



ITALY

VENICE FOR SALE

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ROLEX
Menors & Protégés

VENICE, SAN MARCO: A HOSTESS WAITING FOR A GROUP OF TOURISTS

FLOODED (EVEN) BY OVER 30 MILLIONS OF VISITORS PER YEAR, VENICE IS COLLAPSING. OR PROBABLY IT'S JUST OUR SOCIETY MIRRORING ITSELF IN THIS CITY IN A RUTHLESS, EMBLEMATIC WAY, SO HARD THAT WE ALMOST CAN'T STAND THE VIEW OF THE REFLECTED IMAGE. RESIDENTS LEAVING THE TOWN, TOURISTS FRANTICALLY TAKING PICTURES OF THEMSELVES, NOT THE MONUMENTS AT THEIR BACKS, STAND UP PADDLE BOARDS SHARING THE CANALS WITH THE GONDOLAS: IN VENICE THE FEEL OF WONDER NOW ORIGINATES FROM A SHORT CIRCUIT OF SENSE, NOT FROM THE MAGNIFICENCE OF ITS BEAUTY. THIS FACT HIGHLIGHTS A TRAGIC PARADOX: VENICE IS USELESS, NOW. IT HAS SOME VALUE IF SEEN AS AN ENORMOUS AMUSEMENT PARK FOR THE ENJOYMENT AND THE NARCISSISM OF THOSE VISITING IT, BUT WOULD NEVER, EVER LIVE IN IT. IN FACT, EVEN THE PUBLIC POLICIES, IN THE END, ARE CONCEIVED TO SHAPE THE TOWN AS A CONSUMER PRODUCT.

YET THE EMPTY HOUSES, HIDDEN BEHIND GIGANTIC AD BILLBOARDS, WHISPER A PROTEST THAT THOSE WHO LIVED IN THOSE PALACES CAN HEAR. IT'S SOMETHING CLEARLY SHOWN BY THE PHOTOGRAPHIC PROJECT OF FEDERICO SUTERA, A VENETIAN FAR FROM HIS TOWN FOR FIVE YEARS TO BE THEN BACK TO A "VENICE FOR SALE". A PLACE WHERE RESIDENTS' VOICES ARE CONSTANTLY COVERED BY THE ONES OF TOURISTS NEEDING TO KNOW THE COST THE MASK, NOT THE STORY OF WHO'S WEARING IT. IT'S NOT THE IMMENSE TREASURES THREATENED BY THE ACQUA ALTA (HIGH TIDE) TO WORRY THE VISITORS IN FRONT OF THE BASILICA OF SAN MARCO, BUT THE URGENGE TO PHOTOGRAPH THEIR FEET IN THE WATER. IS SPACE MISSING IN THE SQUARES AND ALONG THE CANALS?

LET'S SQUEEZE OURSELVES AND PUSH LIKE CRAZY, UNCONCERNED ABOUT THE BASICS OF SAFETY AND THE RIGHT FOR A LIVEABLE PLACE. WHAT ARE ALL THE PEOPLE AFTER, IN VENICE? THEY'RE JUST AFTER ITS PHANTOM, A GLIMMER OF IT. SOME LOOK FOR IT READING THOMAS MANN'S "DEATH IN VENICE", AND JUST DON'T REALISE THE CORPSE OF THE TOWN IS AT THEIR SIDE. FACING SUCH A TRAGIC, GROTESQUE DESTINY, THE ONLY WAY LEFT TO DENOUNCE IT IS JUST IRONICALLY POINT THE FINGER TO THOSE WHO SEEM TO HAVE LOST THEIR SENSE OF LIMIT. WHILE FREEZING THE FRAME OF "THE OTHERS" DURING A LEISURE TRIP TO BECOME A LUXURY FRAME INSTEAD OF THE PAINTING, VENICE BRUTALLY PUT US IN FRONT OF OURSELVES, FORCING US TO WONDER ABOUT THE WAY WE KNOW THE WORLD TODAY, OR ABOUT WHAT WE THINK WE KNOW OF IT WHEN USING THAT DEFORMING LENS CALLED TOURISM.

VENICE: A CRUISE SHIP PASSING IN FRONT OF THE SAN MARCO BASIN



VENICE, SAN MARCO, PONTE DEL CAMPO DELLA GUERRA,
A TOURIST SHOOTING SOME VIDEO





Toyota HSD. L'ibrido è oggi.

Basta con i sospiri.
Adesso la tecnologia HSD
è accessibile a tutti.



TOYOTA



"IL CIELO DEI SOSPIRI"



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Auris HSD - Valori massimi: consumo combinato 25 km/l. Emissioni CO₂ 93 g/km.

Prius - Valori massimi: consumo combinato 25 km/l. Emissioni CO₂ 92 g/km.

VENICE, BRIDGE OF SIGHTS: AD BILLBOARDS AND SCAFFOLDINGS HIDING THE FACADES OF PALAZZO DUCALE AND PALAZZO DELLE PRIGIONI



VENICE, PIAZZA SAN MARCO: CHINESE TOURISTS OBSERVING THE CLOCK TOWER



VENICE, SAN MARCO: A HAWKER IN FRONT OF HIS STAND



VENICE, TRONCHETTO: BAGGAGES WAITING TO BE TRANSPORTED BY BOAT



VENICE, PIAZZALE ROMA: A CROWD OF TOURISTS
READY TO DISEMBARK AT A VAPORETTO STOP



VENICE, MISERICORDIA CANAL:
A TOURIST EXPLORING THE CANALS ON STAND UP PADDLE BOARD



VENICE, PIAZZA SAN MARCO: COUPLES OF NEWLYWEDS TAKING PICTURES OF SOME OTHER COUPLES OF NEWLYWEDS

ICE CREAM

€ 5,50
€ 4,00
€ 3,00

MENTA
MINT
MINT
MINT

ARANCIA
ORANGE
ORANGE
ORANGE

LIMONE
LEMON
LEMON
LEMON



€ 2,00

CONO
GIGANTE

VENICE: AN ICECREAM VENDOR
IN PIAZZA SAN MARCO

VENICE, SAN MARCO: CHINESE TOURISTS WITH SHOE COVERS AGAINST THE ACQUA ALTA (HIGH TIDE) WALKING ON THE BOARDWALK MADE READY FOR THESE OCCASIONS





INTERRUTTORE
ELETTRICO
CENTRALE ELETTRICA
USARE SOLO
IN CASO D'EMERGENZA

VENICE, SAN MARCO: A WOMAN CANOEING UNDER THE PROCURATIE ON A ACQUA ALTA (HIGH TIDE) NIGHT



VENICE: TOURISTS VISITING A
GLASS FACTORY IN MURANO



VENICE, RIVA DEGLI SCHIAVONI:
ABUSIVE HAWKER WAITING FOR TOURISTS IN STRATEGIC POINTS





VENICE, SAN ZACCARIA: AN ABUSIVE MASK PREPARING TO HAVE HER PHOTO TAKEN FOR AN OFFER



VENICE, ZATTERE: JAPANESE TOURISTS HAVE THEIR PICTURE TAKEN WITH THE ACQUA ALTA (HIGH TIDE)



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FOR SALE**

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