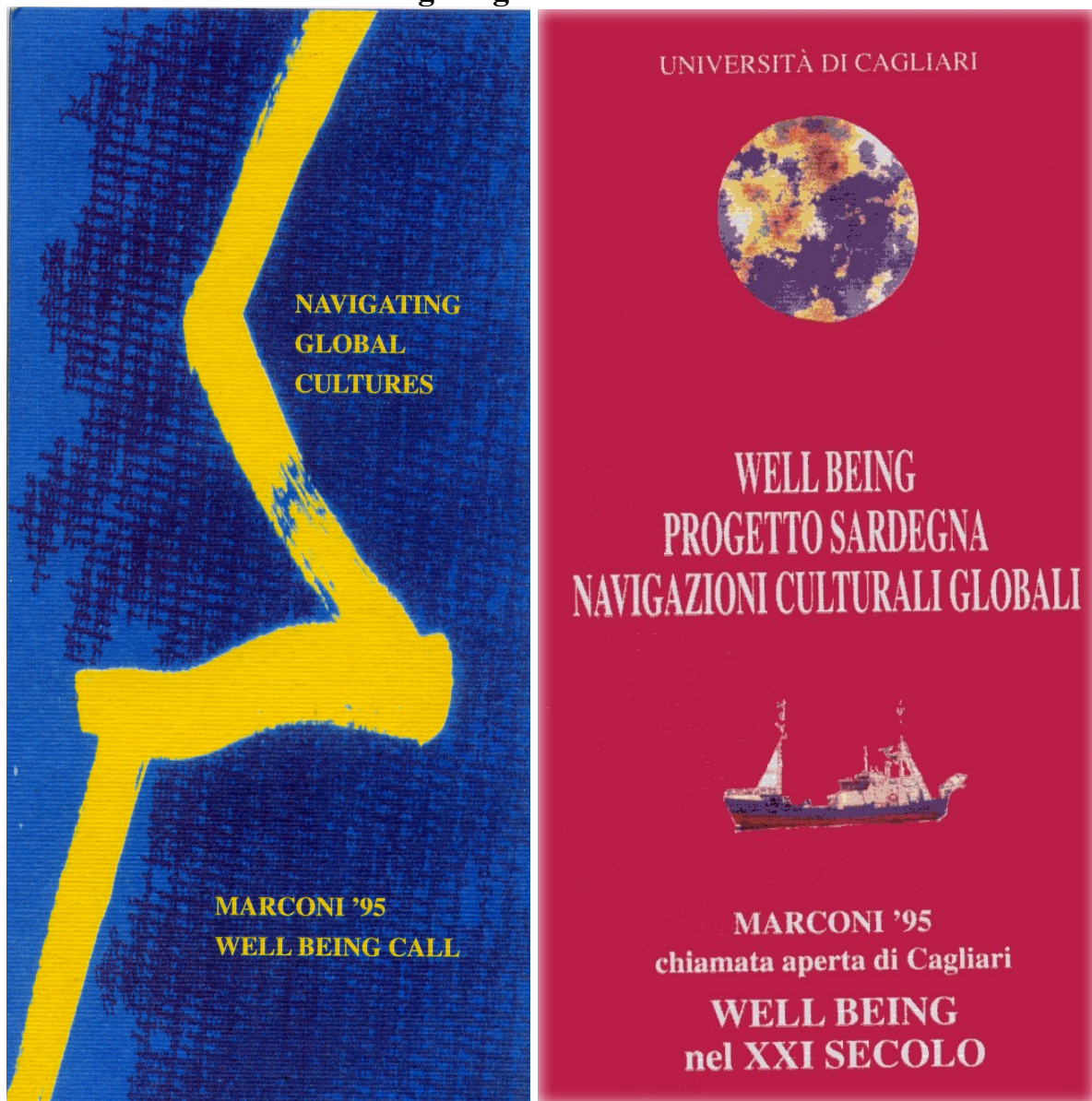


**1995 Well Being Sardinia Project  
Navigating Global Cultures**



The Voyage of the Elisabeth, The Ark of the Well Being



S. Pietro Island, Sardinia, 1995

On June 1995, at the Interdepartmental Well Being Centre of the University of Cagliari, the "Consortium Well Being Promotional Committee Sardinia Project" was established by Giovanni Lilliu, Salvatore Naitza, Sandro Dernini, Franco Meloni, Paola Atzeni, Marinella Ferrai Cocco Ortu, Giulio Concas, Giorgio Dettori, Clara Murtas, Guido Pappalardo, Walter Porcedda, Pietro Zambelli. It was made with the purpose to start from Sardinia an international project of contemporary culture to get deeper on issues related to the "well being", as a new paradigm for the "being". It was based upon the notion of participation and interaction toward the improvement of the quality of life in the XXI century, within a global vision of the problems and of their interdependences, giving attention on the need to rediscover the identity value and bringing new life to the relation between culture and nature. It had the goal also to valorise the relation between art, science and technology to promote a multicultural and interdisciplinary definition of the concept of "Well Being", in the context of peace, reconciliation, to defend human rights and minorities; to energize a productive debate at several levels on Well Being issues, between the Academy and the Civil Society, between centres and peripheral regions; to consolidate the international network of Well Being relationships, started with the experience of the first International Symposium on the Well Being in the XXI Century, among institutions, international agencies, public and private entities, communities and cultural organizations, towards a better circulation of the information on researches, projects, products and strategies of "Well Being" for the improvement of the quality of life.

