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# VIAREGGIO CARNIVAL

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9 - 17 - 23 February, 3 - 5 March 2019



In 2019, the Carnevale di Viareggio celebrates its 146<sup>th</sup> Anniversary with **women** taking centre stage. After almost a century and a half, the Viareggio Carnival carries on its vibrant traditions having become one of Europe's longest-established festivals and undoubtedly Italy's best known event.

Every year, the Carnevale di Viareggio attracts more than 500.000 spectators who gaily crowd the city's boardwalk as they admire the breath-taking parades of papier-mâché gargantuan floats.

**2019 CARNIVAL GIANT FLOAT PARADES** will take place along the extraordinary Liberty seaside boulevards on:

**Saturday 9 February**

**Sunday 17 February**

**Saturday 23 February**

**Sunday 3 March**

**Fat Tuesday 5 March**

This year, the Viareggio papier-mâché magicians have chosen as their main subjects a wide array of characters ranging from mythical Medea to immortal artist Frida Kahlo, from the fight against bullying to the quest in contrasting sea pollution and from the drama of migrants to Trump's dream of returning on the moon.



## FIRST CLASS FLOATS



**"The last Snow White" by Jacopo Allegrucci**

Once upon a time, there was a King ... or better, Once upon a time there was once a world where Mother Nature was fertile and stunningly beautiful and where people had boundless good food to eat. In recent years, the production of garbage has increased exponentially and waste disposal costs have become a worldwide business. Day after day, our world risks creating more and more polluted products, a poison for the human race. The last Snow White is the symbol of Mother Nature condemned to her sad destiny.

**"Medea" by Alessandro Avanzini**

Among the many stories that illustrate the life of women, without a doubt the myth of Medea continues to capture the attention of many authors, writers, composers and film directors. Medea. A woman, a lover, a mother, a barbarian, a foreigner, a



sorceress and a priestess who is guilty of crimes committed in the name of her unconditional love for the man who will then betray her, Jason the anti-hero. We must remember that Medea is not a Greek woman and is therefore not a citizen. She is the last among the last and a foreigner in the city of Corinth that perceives her as a threat. A Mother, whose children born out of an unconsecrated marriage, are considered bastards. Jason reduces her to the role of concubine and once deprived of her maternal right, Medea will react to such violence through revenge and by sacrificing her children. A sacrifice that represents the only tragic possibility for Medea to regain possession of her nature and identity. Thus, the culture of Western Greece will never meet the "barbarian" one of from Colchis that sits on the edge of the civilized world.

### "The Pack" by the Breschi brothers

The theme of this float is the tragedy of bullying, which is born in schools and then leads to the creation of criminal gang. A phenomenon that has grown over the years, that touches countless individuals since the time of adolescence and that is fueled by the silence of intimidated victims.

Symbolizing the violence of the pack, the hyenas on the float tear apart a book, the manuscript of life. The message is strong and clear: we must break the silence and act against bullying.



### "The Siren's deceit" by the Bonetti brothers

The myth of the siren and of Ulysses is reenacted on this allegorical float with a message that is clear: Man must be careful not to fall into the perils of everyday life that often take on the form of bewitching sirens. It is exactly when we are tired and more vulnerable that these seductive creatures sing us their chant that hides obstacles and deaths. However, just like Ulysses we must strive to resist all temptation by using any means necessary.

### "The theory of Chaos" by Umberto, Stefano and Michele Cinquini

What if the chaos we are living in were the result of a pre-established design aimed at creating terror solely to shift the interests of few and influence a precarious economic balance? The authors of the float raise this



issue by building a sort of gigantic carousel, the carousel of life, where ancestral female figures have large video screens instead of faces and broadcast images of the chaotic actuality in which we live. At the same time, a giant stroboscopic ball serves as a smoke and mirrors decoy, and a pig - the symbol of economic power, plays its shady games.



