

THE ARK OF WELL BEING



On September 21 of 1995, at the harbour of Cagliari, on board the Elisabeth boat, it was presented *Navigating Global Cultures Sardinia Well Being Project* and its circumnavigation of the Sardinia island, via internet and sea, with the travelling information pavilion the *Ark of the Well Being*, to collect living cultural traditions and natural resources of Sardinia under the risk of extinction to be preserved through a new art marketing package by Plexus. After, in celebration of the 100th anniversary of the Guglielmo Marconi's radio invention, *The Marconi XXI Century Well Being Open Call* was launched in the air with an experimental Marconi's test conducted by Guido Pegna.



Graphics by Giorgio Dettori, the Elisabeth boat, Sardinia 1995



Salvatore Naitza, Giovanni Lilliu, Kiki Corongiu, Sandro Dernini, A. Ulzega, Alberto Soi, on board the Elisabeth boat, Harbour of Cagliari 1995



**THE 1995 MARCONI WELL BEING
OPEN CALL FOR THE XXI CENTURY**

*We are a single, interdependent,
world-wide specie.*

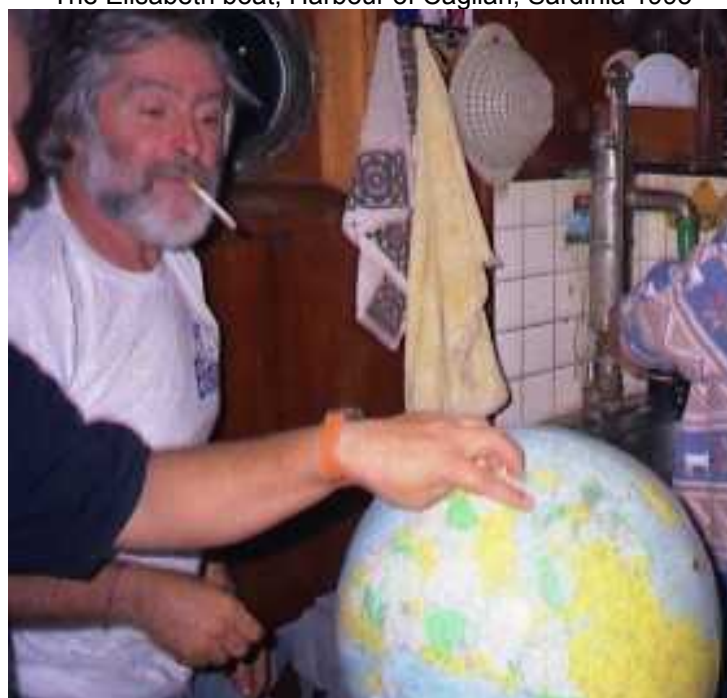
*Whether we like it or not,
we are intimately bound up with each other
around Earth.*

*East and West, North and South,
our fate is linked together.*

*Thus a global view of health
is more essential now
then even before.*

*A Recall from the Statement by the Chairman of the 37th World Health Organization
Assembly
Health for All, Geneva 1984*

