUGH** A LOT, CONSIDER THAT EACH OF YOUR SINGLE **PASSIONS** CAN HELP, EVEN WHEN THEY SEEM OUT OF CONTEXT. 4. **PROCESS** IS MORE IMPORTANT THAN OUTCOME. 5. READ VERY VERY **CAREFULLY** RULE N. 2 AND 3 OF THE "10 RULES FOR STUDENTS AND TEACHERS" WRITTEN BY JOHN CAGE. (AND OF COURSE THE REMAININGS, EXTREMELY PRECIOUS **ADVICES** THERE). 6. **THINK** VISUAL, ALLOW YOURSELF TO **WANDER** AROUND WHILE PRODUCING IMAGES. POSTPONE CRITICISM. 7. MAKE MISTAKES, **MISTAKES** ARE GOOD. MISTAKES CAN PRODUCE CRAZY INTERESTING VISUAL RESULTS. IN GENERAL, IT IS VERY USEFUL TO BE AWARE WHERE **NOT** TO GO, IN LIFE OR WITHIN YOUR **CREATIVE** PRODUCTION. 8. CO-CREATION TASTES **DELICIOUS**. THERE IS NOTHING MORE SATISFYING THAN TO **MELT** YOUR REALLY GOOD **IDEA** WITH SOMEONE ELSE'S REALLY GOOD IDEA AND TO CREATE SOMETHING AMAZING. 9. RESEARCH A LOT. **EVERYWHERE**. 10. THE HUMAN FAMILY IS VASTE AND **DIVERSE**, PLEASE BE RESPECTFUL.