

International Press Release.  
Turin, 1st November 2011

**inVeritas is a new project to democratize the power of the Italian media.**  
**<http://inVeritas.net>**

All the info about the project in English:  
<http://www.toshare.it/?p=4779&lang=en>

Every citizen is invited to freely create the news story he or she wants to communicate. With inVeritas.net, newspaper headlines can be generated for twenty-one Italian papers in A3 format, ready to print-off in seconds. Citizens, either individually or in groups, can then disseminate the news story by posting the headlines near their local news-stands. inVeritas gives everyone the chance to speak and disseminate news directly through news-stands across Italy.

### **What & Why:**

Italy is a country with an incredible number of newspapers. This is because they are subsidized by public funds, especially those of political parties. So speaking about independent information in Italian newspapers is simply impossible, and obviously, even less so when the Prime Minister of the country owns most of the media outlets. Although there is an informal monopoly on information, Italians can still choose to read slightly different truths in each of the over twenty five national newspapers. This media context probably creates a bit of confusion about the idea of truth and information for some Italians, as well as about how to interpret it. At the same time, this confusion has led some other people to develop strong critiques and deep awareness about the contemporary power of media and information.

Like a social experiment, through inVeritas.net every one can speak out and say the truth. Just because, everyone should have access to the right to inform, thus breaking up the monopoly held by the Italian media, renowned for their characteristic factiousness and systematic servility, and the censorship and manipulation of information.

The inVeritas.net platform enables headlines to be generated for all the major Italian newspapers, with a view to intelligently and effectively shocking, irritating, provoking indignation or just humorously informing the incredulous readers of the headlines created with inVeritas.

### **6th November – National Action Day to “Reclaim the Power to Inform”:**

To launch the inVeritas project, the 6th November will be dedicated to a nationwide initiative to reclaim the power to inform from the media.

Through inVeritas, everyone is invited to create and print-off tampered headlines for all the major Italian papers, and post them up near news-stands on Saturday night, 5th November, and on Sunday afternoon, 6th November.

A day dedicated to freedom of information, in a country blacked out by the overwhelming

power of the media.

**The Secret Workshop: Preparation and creation of an Italian Media Hack Performance.**

The workshop will be held during the Share Festival in Turin on 4th November 2011.

Paolo Cirio has prepared a special project for an Italian Media Hacking Performance. The workshop will introduce the "inVeritas" platform for creating newspaper headlines for all of Italy's major dailies. Together, participants will create the perfect news stories, intelligently and effectively designed to shock, irritate, provoke indignation or simply inform people with humor.

Then a strategic plan will be developed collectively to distribute the headlines to news-stands across Turin, so as to identify and strike the chosen target in the most effective way possible.

The workshop will also be an opportunity to identify certain weak points in the promotion of artistic projects at the national and international levels, by capturing the attention of the media, and at the same time encourage community participation.

Additionally, the workshop will also discuss some of the communication and specifically linguistic techniques used by contemporary media. The strategies and tactics used for cultural communication, for marketing and by politics will be analysed and subverted, so as to take back the power of mass social influence, hijacked by contemporary media. Paolo will provide an introduction to a number of communication theories, developed by radical media theorists. The theories and analyses briefly presented will help to understand and resist media manipulation in the information age.

For more info about the inVeritas project in English:

<http://www.toshare.it/?p=4779&lang=en>

inVeritas is created through the kind support of Share Festival of Turin in Italy:

<http://www.toshare.it>

**Paolo just won the Share Prize Festival 2011 with the project Face to Facebook made in conjunction with Alessandro Ludovico.**

Thanks for your attention.

Paolo Cirio

<http://www.paolocirio.net>



**PAOLO  
CIRIO**