In 1994, the University of Cagliari established the interdepartmental Well Being Center for the Study of the Quality of Life.

On June 1994, "The Plexus Black Box of the Voyage of the Elisabeth" travelled from the Art and Art Professions Department of New York University to the University of Cagliari, June 6-12, to be exhibited in the art show "Art and Science Today: The Role of Imagination", which served as stage for the first public presentation of the Interdepartmental Well Being Center and of the organization of the Second Forum on the Well Being in the XXI Century, in occasion of the 1995 Marconi celebrations.

The Marconi XXI Century Well Being Open Call, planned as a recall of the 1992 Columbus Well Being Open Call for Reconciliation of Carloforte, has the purpose in a spirit of respect, cooperation and collaboration to enhance the well being of humankind, by promoting peaceful and positive relations between the different ethnic, racial and religious communities of the world.

The event stimulates an alternative use of emerging networks for an improvement of the role of the interaction of arts, sciences and technologies within an enriched multicultural world. In a global system where enhanced communication and political/economic changes are bringing about closer contact between people of diverse backgrounds, the potential for increased conflicts has become a destabilizing force in the world. While there are mechanisms to deal with conflicts between nations states there are fewer resources to enhance understanding and peaceful resolution of issues between cultural groups

The Open Call project is a world collaborative attempt to raise the consciousness about the interdependencies of the arts, the well being of individuals and communities, and the reconciliation of cultural differences through the interaction of cultures.

