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**Presented by : Italian Group**

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**Art**

In Italy



# Art in Italy

Italian youth art is abandoning the sacred halls of culture to take over urban and digital spaces, making art immediate, viral, and accessible to all. It is no longer just an aesthetic pursuit but pure visual activism, using hybrid languages (from walls to pixels) to tackle urgent issues like inclusivity, identity, and the climate crisis. This is a generation that asks for no permission, blending pop culture with refined technique to engage directly with the public without intermediaries.

## Keywords

### Beyond the Canvas

The new generation of Italian artists (born since the '90s) moves beyond traditional museums to alternative spaces: city walls, Instagram feeds, and graphic novels.

### Urgent Themes

Art is no longer purely aesthetic but a vehicle for social messages: inclusivity, the climate crisis, civil rights, and mental health.

### Hybridization

Boundaries are blurred. An illustrator is also an activist; a street artist is also a digital icon.



# Manu Invisible

## Who he is & What he does:

He is a famous street artist from Sardinia who always wears a black mask.

Nobody knows his face: he wants people to look at his art, not his identity.

His art is a mix of giant words and beautiful paintings.

He paints them on city walls, bridges, or highways to make people reflect.

Every painting has a deep meaning.



## Social Impact & Projects:

He works on many important social projects, not only in Italy: he helps people in schools, hospitals, and prisons.

He has also worked in war zones like Ukraine, painting for peace.

## Curiosity :

In 2016, he won a famous legal case in the Italian Supreme Court.

The judges decided his work was public art, not vandalism. This was a huge win for all street artists in Italy!



# LAMAKKINA

LAMAKKINA is a music group founded by 5 young Italian singers and music producers from Rome. They started this project together in 2020 and they have published more than 100 songs on Spotify and all platforms. They make catchy electronic music and their concerts are like raves full of young people shouting their lyrics.



Their last album came out on the 1<sup>st</sup> of January 2026



They sing about young people's life in Rome

Their most listened to song is "GATTINI" which means small cats in Italian.



# Camilla Alberti

Based in Milan, Camilla Alberti (b. 1994) is a prominent visual artist whose work explores the concept of "hybridization" and the construction of worlds. She creates intricate sculptures and installations that resemble archaeological finds from a post-apocalyptic future. By assembling organic materials—such as shells and lichens—with industrial waste and fragments of ruins, she challenges the anthropocentric view of the world. Her practice envisions a symbiotic coexistence where human and non-human entities evolve together into complex, "monstrous" organisms.

**she collaborated with Hyundai**



**she has a degree in philosophy**

**she is known in South Korea**



# Effetto Larsen

**PARTICIPATIVE THEATRE**  
**FUN**





# Jorit

**Identity:** A world-renowned Italian street artist (Jorit Cirro Cerullo) from Naples, blending Graffiti with Fine Art realism.

**Signature Style:** Hyper-realistic large-scale portraits with surgical attention to skin detail, pores, and lighting (inspired by Caravaggio).

**The "Mark":** Every subject features two red stripes on the cheeks.

**Meaning:** Inspired by African scarification rituals, symbolizing initiation into the "Human Tribe"-the idea that beneath social and racial differences, we are one.

**Mission:** Uses public walls to amplify social justice, human rights, and political resistance. He often hides "secret" messages/words within the shading of his work.







**With artists like Jorit finding success directly on the streets and social media, is the traditional museum destined to become obsolete, or does it still play a crucial role for the new generation?**





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# Thank You

for your time  
and attention