

Subject: 9 October 2026 - Registration closed and launch of the educational programmes for the exhibition *Almost a Self-Portrait*, presented in the context of Alba Italian Capital of Contemporary Art 2027

Dear Educators,

Alba: Italian Capital of Contemporary Art 2027 promoted a comprehensive **educational programme for the 2026–27 and 2027–28 school years, aimed at schools of all levels in the Municipality of Alba.**

The educational programme for Alba, Italian Capital of Contemporary Art 2027, took shape in dialogue with the educating community, responding to emerging pedagogical and cultural needs. It promotes cultural sites, public spaces, and the landscape as ideal environments for growth, social connection, and well-being.

The aim of the programme is to develop a **two-year pathway** allowing over **5,000 students** and teachers to access a wide-ranging cultural offering free of charge: guided exhibition tours, workshops, in-depth learning tracks, artist meet-and-greets, and participation in a collective exhibition.

For the 2026/27 academic year, 200 local school classes have been enrolled: the educational programme accompanying the exhibition *Quasi un autoritratto (Almost a Self-Portrait)* will unfold between January and June 2027.

EXHIBITIONS AT THE CORE OF EDUCATIONAL INITIATIVES

Exhibitions are not intended merely as places to visit, but as civic and democratic spaces to activate dialogue, participation, and creation.

Quasi un autoritratto

January 2027- July 2027

Curated by **Maurizio Cattelan and Marta Papini**

Quasi un autoritratto (Almost a Self-Portrait) is a city-wide exhibition project across Alba dedicated to Pinot Gallizio (1902–1964), one of the most radical figures of the European post-war avant-garde: partisan, pharmacist, herbalist, chemist, painter, and co-founder of the Situationist International.

The exhibition project unfolds as a narrative of Gallizio's life and work, highlighting his radical nature and his ability to subvert the logic of the art system. It does so also through an ongoing dialogue with international contemporary artists, who have been invited to exhibit new productions and existing works across significant locations throughout the city.

Borrowed from one of the artist's own works, the title reflects the exhibition's narrative and autobiographical vocation, portraying a multifaceted artist in continuous evolution.

Francesco Vezzoli. *La discoteca di Roberto Longhi*

October 2027 – January 2028



MINISTERO
DELLA
CULTURA

DIAC
DIPARTIMENTO
PER LE ATTIVITÀ
CULTURALI

Curated by **Arturo Galansino and Simone Facchinetti**.

The Ferrero Foundation presents the exhibition *Francesco Vezzoli. La discoteca di Roberto Longhi (Francesco Vezzoli. The Disco of Roberto Longhi)*, born from the encounter between Francesco Vezzoli's artistic gaze and the figure of Roberto Longhi—one of the foremost protagonists of 20th-century art criticism and historiography. The exhibition traverses seven centuries of Italian art through works and artists discovered, studied, or championed by the art historian.

The project establishes a dialogue between the interpretive power of Longhian criticism and Vezzoli's practice, notably his capacity to appropriate images from the past and recontextualize them in the present. Far from a celebratory tribute, the exhibition seeks to convey the enduring relevance of Longhi's gaze and his ability to continuously interrogate images, their construction, and their critical fortunes.

Educational activities – for the 2027-28 school year – will be funded, conceived, and delivered by Fondazione Ferrero.

EDUCATIONAL PROGRAMME

The two-year programme provides free guided tours and workshops for the exhibition ***Quasi un autoritratto***, open to preschools, primary schools, and lower- and upper-secondary schools across the Municipality of Alba between February and May 2027. Participating classes will also have the opportunity to submit a creative project to be featured in a **collective educational exhibition at the conclusion of the 2026–27 school year**. Throughout the year, special in-depth events and workshops designed for families will be staged.

The programme continues into the **2027–28 school year** with the major exhibition ***Francesco Vezzoli. La discoteca di Roberto Longhi*** curated by **Arturo Galansino and Simone Facchinetti**. The Education Department of the Ferrero Foundation offers educational programs for nursery and primary schools, alongside guided tours and special collaborations tailored for middle and high schools. These provide unique opportunities to engage with masterpieces of art history, which reflect the spirit of their time through light, colour, and form.

ACTIVITIES 2026-27 School Year

- Exhibition visits and workshops for all school levels across Alba
- Artist interviews for upper-secondary schools
- Educational exhibition: *Diari emozionali (Emotional Diaries)*
- Family activities

OBJECTIVES

- **Local Awareness and Sense of Belonging:** the programme aims to enhance cultural heritage by fostering a dialogue between local identity and international outlook. The final

group exhibition featuring students' works is designed to nurture a sense of belonging to a broader community and encourage intergenerational exchange among schools, families, and citizens.

