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Mr. President, delegates, dear colleagues, I am very honored to bring to this assembly the development of my project which was presented to the General Assembly of UNESCO last November 8. It is a very big dream that I have cultivated for many years and that fortuitous circumstances give me the possibility to formulate in the context of a program which is surely an important contribution that UNESCO gives to humanity.

This is surely not the place to make critiques or eulogies, but I think it is of vital importance to give a basic contribution and a push for new possible choices in a very critical moment and to advance technologies as the telematic, informatic, and computer which implicate a new method for the promotion of the thematic and diverse UNESCO program: Education, Nature and Social Science, Culture and Communication.

Contrary to my first choice for the team, "aspects of creativity for everyone with the new media video or super 8", I prefer to opt for this second solution so that I can formulate a new proposition in the context of communication and to complete my project for a center of research for formation and diffusion of cultures via satellite, which has succeeded ~~in generating~~ so much interest.

In the meeting last Sunday in Ferrara dedicated to the new media, Vittorio Fagnone has, perhaps, clarified a basic point in the evolution of video art. The video or the electronic image assumes a new aspect, "end of oneself", and detaches the concept of video art burned in the artistic promotion circuits and assumes a new function of creativity reported to the media.

As I formulated with a little irony on the occasion of the first festival of video art from Locarno-Ascona (which has become one of the most important on an international level thanks, also, to the generous contribution of UNESCO) from the moment that cinema was recognized ~~as~~ the etiquette of the seventh art after the libel of 1911 from Canudo, the electronic image assumes new characteristics given ^{em} (en) from the important contributions from artists, and is surely becoming the ninth art, if we let the precedence of photography, which has already reached its kingdom as the eighth art, also, the term art, which is now anachronistic, assumes a simple significance of culture.

These new events which implicate all the techniques related to the all new media of communication are staying to supplant five centuries of the evolution of the "Galaxy Gutenberg", which seemed to have definitively resolved 5'000 years of transformation of writing. Also, the empire of celluloid which is still not adult let the pass to the new media new aspects in the history of man on which we must seriously meditate.

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The Homo Sapiens became picker, cultivator and conveyor of food, he had to document this first revolution, while borned the necessity to recognize the fruit of his work and of his conquest, so the sign as a simple necessity of affirmation, possession, priority of rights, borned.

It was also the principle of an immense tragedy, that has not yet found epilogue and will be tremendous if there is not puted a remedy, returning to the humanity and to the nature there belongings. Sign become writing, document, art, and after a fascinating cycling . It composes itself today in a new media: the computer as a extension of human brain that as "in the beginnings" was "picker" of information, concepts, experiences, culture, images dreams. Always old medias transform themselves and let the place to new medias that corresponds better to human necessity.

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The electronic image with the intermediary of the television is not only a media of mass communication, but also, a revolutionary media furnishing to the artist to render visibly his message, and give spatial coordinates for diffusion to the creator for elaborating new images. It is also a big possibility offering the sociologist the ability to humanize technological society and to the educator to promote an interchange with diverse cultures, and in the end to assimilate the recent evolution and to elaborate via satellite new methods of communication with interactive programs. The computer which is in its fifth generation is staying to revolutionize our manner of conceiving space and time in the actual universe. The videophone, the visiophone, the picturephone, and all ~~of~~ the new generation of "telechildren" in gestation, are certainly on the way to modifying our cogito, our faiths, our customs and also the concepts of intelligence, of creativity, of culture and of eternity.

This evolution, however, if well coordinated will permit in the future a better equilibrium of information, of education, and of formation of the whole world, and it would be possible to lift barriers which divide the blocks, the countries in evolution. It will be possible, we hope, that humanity leaves prehistory.

We must also, before it will be too late, modify our concept of rights for culture, for truth and for the peace. But that which is again more disquieting is the way in which the world continues to conceive of the future based not only on archaic instruction in scholastic, university, academic and professional levels, but on total illogic in comparison to the recent alternatives evidently opened by new discoveries, scientific and technological.

We continue to construct schools, to displace students and professors, wasting uselessly energy and means, while the problem is now another, view that we are effectively already catapulted in the new era dominated by the technology which permitted also a species of bilocation, but which, requires an immediate updating intelligently seeing the future and not the recent past; when we will not create a more profound difference between the populace, or the introduction, already in gestation, of an apocalyptic catastrophe.

It is ~~anticipated~~ ^{provided} in the coming years, an ideological dispute between the traditionalists and the innovators as history has proved, but one thing appears certain: the computer will be the cumulative brain which accompanies the coming generations in their terrestrial ^{spatial} ~~space~~ adventures and it will perhaps, permit a better equilibrium between the people, a new concept of peace and the formation of a more human conscience.

On the other hand, the satellite, will not be only a vehicle of information, of entertainment, and of accustomed habits, but it would be able to permit a unification in instruction, a system of communication accessible to all the people, a progress in the education of all, and a unified development among the sciences, culture, and creativity.

And for all of these elements, my proposition to UNESCO is for the creation of a center for research, information and cultural formation, by satellite, in a neutral country like Switzerland and in a place with the magical inspiration of the past like the Monte Verità of Ascona, is truly relating a favorable contingency, since the hill belongs to the state of Canton Ticino, and is given with the purpose of creating events of a high cultural level.

