

Press Release

**Festival della Mente
Seventh edition
Sarzana, 3-5 September, 2010**

After last year's successful edition, with 40,000 people attending, the **Festival della Mente**, directed by **Giulia Cogoli**, will be holding its **7th edition** in Sarzana, from Sept. 3-5, 2010.

The first European event to be entirely devoted to creativity and its processes, the Festival, promoted by **Fondazione Cassa di Risparmio della Spezia** and the **City of Sarzana**, will bring together scientists, writers, artists, musicians, psychoanalysts, neuroscientists, philosophers, historians and actors from Italy and abroad—all with an original contribution to offer regarding the nature of creativity, this most valued human ability.

The Festival della Mente is an opportunity for cultural exploration, with a programme of over 70 events held in the historic centre of the city of Sarzana. It offers three days of conferences, lectures, shows, performances and discussions as well as a section of workshops dedicated to children and teenagers.

All the speakers (more than 250 have participated over the course of the first six editions) are asked to make a *new and original* contribution, not only talking about *what* work they do or *which* creative direction they have taken, but above all revealing the *how* and *why* behind it. This corroborates the Festival's mission as a content producer, rather than a mere repository for events.

This content is created ad hoc by the participants and continues to be of value long after the Festival itself is over, thanks to the series of books *I Libri del Festival della Mente* published by Laterza (11 titles, with over 70,000 copies in three years) and through the website www.festivaldellamente.it (over 3 million page views in a year), where all the events can be consulted for free, available in audio (MP3) and video formats.

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**CITTÀ
di SARZANA**

**FONDAZIONE
CASSA DI RISPARMIO
DELLA SPEZIA**

The Festival della Mente is very popular thanks to the creative tension generated and the expansive investigation conducted by the speakers and artistic directors of the event: the public gave an 8.2 out-of-10 rating for the Festival's content, with 19% declaring they had participated at all six editions and 63% attending at least one other edition. Additionally, the Festival is appreciated for the stimulus it provides: 55% of the audience stated they were more enthused after the Festival, 50% were more informed, 45% more curious and 21% came away with greater awareness. (Ipsos research carried out during the Festival della Mente in 2009 from a sample of 400 interviewees).

The programme for the seventh edition will start on Sept. 3 at 5:30pm with **Salvatore Settis** giving a lecture entitled "Landscape as a common good of beauty and power".

The other Festival participants are as follows: cartoonists **Francesco Altan** and **Sergio Staino**; the group **Avion Travel** performing the concert *MusicalMente*, devised especially for the Festival; the pianist and conductor **Antonio Ballista** with a concert on fun in music; Irish author **John Banville** discussing beauty in literature with the critic **Ranieri Polese**; the historian **Alessandro Barbero** offering a trilogy of encounters on the Unification of Italy; geneticist **Edoardo Boncinelli** who will close the three days of the Festival at the *spalti della fortezza* with encounters on the three ages of the mind; art critic **Achille Bonito Oliva**; the writer **Gianni Celati** joins Italian studies expert **Nunzia Palmieri** for a theatrical-literary performance; the author and actor **Vincenzo Cerami** will put on a show-story recital; the writer **Javier Cercas** and the journalist **Aldo Cazzullo** will discuss the relationship between reality and literature; sociologist and political expert **Ilvo Diamanti**; art historian and philosopher **George Didi-Huberman**; theoretical philosopher **Maurizio Ferraris**; Greek expert **Giulio Guidorizzi** will examine myth and madness; cognitive psychologist **Paolo Legrenzi** looks at the relationship between stupidity and creativity; the actress and director **Licia Maglietta** and the actress **Nicoletta Maragno** give two Alan Bennett monologues; poet **Valerio Magrelli** gives a reading on poetry and the news; **Gianvito Martino** investigates stem cells, using and maintaining the brain; philosopher **Salvatore Natoli** talks about "acting responsibly"; linguist **Alberto Nocentini** looks at etymology as the encyclopaedia of the mind; psychoanalyst **Lella Ravasi Bellocchio** investigates female identity and affirmation; writer and traveller **Paolo Rumiz**; Spanish author **Enrique Vila-Matas** together with the writer **Andrea Bajani**; and the trilogy on Freud, Jung and Lacan, discussed by Freudian psychoanalyst **Stefano Bolognini**, Jungian psychoanalyst **Luigi Zoja** and Lacanian psychoanalyst **Massimo Recalcati**.

The **approfonditaMente** section is back with its series of *numerus clausus* lecture-workshops, an annual sell-out hit with audiences who appreciate a closer and more effective interaction with speakers.

This edition of **approfonditaMente** will cover the following subjects: searching for the impossible, where writer **Laura Bosio** looks at female spirituality; why we believe in stories, with philosopher and film critic **Roberto Escobar** and the cognitive psychologist **Paolo Legrenzi**; identity between art and science discussed by the neuroscientist **Ludovica Lumer**; the relationship between mind and technology examined by the information theorist **Giuseppe O. Longo**; **Alessandro Robecchi** on how satire works; and books that make history, with the essayist and playwright **Luca Scarlini**.

The book series **I LIBRI DEL FESTIVAL DELLA MENTE** continues under the editorship of Giulia Cogoli, published by Laterza and promoted by the Carispe Foundation. The idea behind the collection is to publish short essays written in a popular style, touching on the themes discussed by major names in science, philosophy, arts and history during the various editions of the Festival della Mente.

When this series first emerged in 2008 it was a genuine novelty in the publishing world, going on to record remarkable sales figures, with no fewer than 25 editions published in Italy and translated abroad.

The following titles have been published: *Sono razzista, ma sto cercando di smettere* by Guido Barbujani and Pietro Cheli; *Come nascono le idee* by Edoardo Boncinelli; *Interpretazione e creatività* by Toni Servillo and Gianfranco Capitta; *Fragile e spavaldo. Ritratto dell'adolescente di oggi* by Gustavo Pietropolli Charmet; *L'elmo di don Chisciotte. Contro la mitologia della creatività* by Stefano Bartezzaghi; *Benedette Guerre. Crociate e jihad* by Alessandro Barbero; *Conversazione con Francis Bacon* by Franck Maubert; and *C'è da perderci la testa. Scoprire il cervello giocando con l'arte* by Marta Dell'Angelo and Ludovica Lumer.

2010 saw the publication of "Sopporta, cuore...". *La scelta di Ulisse* by Eva Cantarella (second edition).

These are the **upcoming titles** to be published on the occasion of the seventh Festival della Mente: **L'edificazione di sé. Istruzione sulla vita interiore** by **Salvatore Natoli** and

Centauri. Mito e violenza maschile by **Luigi Zoja**. They will both be introduced for the first time to the public at the Festival's bookshop in Sarzana.

The **Festival della Mente** www.festivaldellamente.it, the first European event to be entirely devoted to creativity and its processes, is promoted by the **Fondazione Carispe** and the **City of Sarzana**.

Festival project and coordination by Giulia Cogoli.

Information and ticket pre-sales www.festivaldellamente.it

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