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User and social Innovation essay

"SHE LIFTS THE WORLD IN THE NAME OF..."

THE CONCEPT

I've been working on the idea of "strength" and on what I could use as a subject for my picture; I thought a lot about the concept of "inner strength", about what it could mean and how it could be shown in a photo.

So, I wondered: What is strength?

The state, property, or quality of being strong, the power to resist any attack, strain or stress, a sort of durability; but also the ability to firmly maintain an ethical or intellectual position and the capacity or potential for effective action.

So, I asked myself what could be a way to show and name such a concept. I started thinking about what people do use to find the necessary strength to overcome difficulties and go on with their lives. Without troubles and tasks, there is no real need for strength, because everything just keeps on going well. However, when you have to face all the snags of a demanding challenge, finding strength becomes important.

And other questions followed the first: where and how do people find strength? What motivates them not to give up? A person could be desperately in need for something or have an astonishing passion, or be motivated by faith and various beliefs.

In any case, I understood that I should represent both spiritual and physical vigor and I decided to do it by showing the exertion that every demonstration of strength implies.

But still, pragmatically I didn't know what could appear in my photo. At the beginning, I thought of athletes, rites and martial arts then I extended my focus also on other oriental arts: for instance, yoga, the practice that combines perfectly consciousness, strength, dexterity and softness.

In the end, I have come out with the idea of photographing a woman doing a vertical yoga pose and then reverse the photo. In this way, the photo shows a woman apparently floating in the air, flying and forcefully lifting something enormous, that is just the floor, but in the picture the burden could just be the world itself. or something that has finally been raised and overcome.

And how has this heavy burden been raised? What was the source of such strength? Everyone has his own source, deity, motivation, passion, need.

So the title is "lifting the world in the name of..." with the three dots that represent an empty spot so that everyone can choose what name put instead of them.

THE MAKING OF: CHALLENGES AND DIFFICULTIES

The main challenge, after the concept, was to find the right person. I didn't know any yoga teacher and I needed one, because the pose I had chosen was a really tough one. In a week though, I discovered that in Como, the town which I live in, there was a show in a theatre about yoga position and the body, so I went there and asked for further information and eventually for help: there I met Luisa, who was enthusiastic about my idea and performed two interesting positions for me.

CONCLUSIONS

SIBI workshop has been a stimulating challenge for me.

I am not an Erasmus student, I am Italian and I'm used to attend classes where everybody talks in Italian and comes mostly from Italy. Being in an international class, thinking about creativity, listening to English lessons has been very inspiring.

Finally, I am pleased to realize that I have different names to put at the place of the three final dots in the title.