



One Web Day, The Universal world wide web celebration, is
also in Italy, (Naples)

MAO, Media&Arts Office, young curators animating the Italian OWD meeting, will welcome you on **Friday Sept. 22** from 6 to 10 pm at **La Controra** (P.tta Trinità alla Cesarea 231):

internet desktop to **chat in real time** with all the One Web Day surfers worldwide, **meetings** with bloggers and journalists, music session and **playlists** free selected from Pandora.com by the public, a not-at-all-virtual **happy hour!**

Napoli, Sept. 13, 2006 - At New York time, they will meet at 12.30 (lunch time), while in Italy, Naples, they will meet up at happy hour (6-10 pm). For the first edition of **One Web Day**, a format designed by Susan Crawford, ICANN manager (ICANN, Internet Corporation for Assigned Names and Numbers, is the most important internet corporation, rather the only - and often discussed - government of the World Wide Web).

One Web Day is a day fully dedicated to celebrate the Web: since this year, 2006, it will happen each September 22. World is called to meet up virtually and physically to testify the relation with this incredible reality represented by millions of pages, places, stories and jobs known just through the WWW.

For the first edition, on Friday Sept. 22 from 6 to 10 pm (Rome hour), several towns all over the world will meet via web thanks to the site www.onewebday.org and will give a sample of events, projects, exhibitions: in a word, they will attempt to represent their peculiar relation with the Web.

MAO - Media & Arts Office, Naples curators with the mission of disseminate and review from each critic angle the digital culture and new media, **organizes the first One Web Day event in Italy, Napoli**, and pushes also a blog (www.owd-napoli.blogspot.com) where invites everybody to describe, starting from today, in which way web changed his/her life.

Beside the MAO's blog, they designed a real **happening** that will take place at **La Controra**, the first **design&art backpackers hostel in Naples**. Some desktops and a wireless speed connection (to allow



the public to join the event also with their laptop) will leave participants to free act in an informal habit, either with the people in the space, and with the world virtual public represented in the event's blog.

Added to Naples and New York, other One Web Days will be ruled, in the same hour, in: San Francisco, Toronto, Champaign (Illinois), Boston, Austin, London, Wien, Sofia (where the Sept. 22 is also the Bulgarian Independence National Holiday!)...

Happenings will take place in pretty unusual forms and venues: parks and gardens, squares, pub, old vans re-furnished as flashmobiles travelling around the town districts...

MAO had chosen, for the Italian OWD venue, **Naples** and a **superb historical palace** windowed on a splendid courtyard replaced with a feng-shui designed garden: a new hostel opened just few step up the National Archeological museum, in front of Salvator Rosa Stop of Subway Line 1, one of the *Metrolò dell'Arte* new stations. Crowded by an international public of all the ages, **La Controra** is also a place where stop and listen to the stories of wherever travellers, taste good wine or cultural *cookies*. Rooms are jewelled by art sculptures placed into the floor thanks to resin oasis acting as pavement: seafoods, coffee machines, garlic and pepper, original ex-voto, San Gregorio Armeno *shepherds*, or red corns (typical Neapolitan ethnic object to hope for good luck!). A cool selection of re-used 50ies to 70ies furniture designs the interiors of common spaces: kitchen, living, bar and internet hall, located in the wing surrounding the court/garden. This is an emotional place, unique in Naples as design hostel, founded by young entertainment and tourism managers.

La Controra will guest an open meeting, where say how Web changed our life while, in the spare time of the happy hour, listen too to Italian bloggers and journalists who tell their live experience. Who want, can select directly the preferred music play-list from Pandora.com, a music discovery service part of the Genoma Project, or, sitting at the bar tables, meet physically the authors of some of the most cute art and urban Naples web project (www.thenetobserver.net; www.napoliest.it), without forget that will be possible to real-time chat with the other *internet addict* in the world of One Web Day and send their own video for the One Web Day Film Award!

www.owd-napoli.blogspot.com, the Blog that MAO dedicates to the event, is open since today and will guest day by day all the signatures and adhesions of art project present during **the only Italian party of One Web Day, September 22, Napoli, La Controra (Piazzetta Trinità alla Cesarea, 231)**.

[...read more on **who's who** and **save the next MAO dates...**]

Who's who

media & arts office ONLUS (MAO), is a Italian no-profit company dedicated to design, curate and promote media arts with cultural events, art and editorial projects. MAO is: mr Danilo Capasso (former Sintesi Electronic Arts Festival producer, curator, exhibition designer and dj); mr Francesco Quarto (former Sintesi producer, curator, art director), mr Vito Campanelli (mew media thinker, curator e net artist), ms Diana Marrone (journalist and fundraiser). They are less than 35 years old and are all from Naples.

MAO promotes actual art, expressed throughout all the platforms in which is usually declined: ambient installations made by new technologies, audio and video live acts signed by designers of all nationalities, talk and lectures on the most popular topics that involve us either as *users* and *consumers* of technologies and new communication tools.

Database, copyright, net art... these are some of the topics ran on Sintesi (www.sintesi.na.it), International electronic arts festival, held in Naples and Milan from 2002 to 2005, located in unusual and spectacular venues as church, museums, club and galleries: now MAO is picking this flower, sowed so widespread.

Save the next MAO event: Geert Lovink, October 6, 2006 (Napoli)

MAO announces the Autumn 2006 talks and events focusing digital culture. **"Understanding new media"**, is a title of 2006 Talk Program. First meeting belongs to the section **"The stars of Dutch scene"** and will take place on **Friday October 6, 2006**: a talk, open to the public, and a social event for a restricted public with Geert Lovink. He is a very well-known Dutch mass media analyst and activist, author, among the other titles translated into Italian, of "Dark Fibers", and "Internet is not a Paradise". Lovink is the most important Net theorist and the first who highlights the very clear limits of the medium: as Baudrillard, he says, before 2000: "Internet is not more a new thing. Email becomes part of our everyday life, as happened with television, the Hoover and the fridge". Very unconventional thinker who writes essays, books and *opensource* in 3 languages (English, German and Dutch), Lovink is a young intellectual that enter and exit from prestigious universities as well as is a very acclaimed thinker of counterculture - cyber and not. The presence of Lovink in Italy has been made possible with the contribution of The Netherlands Embassy in Rome.

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