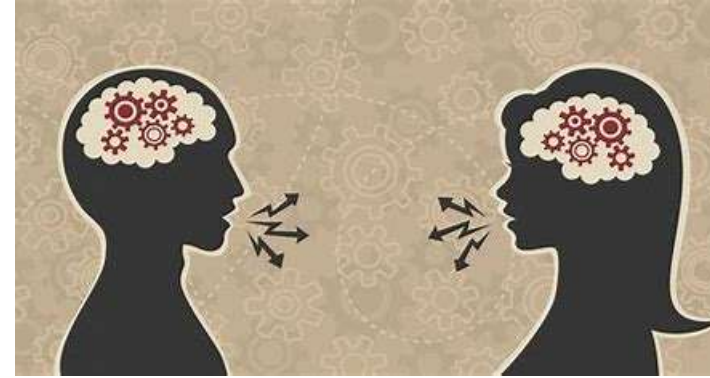
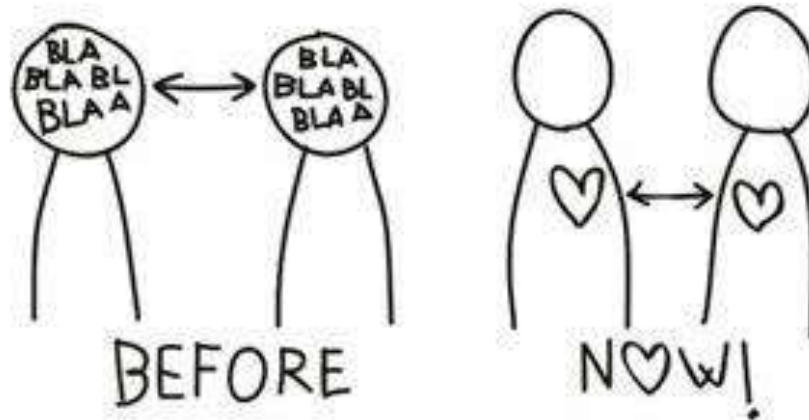




DAY
ONE
IN EUROPE



-
- What does it mean communication?
 - Is there a difference between speaking and communicate?