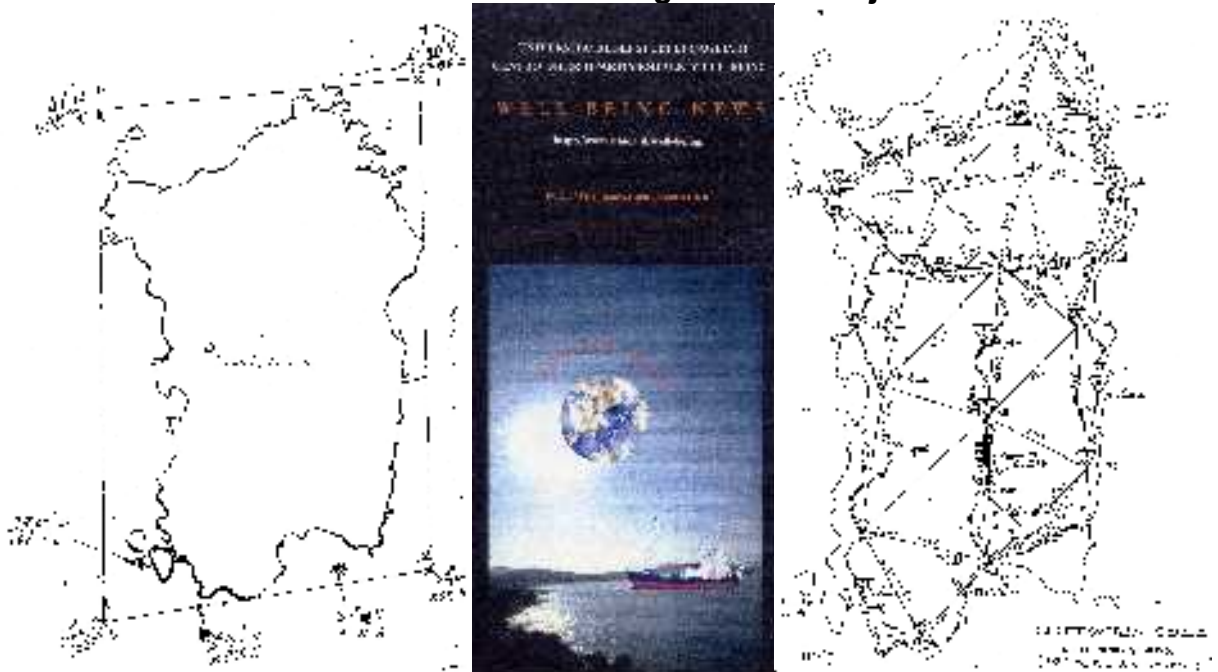
The Elisabeth boat, Harbour of Cagliari, Sardinia 1995



Carlo Dernini on the Elisabeth boat, Harbour of Cagliari, Sardinia 1995,
1995 Marconi Well Being Open Call for the XXI Century



Guido Pegna, on board the Elisabeth boat, Harbour of Cagliari 1995
The Ark of the Well Being Sardinia Project



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



Santa Cristina Well, Sardinia 1100 BC.
The Ark of Well Being Sardinia Project



Sandro Dernini, Santa Cristina Well, Sardinia 1995



Artwork by Alberto Soi and Stefano Asili, Cagliari 1995



Alberto Soi, Carlo Dernini, Salvatore Naitza, Cagliari 1995
Navigating Global Cultures Well Being Sardinia Project



Salvatore Naitza



Walter Porcedda, Sandro Dernini, Guido Pegna, Carlo Dernini, Mattia Pegna, Cagliari 1995
Experimental Wireless Images in Motion Transmission from Sardinia to New York



Elisabeth boat. Harbour of Cagliari, Sardinia 1995



Francesco Corongiu, Guido Pegna, George Chaikin, University of Cagliari, Sardinia 1995

