

“MOSTRATI. WE, PIONEERS OF THE GOOD MOUNTAIN ECONOMY”

is a visual research pilot project in which the economic **transformation processes** in progress in the Italian mountain areas, from the Alps to Sicily, are narrated through images. The photos, using photo-elicitation, were taken by those who, day by day, strive to build a good economy.



Each individual photo invites viewers to observe the various ongoing activities and, at the same time, contributes to making the efforts of those who believe in and work towards identifying the ingredients and recipe for a -visible- better **development model**, as intended by the Agenda 2030.

After being analysed and interpreted by researchers, the 75 photos were placed in four thematic rooms that, despite their specificity, share the word **care**, a delicate thread that connects the initiatives that participated in this project in space and time. In each room, the view of the photos is accompanied by the soothing voice of the "paesologo" (landscape expert) Franco Arminio, who was invited to read some of his own poems for this project, whose meaning harmoniously intertwines with the visual content.

MostraTi is a visual research project that not only creates an experience for its audience, but also has the ability to provide **visibility** and **recognition**, to create and strengthen **connections** for all those who participated in this journey as photographers and who have initiatives related to good economy behind and on their shoulders, in particular to “promote sustainable tourism that creates jobs and promotes local culture and products” (target 8.9, Agenda 2030).



Recognition is essential, not only for the quality of the involved initiatives but also for the possibility of enhancing and enabling institutional relationships. Through this visual project and, above all, thanks to the awareness of the mayors of the areas involved, it is possible to generate **added value** for the sustainability of the territory and assist local administrators in directing policies, efforts, and public investments towards sustainable development. In other words, what target 8.3 of the Agenda 2030 suggests us as a priority: *“promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage formalization and growth of micro-, small- and medium-sized enterprises including through access to financial services”*.

The visual experience is not only **emotional** but also **functional** to the purpose of the entire (research) process. The *beauty of good economy* emerges precisely and directly for those who visit the exhibition without having to delve into the complexities inherent in reading research reports.



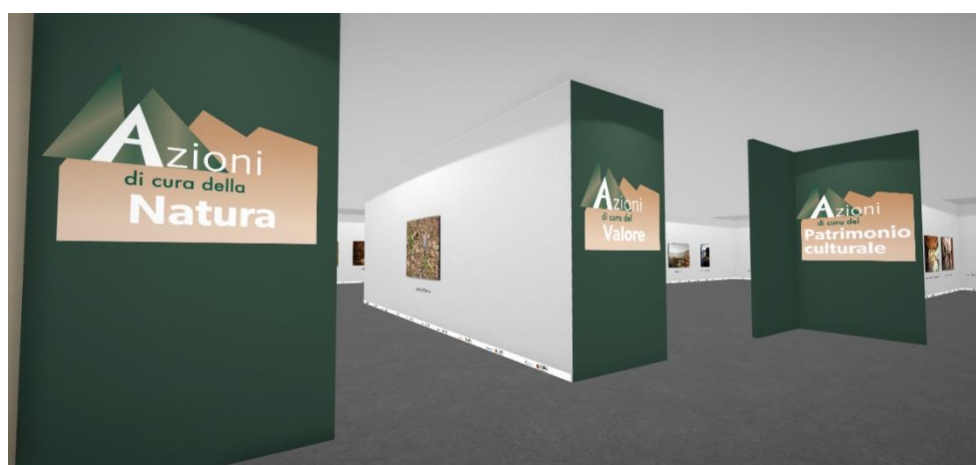
MostraTi is certainly **efficient**: the main protagonists are those who took the photos, so a camera and a free program for creating virtual exhibitions were the tools of the trade.

The contribution of the intensive research activity is evident in the exhibition layout choices, shaping the entire photographic journey.



This value is intrinsic to the selection of initiatives involved in the project, the collection of photos, their analysis and interpretation, and the identification of thematic rooms.

All these activities were carried out by Laura Cavalli and Veronica Polin, two passionate economists



respectively from Fondazione Eni Enrico Mattei and from the Department of Economics at Verona University, dedicating themselves and collaborating with other professionals who provided fundamental contributions to the realization of the exhibition.



There was no request for any fee from those who participated in the visual project!

One of the peculiarities of this visual project is its ability to **simplify** complex concepts for a broad audience: the power of relationships, the ties of traditions, the characteristics of good economy are captured directly and immediately, and the concepts of digital innovation, sustainability culture, technology, and circular economy are not left abstract but materialize in the immediacy of the image.