- **Engaging with Contemporary Art Languages:** the objective is to facilitate the understanding and appreciation of contemporary art, helping dismantle preconceptions through cultural mediation. Exhibitions are conceived as "gyms" to train critical thinking, sensory perception, and creativity.
- **Instruments for personal and collective articulation:** through guided visits and workshop-based practices, the programme seeks to engage young participants in cognitive and creative experiences, enabling them to acquire critical tools, cultivate relational capacities, and generate self-directed content.
- **Intersecting Past and Present:** The programme is grounded in a sustained dialogue between memory and contemporaneity—an approach that enables the historical roots of the territory to be reclaimed not as static elements, but as vital foundations upon which to graft new languages and worldviews.
- **Youth Education and Orientation:** The pathways incorporate direct encounters with artists, offering insight into their critical research and perspectives on the world. Furthermore, the activities are structured to align with career guidance programmes, civic education, and social-emotional learning frameworks.

Guided tours and workshops on the exhibition *Quasi un autoritratto*.

Einstein ideò la materia e il suo enigma come una scatola chiusa. L'uomo cercando di aprirla dall'esterno tentò e tenta di stabilire uno schema – un'immagine – un disegno – una forma – una struttura che gli serva a penetrare nella scatola – ma poi si accorge che nella scatola non può entrare, che il segreto non lo ha capito – e che tutto il lavoro che ha fatto si è trasformato in progresso portandogli solo un'infinita noia.

Io al contrario m'immagino di trovarmi già nella scatola-magica e come un poliziotto indagare – cercare – scoprire in un'intimità stravagante l'immane segreto – ben sapendo che non ne uscirò - ma se riuscissi ad uccidere la noia?

Excerpt from the letter of Pinot Gallizio to René Drouin, Alba, 8 December 1958

The gallery visits and workshop itineraries stem from this intuition and invitation by Pinot Gallizio to overcome boredom by projecting oneself inside the "magic-box" of the matter-world, probing its secrets through artistic praxis, and formulating new questions rather than definitive answers. Artworks are presented to children and young participants as sites of lived experience—traces of processes that traverse time, permeating everyday life and personal existence.

The tours and workshops are structured around the core themes of the exhibitions: **colour** and painting conceived as living **matter**, the **memory** of place in the construction of personal and collective **identities**, **movement** within the exploration of urban space and the performative

gesture, shapes and symbols as a lexicon spanning human stories, and **art** understood as an instrument of **freedom**.

GROUP EXHIBITION | *Diari emozionali*

At the conclusion of the educational journey, a **group exhibition will be staged in a key civic venue, showcasing and celebrating the work produced by participating schools** while sharing it with the local community.

Classes enrolled in the programme will be invited to contribute an original **project for the final exhibition**. The guiding concept for the **2026/2027 school year** is to create an original version of Pinot Gallizio's *Diario Emozionale (Emotional Diary)*. Initiated by the artist between 1956 and 1960, the *Emotional Diary* is an accounting ledger transformed into an anthology of pictorial inventions, evolving with every page. Each participating class will present its own interpretation of the emotional diary, adhering to a shared guideline: taking a pre-existing, everyday object and altering it through the diverse experiences gathered throughout the year. The exhibition will offer an opportunity to bring together families, local residents, and regional schools in a shared moment of exchange and intergenerational dialogue.

The completed project must be submitted by 10 May 2027.

Family Map and performance-workshops

The *Family Map* is a printed resource designed for families and children to navigate a curated selection of cultural highlights across the city.

Conceived for self-guided exploration, it offers engaging, interactive prompts to visit exhibitions and public artworks distributed throughout the region, discovering a new urban geography.

The theatre collective Scirò presents a participatory performance-workshop conceived for young audiences, drawing directly on the experimental praxis of Pinot Gallizio.

PARTICIPATING EDUCATION DEPARTMENTS

Education Department of Fondazione Sandretto Re Rebaudengo

The Education Department of Fondazione Sandretto Re Rebaudengo fosters programmes and spaces to experiment with new ideas and processes, offering audiences an inclusive, accessible setting for informal learning. It conceives and delivers tailored programmes for schools, youth, adults, children, teachers, families, and individuals with disabilities or facing social vulnerability across the Foundation's spaces in Turin and Guarene (Cuneo). For *Le fabbriche del vento*, it coordinates the overarching educational programme for the exhibition *Quasi un autoritratto (Almost a Self-Portrait)*.

Education Department of Fondazione Ferrero

Fondazione Ferrero invests in human development and cultural enrichment. It advances research, training, and outreach initiatives; provides audiences—both from the Alba area and beyond—with opportunities for dialogue and critical engagement; and develops original pathways that showcase the cultural heritage of Alba and Piedmont within an open,



cosmopolitan framework. Working in partnership with diverse institutions and organizations, it delivers multifaceted projects conceived for the benefit of society as a whole. The Education Department of Fondazione Ferrero designs and conducts free educational itineraries and workshops for schools in conjunction with the Foundation's major art exhibitions.

Education Department of the Eusebio Museum

The "Federico Eusebio" Civic Museum is organised into archaeological and natural sciences departments. Its cultural footprint extends to satellite sites such as *La Città Invisibile*—an open-air archaeological site featuring remains of the Roman forum and medieval tower houses—and the Ancient Walls Complex (*Complesso delle Antiche Mura*), which preserves a section of Roman city walls.

For *Le fabbriche del vento*, the Eusebio Museum collaborates with Fondazione Sandretto Re Rebaudengo to deliver a dedicated workshop module tailored for preschool and primary school students.