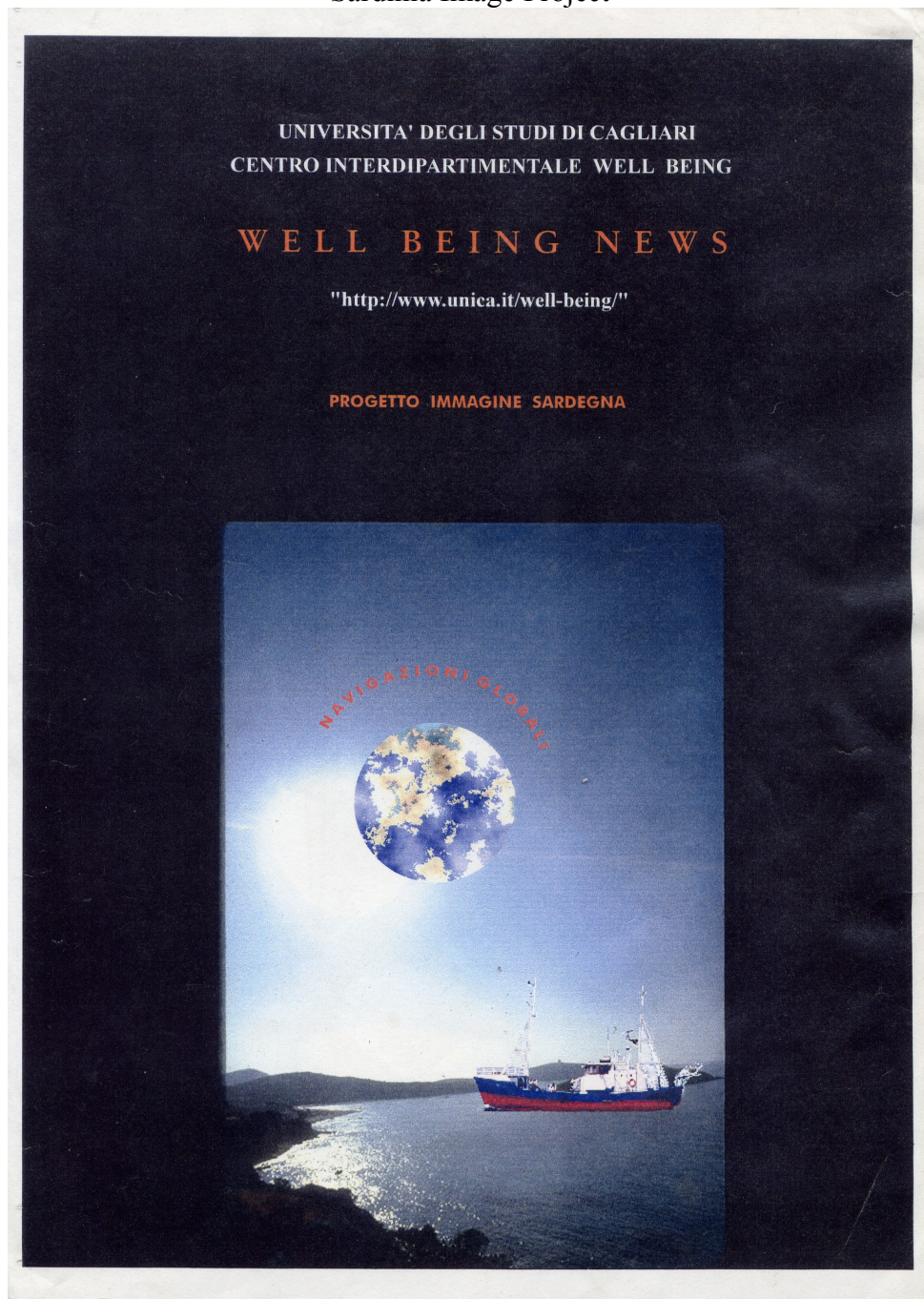
In a multicultural world, where different values and cultures clash, an international community-based should prove to be invaluable for understanding an art education framework through which members of different cultures communicate in spite of their languages and their cultural/political separations.

In a time when individual and collective cultural identification has become of paramount concern to all ethnic groups and when small countries are emerging after years of suppression to the possibilities of global participation, multicultural art participation seems of particular importance in developing of global participation, multicultural art participation seems of particular importance in developing mutual respect necessary to cohabit with diversity.



WELL BEING NEWS, [www.unica.it/wellbeing](http://www.unica.it/wellbeing) una home-page mensile del Centro Interdipartimentale Well Being dell'Università di Cagliari, attivata il 21 settembre 1995 in occasione della conferenza stampa di presentazione del Viaggio dell'Elisabeth, l'Arca del Well Being, nell'ambito del progetto di collaborazione "navigating Global Cultures, tra la New York University, la Northern Illinois University, the Cooper Union di New York e Università di Cagliari.