EMOTION

Information – emotions -relations

1° communication rule

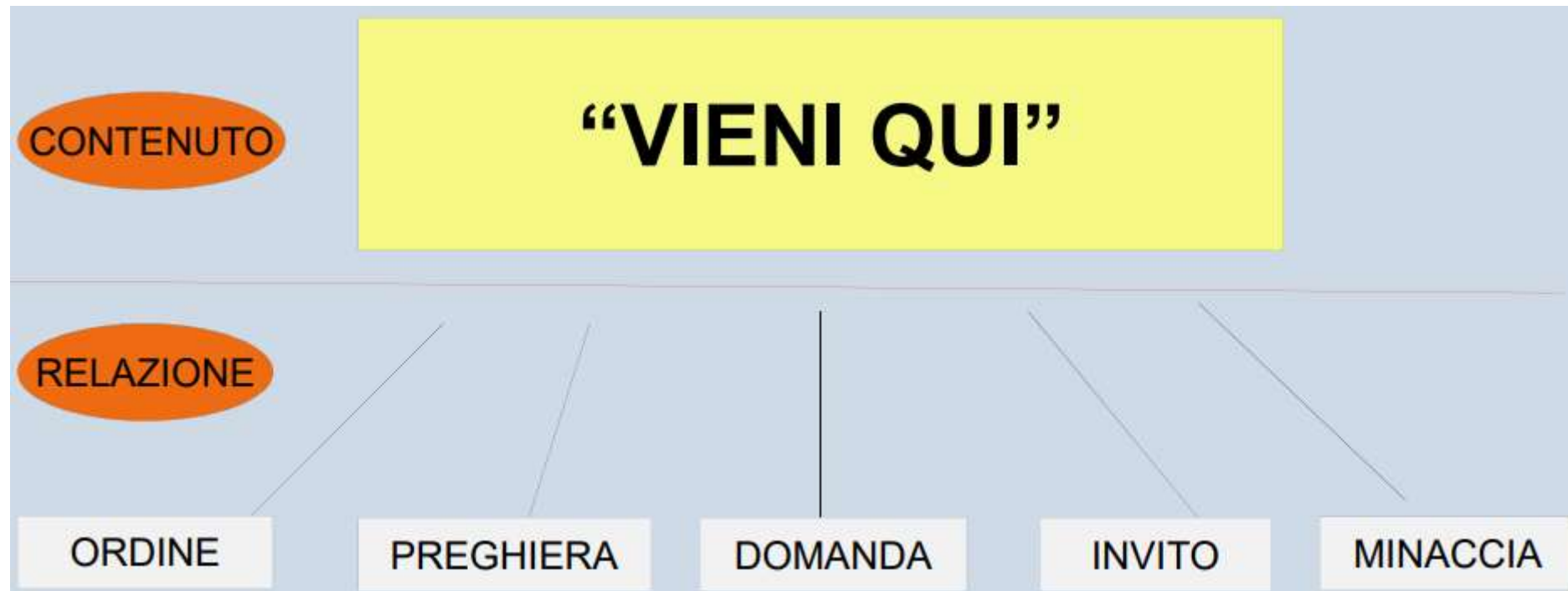
-It's imposible not to comunicate



2° communication rule

“VIENI QUI”

2° communication rule



3° communication rule

? ! : ; “ ” - , << >>



4° communication rule

Speaking language and no speaking language



4° communication rule

The sight

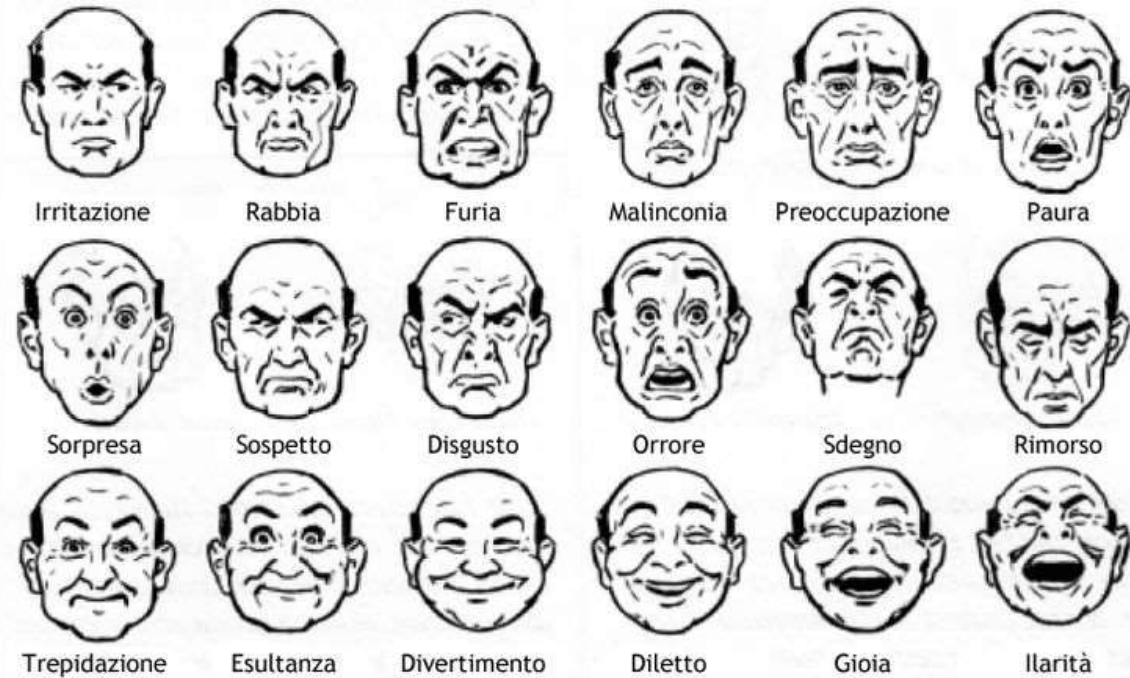


Marina Abramović: The Artist Is Present, al Museum of Modern Art (2010)
La piu lunga performance artistica 736 ore

