

# INVENTORY OF A HUMAN EXPERIENCE



# LASHUP

# NEWREALISMO

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**NEWREALISMO** is a catalogue of gestures in PNG to make people reflect on and perceive the city and the social spaces from a new point of view.

Starting from the resources familiar to them, **Lashup** decided to contribute creatively by **documenting** the experiences of people living the social spaces at the time of a global health emergency.

As the **Italian Neorealism** represented a narrative of reality in Italy after the Second World War, so the project restarts from this concept expanding it from global "**NEW**" to local "**REALISM**", considering the impact of the situation on the whole globe.

The method involves the **2D cut-out of people**, a visual tool typical of the architectural representation useful to emphasize and create proportion in architectural renderings and visualizations. The aim is to generate and **archive** a reflection on the **community** and consider **new social practices** to remodel public spaces.

In its **iconographic simplicity**, the images of "outlined" people best convey the situation we are experiencing: each figure is removed from its context through the cropping, resulting in a detachment from a situation, a time, an emotion; the two-dimensional visualization is the one that perceptively explains the flattening of the image generated by digital communication systems such as smartphones, TV or PC.

The idea is to have people participate in the first person to the project by taking a full-length self-portrait while they perform a daily action in the open air, in a public space, with the appropriate safety devices (mask and gloves, etc.) maintaining the recent social distances.

After having been "cut and contoured" each person will be included in a **global database** that will collect the situations, gestures, frames that characterize the new ways of using the social space.

The library will then be available **online**, for free and in PNG format, for architects, designers or any profession that will be forced to rethink and redesign itself from 2020.

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## SOME PRACTICAL INFORMATION:

### The photo can:

- be done with any device and in any format
- portray one or more people, front or back, according to Covid-19 prevention regulations
- portray people, with animals or objects

### The photo must:

- portray a full-length figure
- be taken outside
- portray a daily action with personal safety equipment (masks and/or gloves, etc.)



To participate visit the site:

[www.newrealismo.com](http://www.newrealismo.com)

LASHUP is a project born in 2011 by Claudio Granato and Enrico Pieraccioli, which has the goal of investigating the concomitance of phenomena that affect time and space, through the cooperation between the world of architecture, design, art and fashion.

They live and work in Florence.

[www.lashup.net](http://www.lashup.net)