#### Sardinia Image Project



University of Cagliari, Sardinia, 1995

**ELISABETH, L'ARCA DEL WELL BEING**

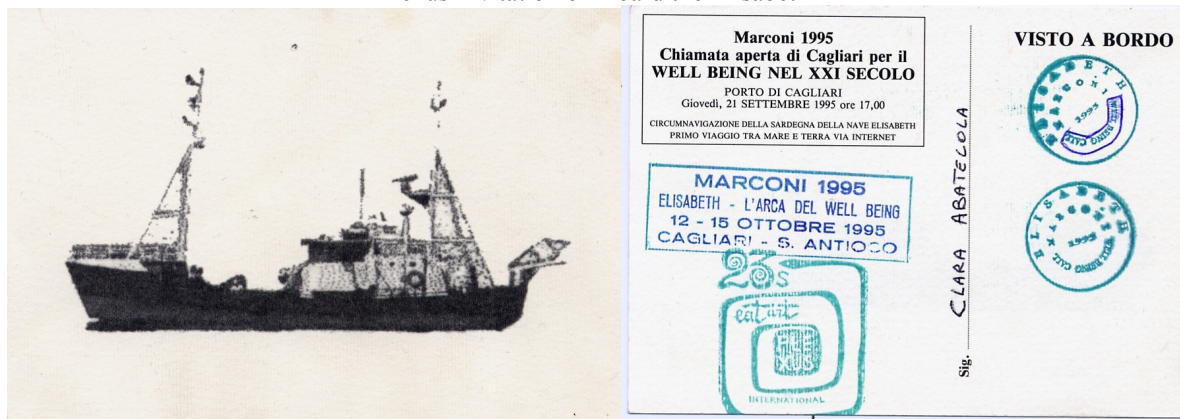
Il viaggio di circumnavigazione a tappe della Sardegna da parte della nave corallina Elisabeth, ridenominata “*l’Arca del Well Being*”, intende contribuire alla salvaguardia della memoria del patrimonio artistico, culturale e ambientale della Sardegna, segnalando tramite il diario di bordo pubblicato sulla Well Being News, [www.unica.it/wellbeing](http://www.unica.it/wellbeing), a cura del Centro Interdipartimentale Well Being dell’Università di Cagliari, quelle realtà che corrono maggiormente il rischio di erosione o di estinzione in Sardegna.

Marconi '95 Well Being Open Call of Cagliari Press Conference



Carlo Dernini, Guido Pegna, Salvatore Naitza, Giovanni Lilliu, Kiki Corongiu, Sandro Dernini, Antonio Ulzega, Rappresentante Marina Militare, Alberto Soi, on board the Elisabeth Boat, Cagliari, 1995

Plexus Invitation on Board the Elisabeth



Sardinia, 1995

Marconi'95 Well Being Call, Cagliari, Sardinia, 1995

100 Year Marconi Radio Celebration





Garibaldi Warship



Elisabeth Boat



Guido Pegna, on board the Elisabeth Boat, Cagliari, Sardinia, 1995

On September 21, in the port of Cagliari, in collaboration with the Italian Navy, under the auspices of the Autonomous Region of Sardinia and of the City of Cagliari, as part of the program of the National Committee for the Celebration of the Centenary of the Radio, Guido Pegna experimented to launch on air from the Elisabeth Boat, through a Marconi's telegraph, to the Garibaldi warship outside the harbour of Cagliari, the following message as The Marconi '95 XXI Century Well Being Open Call of Cagliari:

*"We are a single, interdependent, world-wide specie. Whether we like it or not, we are intimately bound up with each other around Earth. East and West, North and South, our fate is linked together. Thus a global view of human health is more essential now then even before."*





Guido Pegna



On board the Garibaldi warship, Sandro Dernini, outside the Port of Cagliari, 1995

### A Cultural Navigation around the Island of Sardinia



Artwork by Franco Cianflone, on board the Elisabeth, Port of Cagliari, Sardinia, 1995

