



## ON JOY

January 21, 2021 - 18:30 to 21:30 hrs

Accessible here: <https://www.onjoy2021.com>

Carrozzerie | n.o.t.

**A free multi-sensorial dialogue on the concept of joy curated by the Arts Management Master Course of IED - Istituto Europeo di Design – Roma, in collaboration with 369gradi and Carrozzerie | n.o.t.**

Artists: Daniele Sciacca, Electro Organic Orchestra, Lou Xin, Riccardo Festa, Roberta Staffieri.

*"Joy is one's passage from a lesser to a greater perfection."  
— Baruch Spinoza (Ethics)*

**ON JOY** is an artistic event created by a group of international young professionals enrolled at IED - Istituto Europeo di Design - attending the Master in Arts Management, in collaboration with 369gradi and fattiditeatro as a media partner, that will be hosted on our website (<https://www.onjoy2021.com>) and performed inside Carrozzerie | n.o.t. on January 21, 2021.

The search for joy is inevitable for the human race. Consciously or subconsciously, one is always persuading joy over pain, balance over crisis, peace over desperation. Now, more than ever, with the uncertainties and difficulties that we are experiencing, we need to remind ourselves what are the simple things that can give us joy.

We are a group of young cultural managers from different nationalities and backgrounds, adapting to the 'new' everyday due to the Covid-19 emergency circumstances, shifting our perceptions and creative processes by providing a dynamic, fruitful occasion to exchange ideas, after a long period of inactivity, experimenting with new performance formats. This development was first realized in our previous project presented in Florence, called *At the Edge of Chaos*; the first fully conceived online exhibition in this city, in which we worked hand in hand with our partners - Palazzo Strozzi and Manifattura Tabacchi, as well as with the Institutions and artists involved. This was visualised in a virtual space (that can be explored here [www.manifatturatabacchi.com/live/at-the-edge-of-chaos](http://www.manifatturatabacchi.com/live/at-the-edge-of-chaos)), which was inspired by the work of

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Tomás Saraceno, examining the collision between complex systems and societal interaction, nature, and human psyche.

Our next project in Rome, **ON JOY** will combine different artistic performances, each held in a different 'room' inside a created virtual space of Carrozerie | n.o.t. that you can enjoy here (<https://www.onjoy2021.com>).

Through an open call, artists were invited to respond to the concept of joy and five projects were selected by our curatorial team, bringing joy to the audience in a one-night artistic event on January 21, 2021, from 18:30 to 21:30 hrs.

Carrozerie | n.o.t. will virtually host the visual artist Daniele Sciacca, the musicians of the Electro Organic Orchestra, the videomaker Lou Xin, the singer Roberta Staffieri and the performer Riccardo Festa, who was commissioned to create his project in collaboration with our curatorial team.

*Canta tu!* by Daniele Sciacca is an interactive karaoke performance - with a maximum of five participants at a time - that evokes laughter, celebration and excitement, investigating the human capacity for spontaneous and uninhibited happiness.

This is contrasted to a work by Roberta Staffieri *Yna - Telling stories through songs*, which focuses on the act of storytelling through music, recalling age-old oral traditions of sharing stories and connections through song. Furthermore, it investigates personal and collective memories of joy associated with certain music. Her performance will be also live streamed through her Instagram profile @yna\_music.

Expanding on the theme of auditory experience, Electro Organic Orchestra will present a work entitled *Colors* - a synergetic and delightful awakening of the spirit in the form of a 45-minute concert, combining sound and visual images to present an abstraction of their concept of joy.

In a spiritual exploration, the short yet enticing video artwork *Distant Stars* by Lou Xin shows a gentle, warm and poetic journey, evoking a feeling of hope like that of candlelight in a dark cave, that will be available throughout the whole duration of the event.

Questioning the roots definition of joy, our commissioned artist, Riccardo Festa presents two works: *The Joyful Human Being* and *On-Joy-Ment*, both of which explore the core of the very concept of pleasure through soul-searching performances, that will consist of a prerecorded video viewed before the one-on-one interaction with the artist.

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**ON JOY** explores this vast world of feelings, emotions and sensations through a multi-sensorial multidisciplinary dialogue that can help us reconnect - through art - with ourselves and the world that surrounds us, generating an expression that is not only meant to be seen, but to be felt. The event has been made possible with the support of our kind donors through a crowdfunding campaign on GoFundMe that is taking place from November 30th, 2020 until January 10th, 2021. You can support us by clicking here: <https://www.gofundme.com/f/on-joy-an-artistic-multisensorial-event>.

## EVENT'S PARTNERS

**IED - Istituto Europeo di Design** - Active since 1966, when the first school was opened in Milan, Istituto Europeo di Design has been expanding and operating in the disciplines of design, fashion, visual arts, management and communication, in different cities both in Italy and abroad. IED Firenze and Roma collaborate every year to offer the Arts Management Master course, divided into two semesters, and whose final projects are the development and organization of professional artistic events. In Florence the young professionals realized an online exhibition, *At the edge of chaos*, whereas for Rome they worked on the creation of *ON JOY*, a one-night performing arts event.

**369gradi** is a production company recognized by MIBACT that supports and produces performing arts in the field of innovation, experimentation and multidisciplinary. The project was born under the general direction of Valeria Orani, closely linked to the construction of strategies that allow both growth and enhancement of talent and creativity of artists, and the promotion and dissemination of contemporary Italian dramaturgy and performing arts in Italy and abroad.

**Carrozzerie | n.o.t.** is an established Roman space that hosts multidisciplinary activities such as dance, theatre and performing arts. It is also a hub of professional and non-professional artistic education, focusing particularly on creative projects for under-18s. Once a real body shop (carrozzerie) near Ponte Testaccio, it was restored and redeveloped in 2013, becoming a Cultural Association under the artistic direction of Maura Teofili and Francesco Montagna.

## Information and Contact

Website: <https://www.onjoy2021.com>

Instagram: <https://www.instagram.com/onjoy/>

Facebook: <https://www.facebook.com/onjoy2021>

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