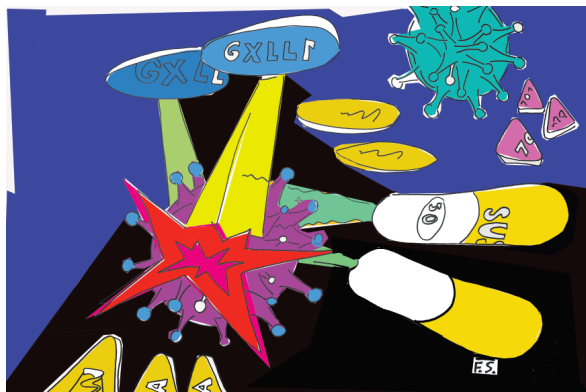


THINK POSITIVE FABRIZIO SCLAVI & FRIENDS FOR ASA, AIDS SOLIDARITY ASSOCIATION



press release

10 Corso Como Tazzoli inaugurates the new spaces with a special exhibition to think differently about who is HIV positive in collaboration with Fabrizio Sclavi & Friends for ASA, Aids Solidarity Association.

On **December 1st** 2018, to honor World Day for the Fight against AIDS, **ASA, AIDS Solidarity Association**, has organized an *happening*-show that inaugurates the new **10 Corso Como Tazzoli**, an important new sign in the city of Milan which enriches the City center with new open spaces for cultural entertainment.

For this special day, exceptional testimonial is **Fabrizio Sclavi**, journalist and illustrator, who has asked to the best international photographers and creatives among his friends and colleagues of all time among to raise awareness on the theme of AIDS and prejudice towards those who are HIV positive. Sclavi has created four images that tell an ironic and communicative story about the virus and the activities that ASA since 1985 is working on.

Gian Paolo Barbieri, Maria Vittoria Backhaus, Maurizio Galimberti, Ilaria Facci, Giovanni Gastel, Piero Gemelli, Alessandra Spranzi, Oliviero Toscani and Fabrica, Paolo Zambaldi and Giosetta Giorgetti, Max Zambelli, Stefano Zarpellon and Efisio Rocco Marras immediately joined the appeal launched by **Fabrizio Sclavi**.

All the photographers and creatives donated a work for the exhibition and in some cases created a specific picture for ASA, such as the #undetectable campaign, which aims to explain that HIV-positive people are no longer contagious after the antiretroviral treatment.

"We are very grateful to Fabrizio Sclavi and to all the artists who work against HIV. - Said **Massimo Cernuschi**, ASA President - We do hope that this evening-happening could work as a sounding board to think and see HIV-positive people without prejudices, knowing that an undetectable virus, Undetectable, is not transmissible too: Untransmittable, U = U, as we printed on ASA shirts».

Every year the ASA, Italian referent of the historical project promoted by "The Names Project Foundation", takes care of THE QUILT, with a show where it exposes blankets designed and embroidered by friends or relatives of AIDS victims, so that their memory won't be lost.

This year, thanks to the exhibition curated by **Fabrizio Sclavi and Federico Poletti**, ASA showcases the "Kilts" through an installation in 10 Corso Como Tazzoli along with some emotional photographs taken by the photographers involved. During the evening a crowdfunding campaign will be launched to create the digital archive of all the "Blankets of Names" that ASA retains (about 400). At 6.30 pm **Fabio Marelli**, speaker of Discoradio, introduces the guests and the authors. At 8.00 pm the actor **Angelo di Genio** plays some extracts from the "Processo a Nureyev" written by Mario Acampa. At 8.30 pm Reading of the Kilts Names. At 9.00 pm **Sem & Stenn** live performance.

ASA - SOLIDARITY AIDS ASSOCIATION

ASA, Solidarity AIDS Association is a voluntary association legally recognized, founded in 1985. First Italian association to deal with HIV and AIDS, at a time of extreme difficulty due to confusing news on the transmission and the course of the virus and the disease. From a first information telephone service, it evolved in the assistance towards people who are HIV-positive or sick with AIDS. In February 1987 the association started the first Italian experience of self-help groups among HIV-positive people and started home and social care. In more than thirty years of activity hundreds of people have contacted ASA for assistance, telephone counseling or psychological support. The Association carries out its activity in Lombardy and, although operating in the regional area, it has pioneered some methodological experiences, later nationally applied. ASA is an international reference and is the Italian representative for The Quilt project, The Names Project Foundation, (San Francisco). Among the numerous prizes and honors, it awarded the Medal of the President of the Republic on the occasion of the World Day for the Fight against AIDS in 2013.

WHAT, WHERE AND WHEN

Fabrizio Sclavi & Friends for ASA, Solidarity AIDS Association

Saturday December 1st, 2018, from 6.00 pm to 11.00 pm

6.30 pm, Fabio Marelli, Discoradio speaker, will introduce the artists

8.00 pm, Angelo di Genio, actor, plays some extracts from "Processo a Nureyev" by Mario Acampa.

8.30 pm, Quilt Name Reading

9.00 pm Sem & Stenn, live performance

10.00 – 11.00 pm, drink & dance.

10 Corso Como Tazzoli - via Tazzoli 3 – Milano

The ASA projects realized by **Fabrizio Sclavi, Gian Paolo Barbieri, Maria Vittoria Backhaus, Maurizio Galimberti, Ilaria Facci, Giovanni Gastel, Piero Gemelli, Alessandra Spranzi, Oliviero Toscani and Fabrica, Paolo Zambaldi and Giosetta Giorgetti, Max Zambelli, Stefano Zarpellon and Efisio Rocco Marras** for the 2018 anniversary are on view in via Tazzoli 3, from 2nd to 23rd December 2018, open every day, from 12.00 pm to 7.00 pm.

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