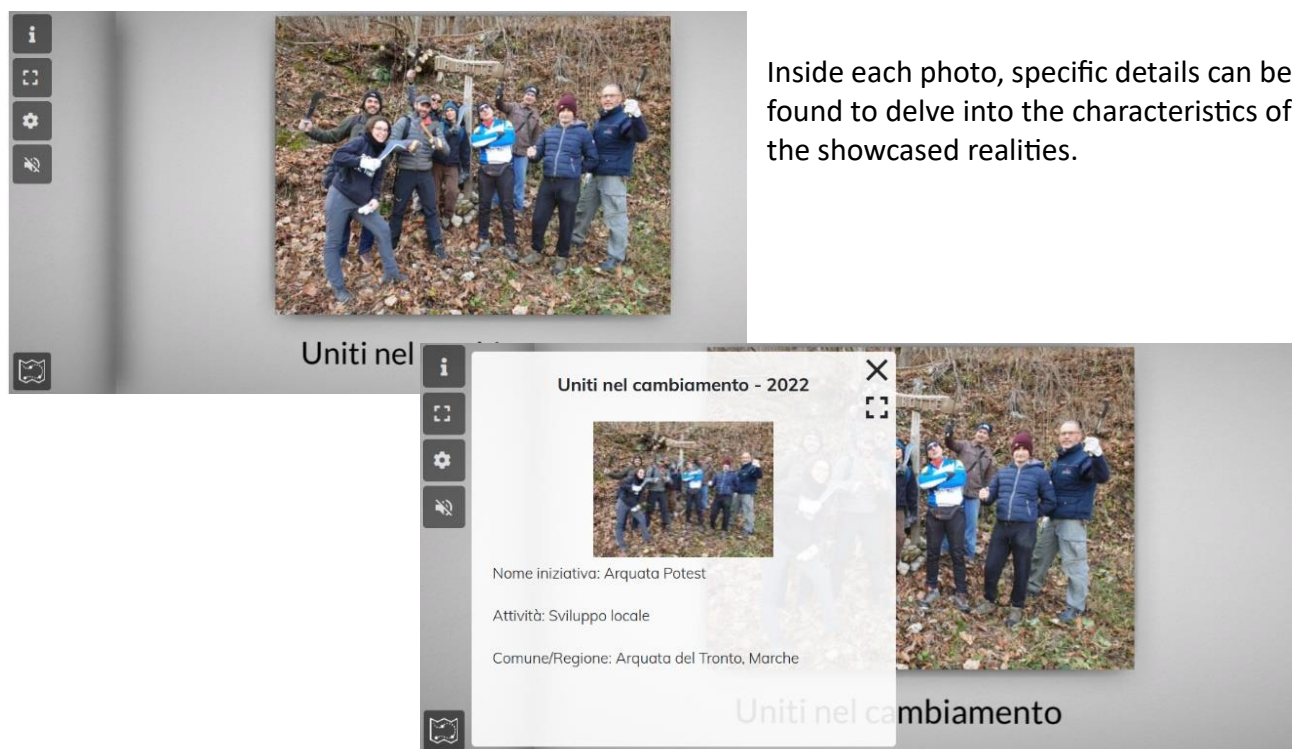
Moreover, despite the complexity of bringing together the various scattered elements in the territory and the sector-specific specifics, ranging from hospitality, craftsmanship, cultural festivals, nature preservation actions, everything becomes visible through the images, thanks to a direct and immediate language. MostraTi is a concrete **opportunity** to open what can be considered a black box: let's look inside! To tell what exists, both for those who see and perceive it and for those who are actively part of it.

The message is clear: seeing the whole strengthens the individual and makes the added value of the sum and interpretation of these relationships evident.

The innovative use of the 'virtual exhibition' tool, easily accessible and free, lies precisely in its ability to 'bring together' to emphasize shared objectives and stimulate collaborative approaches among the different pioneers of good economy that could lead to further transformative processes.

Immediacy does not mean shallowness: the attention to the dimensions of the rooms and the groupings with respect to the different concepts of care, carefully chosen through the expertise and sensitivity of economists, serve as a narrative accompaniment for the viewers.

Immediacy does not mean superficiality: the choice to present a wide-angle photo without a focus is intentional and does not compromise the punctuality of information.



Mixing economics with innovative forms of digital art can contribute to making this science less somber... This is our hope!