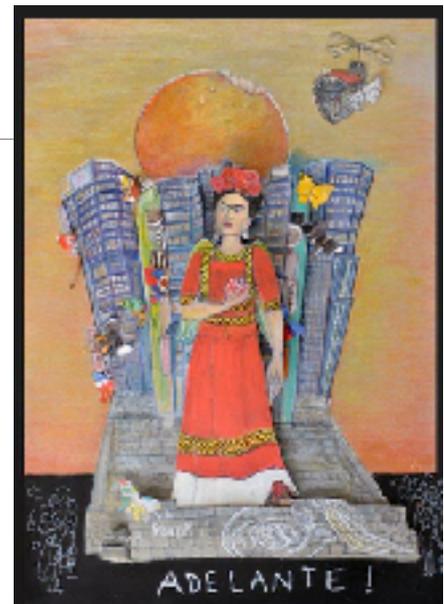
### "The Master-Drone" by Fabrizio Galli

The supreme myth of having power over the whole universe. The first. God Emperor Trump. The parallelism with the dominant character of Warhammer 40K has never been more fitting, except that this is not a futuristic three-dimensional tabletop wargame but pure reality. Donald wants to go back to the moon, travel to Mars and create the first space army. Ultras

Marines? Mega Marines? The time of intellectuals, philosophers and of old and worn culture is over. We have entered the era of fantasy, videogames and virtual life. The dominant male par-excellence has arrived, democratically, and is now here, among us. The Master-Drone flies over the Viareggio boardwalk as we prepare to pay the price.

### "Adelante" by Lebigre and Roger

Adelante means beyond. Frida Kahlo was a revolutionary and poetic woman and artist who broke all molds and went beyond the constraints of her times always moving forward with love, irony and strength. The artists here wish to represent her spirit that is a guiding light for all human beings on the journey of life. A spirit that enables us to break through any wall and to circumvent cynicism and brutality, giving birth to a human revolution driven by the feminine energy, continuing on a quest for a new possible world.



### "For Whom the Bell Tolls" by Carlo Lombardi

In this allegorical float, the four horsemen of St. John's Apocalypse represent the victory of good over evil, but also represent war, greed and death. Inspired by Ernest Hemingway's well-known novel, the message is that the bell tolls for everyone, so we should free ourselves from individualism and participate in the world to which we belong.



## "High tide" by Roberto Vannucci

The sea has become the trash dump of humanity. Tons of waste, especially plastic, are contaminating the oceans and a gigantic whale - the protagonist of the float, struggles and thrashes among heaps of all kinds of rubbish. An apocalyptic scene that cautions humanity with the message that there is still time to reverse the course and save the sea and ourselves.



Carnival celebrations are scheduled every weekend night in the city's different quarters or Rioni with the best known bars, restaurants, discos and hotels in Versilia hosting all-night colourful masked parties. Additionally, during the four-week celebration, plays in vernacular language are staged around the city. A month-long unique opportunity for the citizens of Viareggio to strengthen their sense of identity and to be reborn under the sign of Burlamacco, the official mask of the Carnevale di Viareggio. Lots and lots of fun for all!

What makes the Carnevale di Viareggio one of a kind are its papier-mâché gargantuan allegorical floats with the largest ones towering 70 feet or 20 meters over the crowds and weighing about 40 tons. A stunning parade that is similar to the Ancient Triumphs held in the Renaissance and that highlights the great yacht and sailboat building skills which are still at the heart of Viareggio's tradition.



Veritable moving theatres, these allegorical papier-mâché floats are the product of the unequalled creativity blended with the extraordinary sculpture and painting skills of the city's magical craftsmen; and represent the highest expression of this popular art, now world renown.

The Carnival Giant Float Parades take place along a 2 kilometre ring set aside Viareggio's Liberty-era boardwalk, best known as La Passeggiata. Spectators can admire the works of art up close becoming themselves a part of the cheerful parade.

During this period, Viareggio and its Passeggiata become a true open air Museum where people from all over the world come together to celebrate Carnival. Parades also include traditional music bands and performers competing for the prize of most original masks. A fun-filled mix of excitement, culture and tradition in a wide ranging entertainment program for both children and adults.

The Tuscan city of Viareggio is also known as the Pearl of the Tyrrhenian Sea for its long sandy beaches, its pinewood groves and beautiful promenade. It is the perfect natural stage for Carnival with the Apuan Alps and Art Deco seaside villas serving as a unique backdrop. A month-long Carnival celebration that attracts thousands of spectators from Viareggio, from Italy and from abroad.



