

## Arts, Community, Suburbs

## Cooperativa sociale La gioiosa

### Periferia giovane

The project provides formative activities, expressive laboratories and cultural events to young people who live in the suburbs of Naples and risk social exclusion, in order to give them cultural knowledge and future opportunities, and help them integrate in their community.

AREA:  
ITALY

TARGET:  
13-18, 18-30

DESIGNER / STUDIO:  
Lito Cinquegrana s.r.l. +  
Pino Miraglia

SOURCE:  
PERIFERIA GIOVANE

THEME:  
EQUITY AND INCLUSION,  
POVERTY, SELF-DETERMINATION

RELEVANT ELEMENTS:  
PHOTOGRAPHY

VISUAL METAPHOR:  
HIP HOP CULTURE

TOPE OF VOICE:  
ENERGETIC

MAIN GOAL:  
CREATING OPPORTUNITIES FOR  
YOUNG PEOPLE



#### RELEVANT ELEMENTS:

##### Photography

The narrative is mainly photographic. The energy and colors of young people are reflected in the dynamic and active photographic language. An empathetic, communicative language is created that focuses on the faces of the young people and the activities offered.



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DESIGN DELLA  
COMUNICAZIONE  
PER IL WELFARE

 **POLITECNICO**  
MILANO 1863  
DIPARTIMENTO DI DESIGN