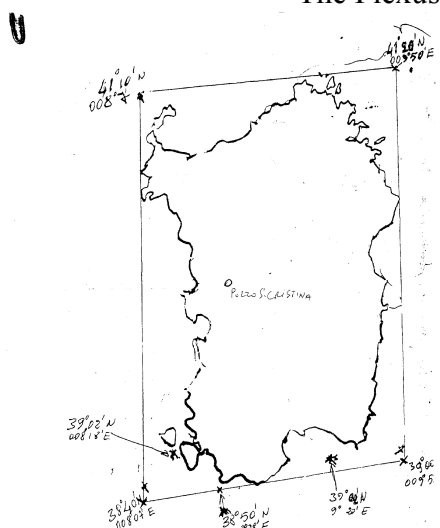


Artworks "Crossing the 5 Continents" by Franco Cianflone, on board the Elisabeth, Cagliari, Sardinia, 1995  
A GIS Mapping Sardinia Island for a Circum Cultural Art Navigation





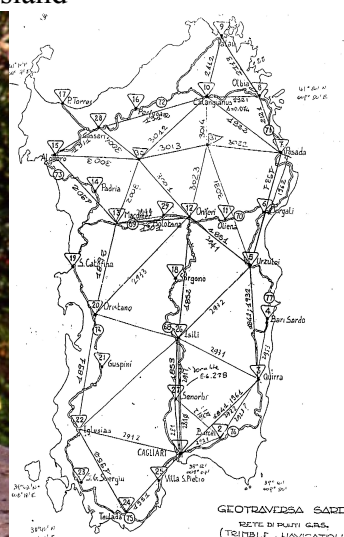
Signs artworks by Alberto Soi, on board the Elisabeth Boat, Port of Cagliari, Sardinia, 1995  
The Plexus GIS Mapping of Sardinia Island



GIS Satellite Mapping by Stefano Asili



Artwork by Alberto Soi and Stefano Asili



Stefano Asili and Giannina Sanna, Dept. of Engineering, University of Cagliari, Sardinia, 1995



Stefano Asili and Giannina Sanna, Oristano, Sardinia



Santa Cristina Well, Sardinia, 1995



## Nuraghic Global Art Marketing from Sardinia



Nuraghic Santa Cristina Well, Sardinia, 1995



Images concept by Stefano Asili and Sandro Dernini

Sandro Dernini



Nuraghic Shopping by Sandro Dernini



Museum Shop, Santa Cristina Well, Sardinia, 1995



Plexus Nuraghic Art Marketing



Santa Cristina Well, Sardinia 1995



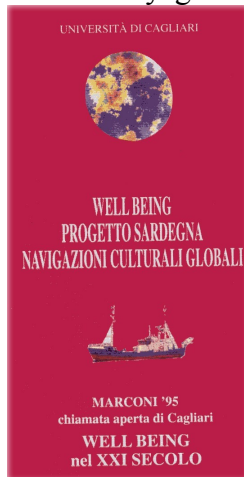
## The Nuraghic Time of Sardinia



Santa Cristina Well, Sardinia 1995



## The Voyage of the Elisabeth, the Ark of Well Being: Navigating Global Cultures



Carlo Dernini



Plexus Black Box

### PLEXUS BLACK BOX DATA BANK PROJECT

Plexus Black Box is a current interactive data bank page of the Well Being News on line in Internet.

Plexus Black Box: Art, Well-Being, and Reconciliation, an international community-based art project, is an interactive travelling exhibition, connected with a data bank on line in internet to reinforce dialogues among institutions, communities and individuals from different part of the world.