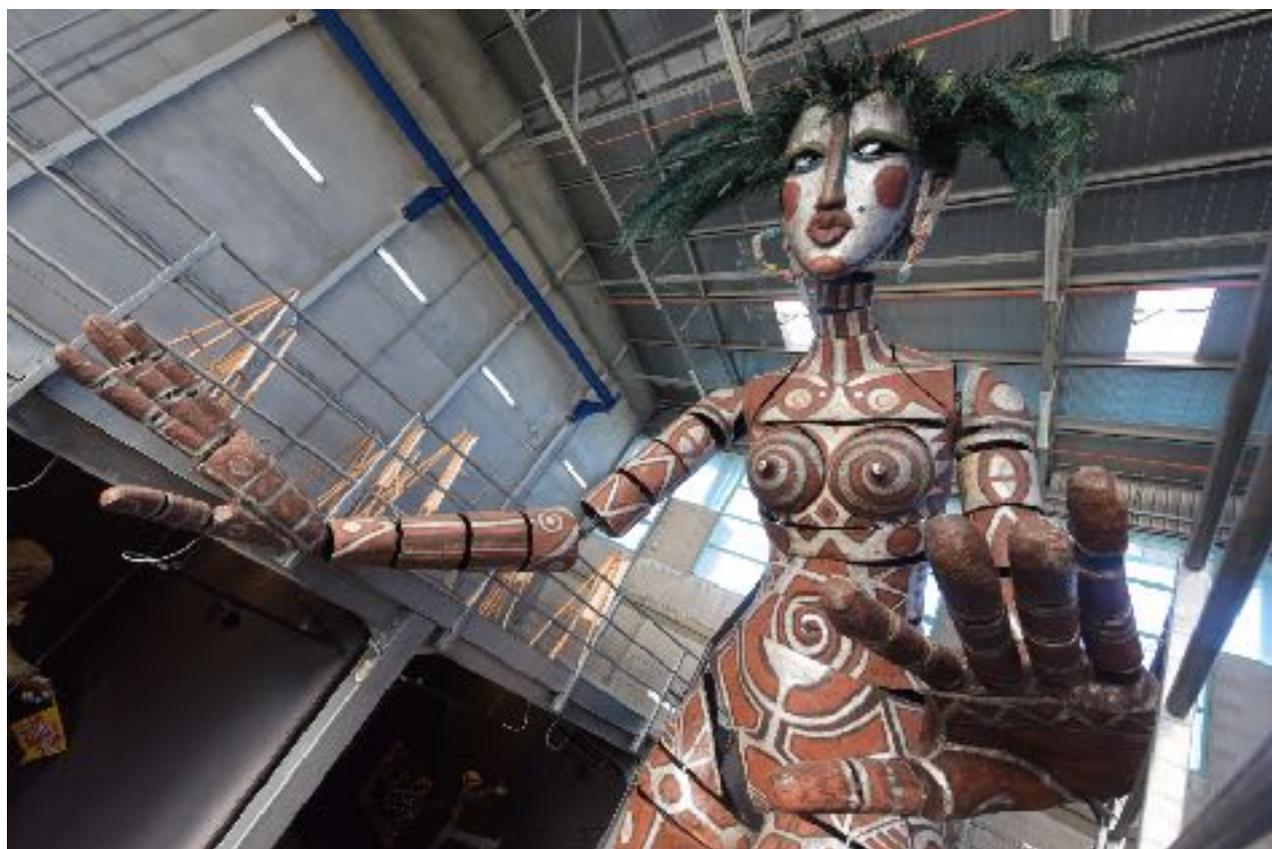
In 1925, for the very first time, local sculptor Antonio d'Arliano employed the paper mould technique on iron and wood scaffolding, thus changing forever the way the structure of Carnival floats would be made. Since then, the use of papier-mâché has become an integral element in the construction of these giant allegorical floats. Today, this knowledge, is handed down from father to son who are in turn happy to share their knowledge with those who wish to hone in their skills in this field.

## The Cittadella del Carnevale di Viareggio

The impressive complex of the Cittadella del Carnevale di Viareggio was inaugurated in 2001 and is the largest and most important Italian thematic center dedicated to carnival



floats and masks. It houses sixteen large hangars and workshops where the giant floats are built, a laboratory where the art of papier-mâché is taught, three museum areas and a historical photo and film archive and documentation center.



At the Citadel of the Carnevale di Viareggio it is possible to visit the Papier Mâché Museum where the breathtaking floats are stored and the Museum of the Carnival that illustrates the over 100-year old history of the Carnevale through original documents, photographs, sketches, posters and models. Visitors can also admire the extraordinary Carnevalotto collection of contemporary art created for the Carnevalotto Prize from 1987 to today by some of the most famous artists: a celebration of Carnival throughout the years. A video on the history of the Carnival of Viareggio wraps up the magical tour.

***VISIT VIAREGGIO AND ENJOY THE CARNIVAL***