

FESTA NAZIONALE DELL'UNITA

A TELEFACSIMILE EVENT INCLUDING TORONTO, VIENNA, BRISTOL AND NEWPORT (UK) AND BERLIN WITH THE CENTRAL LOCATION BEING PAVIA (NEAR MILANO, ITALY) WILL TAKE PLACE BETWEEN JUNE 21 AND JULY 1 1984. IT WILL BE IN CONNECTION WITH ANNUAL UNITA FESTIVAL WHICH CONCENTRATES THIS YEAR ON CULTURE AND TECHNOLOGY UNDER THE MOTTO :

'CULTURAL GOODS SHOULD NOT BE DEPENDENT ON THE NATURE OF CULTURAL RESOURCES'

THE FESTIVAL IS IN TWO MAIN PARTS COMPRISING A SERIES OF EXHIBITIONS, SYMPOSIA DISCUSSIONS AND DEMONSTRATIONS. THE FIRST PART CONCERNS ITSELF WITH TRADITIONAL CULTURAL GOODS (RESTORATION MAINTENANCE, INDUSTRIAL ARCHAEOLOGY, REVITALISATION OF CITY CENTRES AND OTHER CULTURAL TREASURES ETC.) AND THE INFRASTRUCTURE FOR PUBLIC ACCESS, ESPECIALLY RELATED TO THE INTRODUCTION OF NEW TECHNOLOGY.

THE SECOND PART (WHICH INCLUDES THE 'FAX' PROJECT) CONCERNS ITSELF WITH NEW MEANS OF PRODUCTION AND DISTRIBUTION UNDER THE HEADINGS :

1. STRATEGIES OF THE INTERNATIONAL MARKET.
2. PRODUCTION AND PRODUCTIVE TYPOLOGY ... INCLUDING NEW FILM TECHNOLOGY, THE USE OF COMPUTERS, LASER HOLOGRAPHY, COPIERS, TELEVISION, VIDEO AND VIDEO DISK.
3. COMMUNICATION AND DISTRIBUTION OF THE CULTURAL PRODUCT ... INCLUDING SHOWS OF MUSIC VIDEO, AUDIO VISUAL TECHNIQUES, AND STARS FROM THE MUSIC AND FILM WORLD. THERE WILL BE A 'DRIVE-IN' MOVIE THEATRE AND AN EXHIBITION OF NEW PAINTING.
4. CULTURAL CONSUMPTION

THE TELEFACSIMILE EVENT 'FAX' WILL BE A PART OF SECTION 2.

THE WHOLE FESTIVAL TAKES PLACE UNDER A TENT IN PAVIA ... EACH YEAR THE UNITA FESTIVAL TAKES PLACE IN DIFFERENT ITALIAN CITY, USUALLY IN THE FORM OF AN OPEN AIR FAIR.