Navigating Global Cultures Well Being Sardinia Project



Artwork by Piero Cianflone, Harbour of Cagliari, Sardinia 1995



Travelling installation by Piero Cianflone, Elisabeth boat, Sardinia 1995

Navigating Global Cultures Well Being Sardinia Project



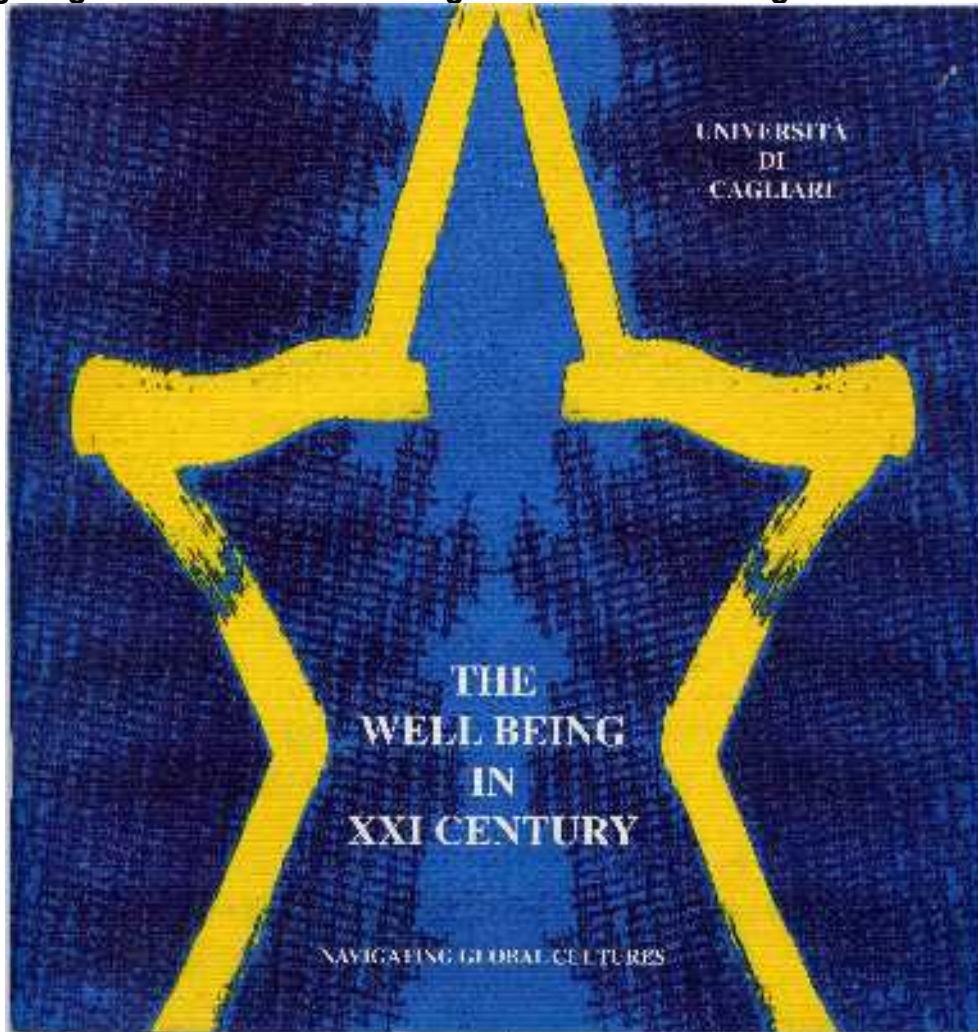
Travelling installation by Piero Cianfrone, S.Antioco, Sardinia 1995



S.Antioco, Sardinia, 1995

On December 15-17 of 1995, at the University of Cagliari, it was held the 2° International Well Being Reconciliation Forum *Navigating Global Cultures: Strategies for the Well Being in the XXI Century*. As a result of it, the Consortium for the Well Being in the XXIst Century was established to organise, after the FAO World Food Summit planned in Rome in November 1996, to promote the concept of the well being as a multicultural paradigm for enhancing the quality of life in the community, through a well being communication campaign based on few guiding ideas on food and art.

**2° International Well Being Reconciliation Forum
Navigating Global Cultures: Strategies for the Well Being in the XXI Century**



Graphics by Giorgio Dettori



Carlo De Marco

Sandro Dernini
University of Cagliari, Sardinia 1995

Carlo Cannella

Kiki Corongiu

2° International Well Being Reconciliation Forum



Aldo Landi



Glauco Benigni



Mico Licastro



Giovanni Panatta



Indira Chakravarti



Enrico Casadei



Augusto Rinaldi



Bruno Anatra, Pippo Puggioni



David Ecker



George Chaikin



Miguel Algarin



Arturo Lindsay



Tito Orru, Franco Meloni, Sandro Dernini, Giovanni Lilliu, Mico Licastro, Earl Davis, Arturo Lindsay, Miguel Algarin, Glauco Benigni, Nicola Froggio Francica, Hotel Calamosca, Cagliari, Sardinia 1995