In 1995, The Plexus Black Box was displaced within an art installation on board of the Elisabeth, the Ark of the Well Being, traveling around Sardinia, in occasion of the 1995 Marconi Well Being Open Call. Plexus is the name of an international community-based art movement started in New York, in 1982. From 1982 to the present, Plexus has operated as an open multicultural and interdisciplinary framework to bridge, internationally and locally, the community and the academy by creating, organizing and documenting large collaborative art & science events. In these multicultural events, as community-based efforts, artists, scientists, intellectuals, and audience

representing different cultures and ideologies, interacted together and with their geo-political environments, and traversed separations of languages, disciplines, places. The Plexus Black Box is designed to bridge local and international communities interested in developing the Consortium for the Well Being in the XXIst century. The purpose of the Plexus Black Box is to increase community consciousness through art. The project is deeply related to the development of an international community-based art program linked together by one total persistent purpose: the linkage of art & science and technology to the notions of well-being and reconciliation of the humankind.





Walter Porcedda, Sandro Dernini, Guido Pegna, Carlo Dernini, Mattia Pegna, Giulio Concas,  
on board the Elisabeth, Port of Cagliari, Sardinia, 1995

The Voyage of the Elisabeth, The Ark of the Well Being Sardinia Project



Walter Porcedda, Salvatore Naitza, Alberto Soi, Carlo Dernini, Salvatore Naitza, on board the Elisabeth Boat



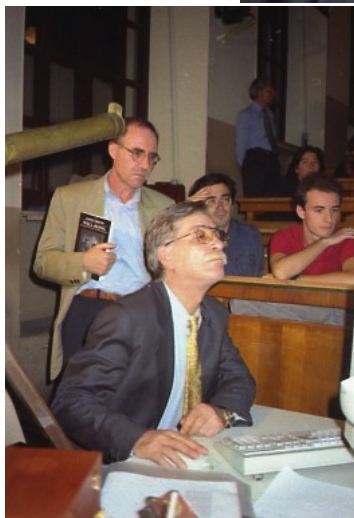
Salvatore Naitza, Port of Cagliari, Sardinia, 1995, Sandro Dernini, Alberto Soi,

Navigating Global Cultures New York - Cagliari





Sciences Building Auditorium, University of Cagliari, Sardinia, 1995







George Chaikin



George Chaikin and Guido Pegna



Università di Cagliari  
Centro Interdipartimentale Well Being

Regione Autonoma Sardegna  
Assessorato alla Pubblica Istruzione e Informazione  
Assessorato al Turismo

Comune di S.Antioco  
Assessorato ai Servizi Sociali, Assessorato al Turismo, Assessorato alla Cultura

Comitato Nazionale per le Celebrazioni del Centenario dell'Invenzione della Radio

**WELL BEING PROGETTO SARDEGNA**  
**NAVIGATING GLOBAL CULTURES, 1995-1997**

S.ANTIOCO-NEW YORK  
MARCONI '95

CHIAMATA APERTA DA S.ANTIOCO, SARDEGNA,  
PER IL WELL BEING NEL XXI SECOLO:

# **ISOLE MINORI D'EUROPA COLLEGATEVI**

**LA NUOVA FRONTIERA DELLA QUALITA' DELLA VITA**

Nello spirito della "Chiamata Aperta di Carloforte COLOMBO '92  
per la Riconciliazione" e della "MARCONI '95 Chiamata Aperta di Cagliari  
per il Well Being del XXI Secolo"

**DOMENICA, 15 Ottobre 1995, S.ANTIOCO**

Navigando attraverso IL PONTE: dal Porto al Porticciolo Turistico

**IL VIAGGIO DELL'ELISABETH,**

**l'Arca del Well Being**

ORGANIZZATO DA

Comitato Promotore Consortium Well Being Progetto Sardegna







Artwork by Piero Cianflone, on board the Elisabeth, Port of Cagliari, Sardinia, 1995

