

This **website** and its ***Manifesto*** are born out of a deep disgust for the state art and society are in at this time. Their aim is to encourage an awakening: not so much of the brutified conscience of many of us (an impossible task!) but at least of the dormant intelligence of some few.

We believe that **contemporary art**, in its dominating form, has become an academical institution driven by profit and the search for success, without any relationship with creative acts. Even though we are not blind as to the reasons linking this degradation with the cultural and economic model leading our planet to destruction, we believe that the current crisis was generated long ago, and dates back at least to the end of the so-called historical avant-garde movements. In our view the rift took place just over half a century ago, when the artist community was disbanded and control of operations was taken over by the market, also as a response to a society based on wealth and to a desire for culture on the part of a wider-ranging public.

Naturally as much as possible has been done in order to disguise this change of regime, which was to be consolidated in the decades to follow. Despite the manneristic reiteration of avant-garde languages, it has radically modified the nature of modern art by altering the perception of its meaning and its development, and by upsetting the selection criteria of values as well as by modifying the role of the artist and his or her relationship with society.

Even though following this all possibilities have been exhausted, both in terms of re-elaboration and of opposition to modern language, in our view the essential meaning of art in the last half-century consists in its academical nature, which means art being reduced to a *tradition* of theories, forms and operational models. This ridiculous and by now rotten system of conventions, kept alive artificially by a host of well-paid professionals (art gallery managers, art critics, art collectors) has erased every freedom and averted all risk once and for all.

The difficult task before us - as sincere and unselfish persons - is to rebuild on this rubble a community of artists worthy of this name. We are starting from scratch as our predecessors did one-and-a-half centuries ago.

Milan, 1 January 2009