To realize this would permit to a large portion of the human race to take consciousness from the revolutionary era in which we already are living, to better comprehend and to tame and to dominate the media and their implication for the new telematic universe which is opening a future already emblematic, full of uncertainty and fear but also of hope.

The first part of the project which ^{has been} is just realized, I have explained and have employed with my son for about twenty years for constructing an experimental center situated between Locarno (city of peace) and Ascona (Monte Verità) and it will be officially opened January 1, 1984, on the occasion of the transmission via satellite coordinated by Nam June Paik: "Bonjour, Mr. Orwell", is realized with some artists, the more conscious, ~~and of the Utopian~~ of the contemporary cultural world. *problematics.*

I must thank the ^{my} friend, Enrico Fulchignoni for the suggestion to open the center also for scholarships and students from the third world.

The center is composed already with the structure for the base formation of the diverse graphic and plastic techniques with installation for cinema, video, photography, and computer graphics; a library and studios for the artists who can work and practice the diverse techniques, in direct rapport with the actual necessity.

future ~~The theme of the foundation of the center is about research, the documentation, the diffusion and the interexchange of information regarding the mind, body, spirit, nature, cosmos, science, arts, culture, techniques, utopia and wisdom. The center will be connected with the most important schools of scientific, artistic and cultural research and the better sciences, arts, creativity, mysticism, anthropology, professors and professionals in all areas of education will want to~~
WHO can be called "televeritation"

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will want to make possible and to diffuse their knowledge, intuition, creations, and new concepts using all of the techniques known and all of the media to arrange electronic and technical means which will permit another kind of bilocation with the videophone, continually adjourning new contemporary cultural developments, efficaciously, and the interaction in the video programs of television via satellite. Attention will be posed to the new generation who waits for our generation to courageously and clairvoiantly suggest alternatives to sort out humanity from pessimistic and tragic contingencies and are fruits of a bad interpretation of rights and duties of men vis a vis the community, nature and ~~the~~ cosmos.

We are entering in a new era which is not only the robotics era but it is also the Age of Aquarius which is coloring new mysticism in the thinking of man.

The laws of relativity have modified our concepts of matter and energy, imposing our total reorganization of our "fantastic" life. Radioastronomy brings us a new concept of time and space routed to intuition and experience which are ^{deeply} ~~shaking~~ ^{almost} shaking our images of the world. The reality of our life is posing ~~by this time~~ hereafter of the same reality, of a reality that the future will newly identify in rapport in a different view between man, mind, and univese.

Exactly twenty years ago, McLuhan, not only said that, "the medium is the message" but in his introduction to, The instruments of Communication, he prophesized "After there will have been an explosion of about three thousand years of fragmented, solely mixed mechanical technologies, the Western world will then enter a phase of implosion. In the era of the mechanics, we will have performed an extension of our body in the sense of space. Today, after more than a century of the technological use of electricity, we have ~~a large~~ ^{extended our} central nervous system ^{in a global} embracing ~~the world which~~ ^{so much}, at least as it concerns our planet, abolishes ~~all time in its~~ ^{as} ~~relation the~~ space. We are rapidly advancing to a final phase of the extension of man: that is, however, across the simulated technologies, the creative process of knowing there will come a large collective consciousness to include the whole society of man, just as, the various media have largely intermediated our senses and our nerves. The Western involution, it is known by now, is a disquieting dimension and is an alarming warning to Europe which again would play an important role. There must be a time of exit from the "dark times" as said Brecht and which perhaps Nietzsche interprets: "Europe will be unified when it finds itself on the brink of ruin".

I believe it is both the moment for Europe to join strengthening its bonds and coordinating research, not only for counterbalancing excessive technological power

overseas, but also to give its constructive contribution to becoming determined to shake after the collapse of so many myths.

Therefore, we must do something "superior" ^{view that} as we made until now ^{too bad or} very poor use of ^{our possibly possibility} vision, or we can have a very small final hour ^{and} concentrating ^{the} totally our capacity for defining ^{for human} a strategy for finding a rescue ^{for a} of the species of man from catastrophe, putting in action from the ^{revolution of the} ~~revolution of ironing out~~; dramatizing the unforeseeable "chip of silicon". ^{crawling}

The project which I propose is not only an initiative but a grand dream already in action in a contemporary contest not made of presumptions, egoism and greed; but it is a dream which if it can be realized, would enable the opening ^{be} ~~of~~ ^{the} eyes, would give the freedom to man, would indicate where he is going, the true function of the media, of utopia and of intuition, of the ^{contribution} ~~doors~~ of science, of mysticism, of culture, ~~and finally of the earth's existence itself~~. And in conclusion, ^{the} cit-

^{Quoting} ting Fromm also who died a short time ago in Locarno, who in Revolution of Hope of '68 says: "We are in the middle of a crisis of modern man. We do not have much time ahead of us. If we don't begin to make many things now, it will probably be too late. But ~~if~~ we have hope, because ^{it} ~~this~~ is a real possibility, ^{to} ~~that~~ man may find himself again and give humanity the technological society". ^{it is not} ~~without hope~~ ^{our duty to} ~~we cannot complete~~ the work", says Mischna, but we don't have a right of "refraining from beginning the work."

Thank you for your attention.

Paris 12/16/83