



# SENTIERO **REBIRTH** PATH

*“Human beings have unlimited destructive power and are leading the world to catastrophe. United hand in hand, let us set out on the path of a new humanity.*

**GLOBAL FLASHMOB ON 21 MARCH 2023”**

Michelangelo Pistoletto, 21.12.2022

In the year 2012, in response to the popular belief that 21 December would be the Earth's last day (according to the Mayan calendar), **Michelangelo Pistoletto** instituted a call for artists that countered with a message of rebirth and responsible regeneration of our society.

This is how, on 21.12.2012, the Rebirth Day was born. A collective celebration that united the whole world in more than a hundred artistic interventions then collected in a video-story presented the following year at the Louvre, during **Michelangelo Pistoletto's** solo exhibition *Année 1, Le paradis sur Terre*.

Among the events, very significant was the human cordon from Turin to Susa, when 50,000 people holding hands bridged the distance of 54 km between the two locations at 12.21pm on 21.12.2012.

*50,000 people - holding hands - a single line - for 54 km.*

Ten years later, on 21 December 2022, **Michelangelo Pistoletto** launched a new appeal, a new call to action.

One date: **21 March 2023**. One action worldwide: joining hand in hand.  
Many different lines on a single map, a single virtual line around the planet.

A global participation, **against all man-made monstrosities**.  
All of them, none excluded.

A planetary event, to be shared on social media, to be filmed and geolocalised on a map of the world: [www.21march23.net](http://www.21march23.net).

A video-documentary, which will seamlessly collect all the contributions received, a kilometres-long digital work around our planet.

**Participate, organise, disseminate, manifest, share, communicate.**



**#21march23**  
**#preventivepeace**

info: [21march23@cittadellarte.it](mailto:21march23@cittadellarte.it)

## WHY 21 MARCH?

It is the **spring equinox**, one of the two times of the year when there is an equal amount of daylight and darkness at all latitudes.

## WHY 21 MARCH?

No, we take the week of 20-27 March as a reference, during which time it will be possible to upload contributions on the site.

## WHAT INFO WILL I HAVE TO SHARE WITH 21MARCH23.NET?

The site will transform as 21 March 2023 approaches. Each organiser of the individual events will have a space and will be identifiable by their geolocation on a map. To participate, simply enter the place, the motivation (optional), the number of participants, the name of the organisers, the name of the participants (optional), the link to the video of the performance (required) and up to 3 photos. When signing up you will be asked for an e-mail and telephone number, which will not be published.

## HOW TO UPLOAD THE VIDEOS ONTO THE SITE?

The site will transform as 21 March 2023 approaches. It will display a map where you can geolocate your performance with a few clicks. The video must be first uploaded onto a hosting site (YouTube, Vimeo, DailyMotion, etc.), which generates the link to be pasted on the 21march23 site.

## HOW TO MAKE THE VIDEOS?

Although the most commonly used format with smartphones is vertical, we kindly ask you to **use the horizontal format** for the official video of your performance.

## A SINGLE TAKE FOR EACH FILM?

We recommend having one shot per 100 people and then editing them all together to avoid long waiting times for participants.

## AT WHAT DISTANCE TO TAKE THE SHOT?

The important thing is that you can see as many people as possible and that you can see the place where you are (**3 to 7 meters distance to be clear**)

## OFFICIAL HASHTAGS OF THE INITIATIVE?

**#21march23 #preventivepeace**

By using these hashtags on Instagram, you will also be directed to the social homepage.



## WHAT IS THE REBIRTH/THIRD PARADISE PROJECT?

It is the application of a work of art.

From manifestation to manifest action. From best practices to best policies.

Art in interaction and correlation with all human activities.

A change of perspective for a responsible and sustainable social transformation.

The shared development of democratic propositional processes through the authorship of doing, artistic creativity and scientific procedures.

$1 + 1 = 3$  is the trinamic formula that places diversity at the basis of creation, of the multiculturalism of peoples, of the sharing of knowledge. The formula of a search for balance and harmony based on dialogue and on the concept of preventive peace.

## WHO IS MICHELANGELO PISTOLETTO?

Michelangelo Olivero Pistoletto (Biella, 25 June 1933) is an Italian artist, painter and sculptor, one of the main protagonists of the Arte Povera movement. He has developed original artistic solutions, experimenting with numerous materials and techniques, with the aim of actively involving the viewer within his work.

## WHAT IS CITTADELLARTE?

Cittadellarte is the home of Fondazione Pistoletto, occupying a disused industrial wool mill, which since the end of the last century has been producing social fabric rather than wool fabric. It acts, creates and operates in different aspects of human activities in search of responsible and sustainable social transformation.

## DISCLAIMER

The organisers of the individual events remain the owners and managers of the content shared, ceding to Fondazione Pistoletto Onlus and Michelangelo Pistoletto the rights of non-profit use of the same without time limits.

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