4° communication rule



Still Face Experiment: Dr Edward Tronick



4° communication rule



4° communication rule

-Interpersonal distance

Zona intima	0-0,5m
Zona personale	0,5-1m
Zona sociale	1-3,5/4m
Zona pubblica	> 4m



The Story of Our Logo

- [The Story of Our Logo – Day One in Europe \(dayoneproject.eu\)](http://dayoneproject.eu)



An old story



Personal Branding





"C'est la promotion qui fait l'artiste ou le degré zéro de l'art"

"It's the promotion that makes the artist or the zero degree of art"

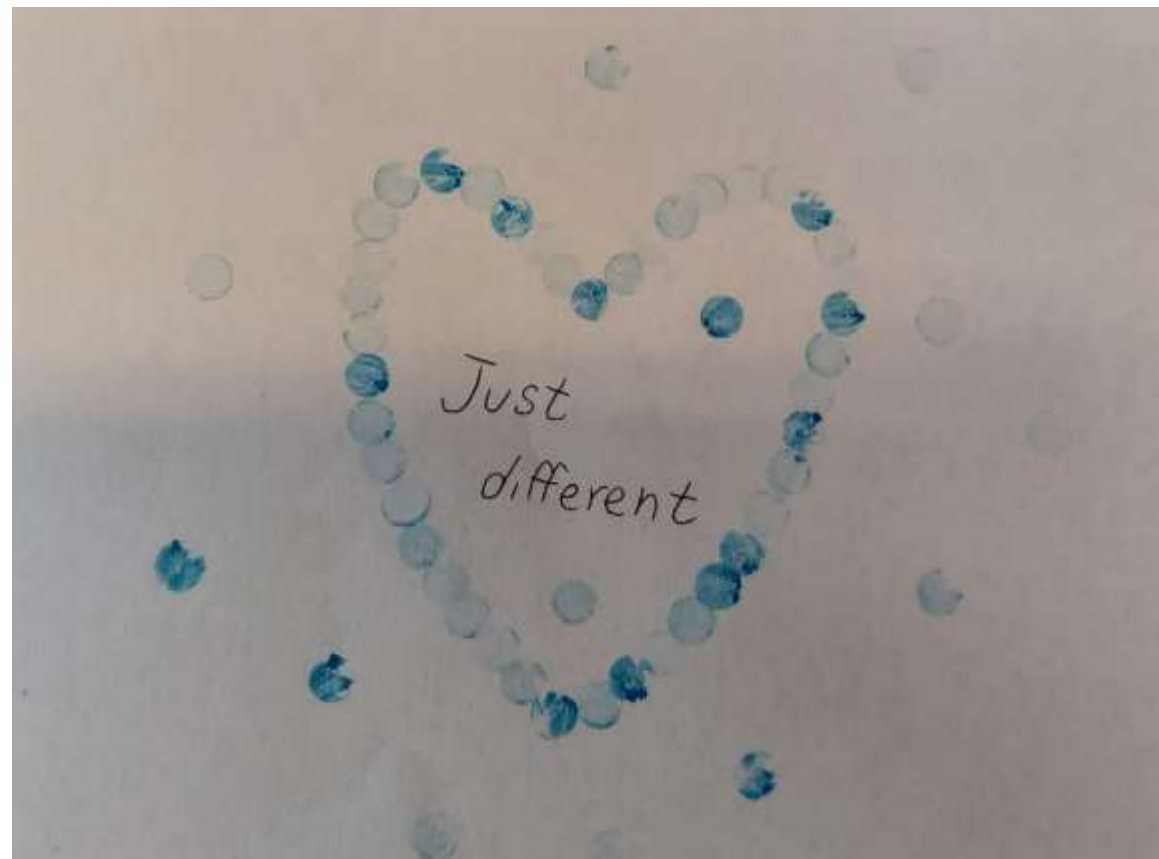
didactic ideas