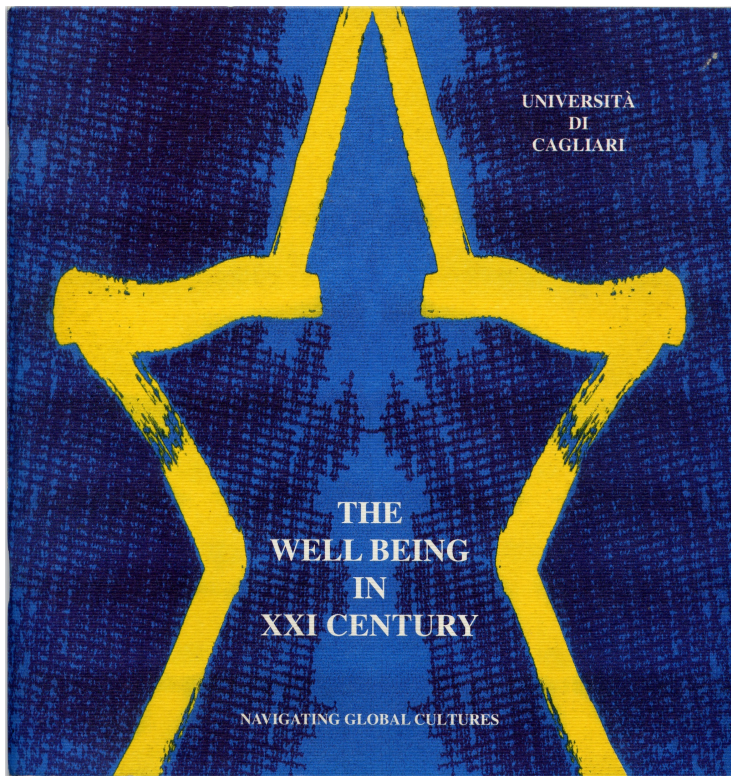






2° International Well Being Reconciliation Forum  
Navigating Global Cultures: Strategies for the Well Being in the XXI Century  
Organized by the Interdepartmental Well Being Centre, University of Cagliari





#### GLOBAL NAVIGATIONS

*Global Navigations. A name that inspires spaces, borders and possible targets. A name that represents a step in the evolution of an attempt to compare different cultures and peoples.*

*Any of them with a proper character, to obtain a vision more complete to solve some problems always present with their fascinating complexity. The big discovers and the reached aims make confident in a possible progress of all the social components through a progressive improvement of our way of living. But if an insight of the new poverty fixes one dollar as a daily resource of billion people today, with which false security is it possible to face the solution of an equal distribution of the richness when enormous differences concern the lives of a lot of people.*

*The methods, the weapons/he determinate will to act can and must come from the right components though of as critical consciousness of the society. First among them the University, for the knowledge that should represent and for the mixing of cultural relationships that could realise. Art should have the same importance if we think that only with a complete connection of reasons and feelings it is possible to realise unthinkable projects.*

*For Art and Science is written on the main entrance of the Cooper Union School of Architecture in New York, and the memory goes to the speech about the freedom of slaves by Abraham Lincoln. In the same sense of this speech, supported by reason for a fair human cause, the research trail of the right instruments to modify and to interpret the reality around us must be based on a scenario that can change name, and from PLEXUS we can arrive to Well Being, but must maintain coherently the route that through tracings in the mind and in the time not always linear, takes to the definition of the proper responsible role in the life.*

Franco Meloni,  
Coordinator Interdepartmental Well Being Centre,  
University of Cagliari

#### Objectives of the Forum

- Build bridges across cultures;
- Develop multi-disciplinary approaches to well-being
- Identify specific actions and possible resources in priority areas-