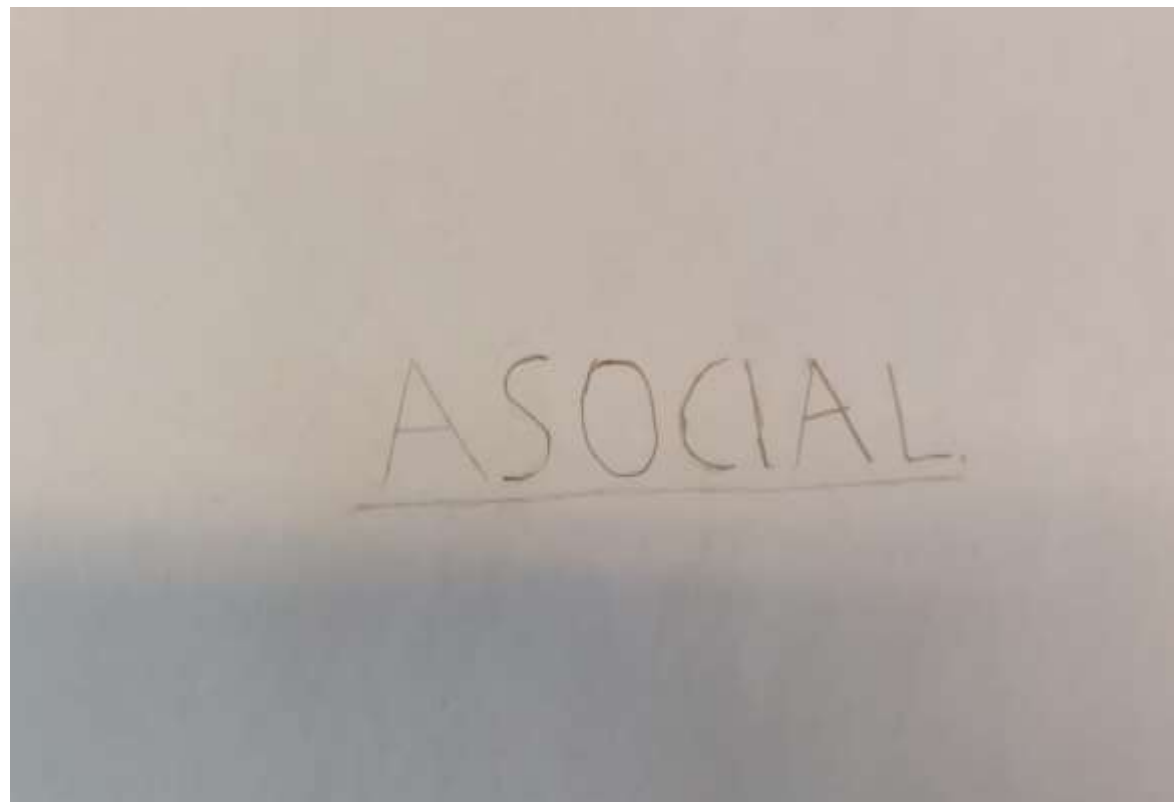
didactic ideas



didactic ideas



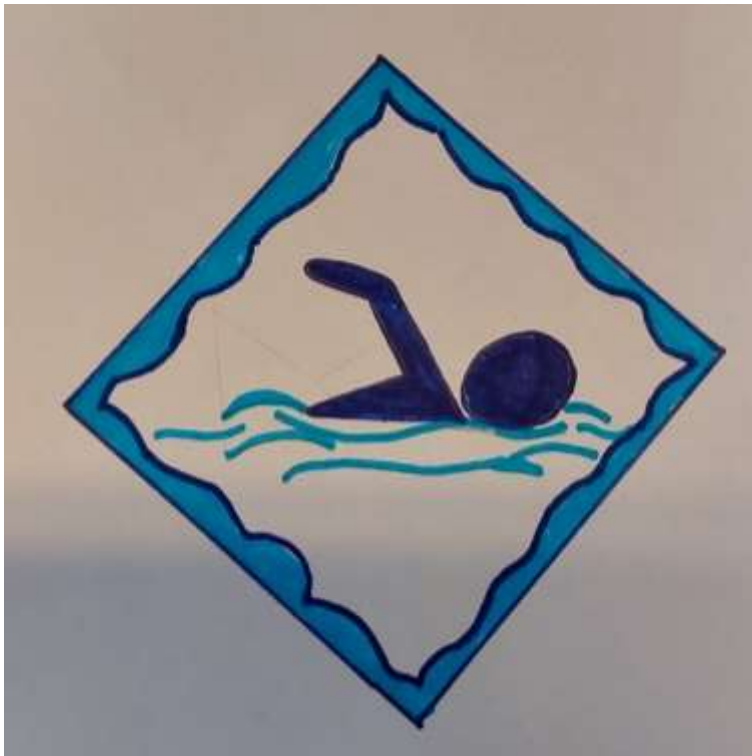
didactic ideas



didactic ideas



didactic ideas



didactic ideas



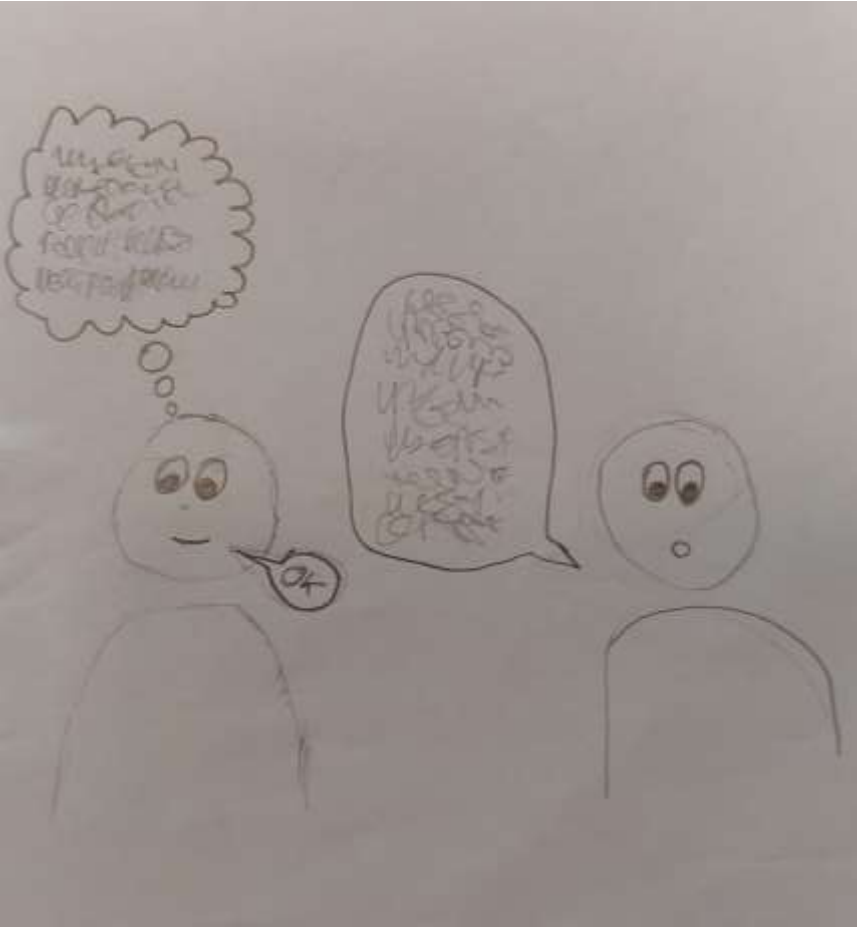
didactic ideas



didactic ideas



didactic ideas



didactic ideas