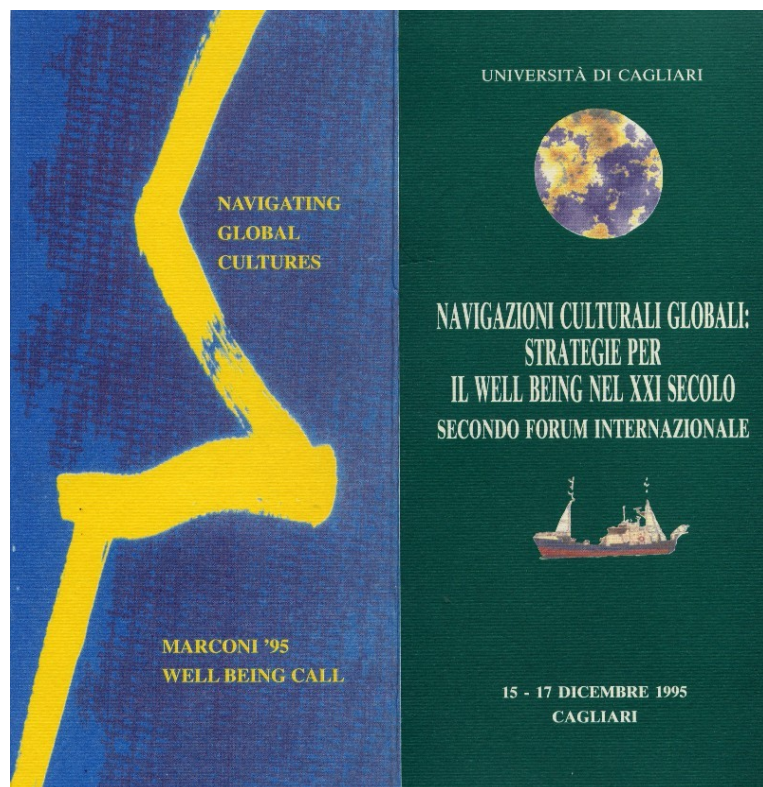


- Inform to educate;
- Disseminate information without hierarchy
- Empower women, children, elderly and the disenfranchised-
- Support human rights;
- Affirm and value ethnic and linguistic identities-
- Address environmental pollution, biodiversities and human ecology;
- Use Art and Communication as vehicles of universal nutrition;
- support animal rights.

#### THE WELL BEING TARGET:

1. To establish an International Consortium for the Well Being in the XXIst Century to develop a plan for in support of human rights with regards to hunger, health, education, child labour, and other contemporary forms of slavery;
2. To develop plans of action in line with the recommendations of the ONU International Conferences held in the last decade.
3. To organise an international forum on Communication and Well Being in 1997, to follow the World Food Summit, planned by FAO in Rome on November 1996;
4. To develop a proposal, expressing the interests of the Consortium for the Rome 2000 The Jubilee, to be presented to organising institutions.
5. To use all communication forms and interdisciplinary multicultural messages to promote the concept of the well being in the XXI Century; to use cutting edge technologies to serve ethically as the communicative force of the living traditions of global cultures;
6. To promote and encourage the bringing together of artists of various cultures to interact with each other, to collaborate on projects to bring about a better understanding of different peoples and living traditions within their respective communities; to encourage local art in order to bring about the empowerment of people and their traditions.
7. To support the Well Being Sardinia Project to facilitate the study and preservation of the cultural identity of Sardinia and of other ethno-realities.
8. To launch a well being communication campaign, presented by world-wide known testimonials from different fields and cultures, based on a few guiding ideas on food and art to increase awareness in the collective soul.





University of Cagliari, Sardinia 1995



Bruno Anatra, Pippo Puggioni



Carlo De Marco,



Kiki Corongiu,



Carlo Cannella





## WELL-BEING OF THE 21st CENTURY

The Constitution of the World Health Organization adopted at the World Health Conference in New York in 1946 declared that "Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity".

Following from this Declaration, the priority of governments and researchers has been the work on prevention and control of diseases. The idea to look at health differently as well-being only started at the end of this decade - thanks to easier communication.

More and more we are on a double track: one tendency is "fear of diversity"; the second one is openness to the richness of differences on our planet.

The 21st Century should be open and accept the differences among citizens of this planet. By so doing, we will create a new philosophy of well-being - more in agreement with nature - and many mental and physical diseases related to loneliness will disappear naturally.

This is our challenge - being the "go-between" generation, at the end of the 20th Century and at the beginning of the 21st one.

Dr. Aldo Landi,





