



## Project: Media Literacy

### Activity C4 - Short Term Exchanges of Pupils

### Laboratory: "Digital and Media Literacy"

Dates: 8th- 10th November 2021 - Baronissi, Italy

Hosting Organization: Istituto Margherita Hack (formerly 'IIS Baronissi')

Address: Via M. Galdi, 26 - 84081 Baronissi (SA), Italy

Project Number: 2019-1-IT02-KA229-063301



# **Decoration as the first form of symbolic communication**

Project Number: 2019-1-IT02-KA229-063301



The signs belong to the iconic language, that is, to a type of communication that is based on its own specific code. The image as a sign or as a message is therefore a system of signification. It's a immediate symbolic language that speaks to the depths of the personality. Through the exploration of human activities that, over the centuries, have led man to create useful objects is possible to go back to the thought of the ancient architects.

## The past

### V and chevron marks

These signs, already present in the Paleolithic Upper and Mesolithic, show bonds with birds and with water. They represent the bird's appearance of the Mother Goddess, giver of life. With the sign of the V-shaped pubic triangle was symbolized her generative function.



# The past



## M and zigzag signs

The zigzag is the oldest symbolic motif documented and represents water current or irrigated fields. In the sixth millennium B.C. the single, double or triple M is found frequently in the decoration central of the vessels

the continuous **meander** pattern is a water symbol. It can therefore be found associated with signs M, V or chevron on statuettes female ornithomorphs (ducks) and on anthropomorphic statuettes of the Bird Goddess. On the vases the basic sign of the meander is multiplied in bands on the neck and body of the vessel.

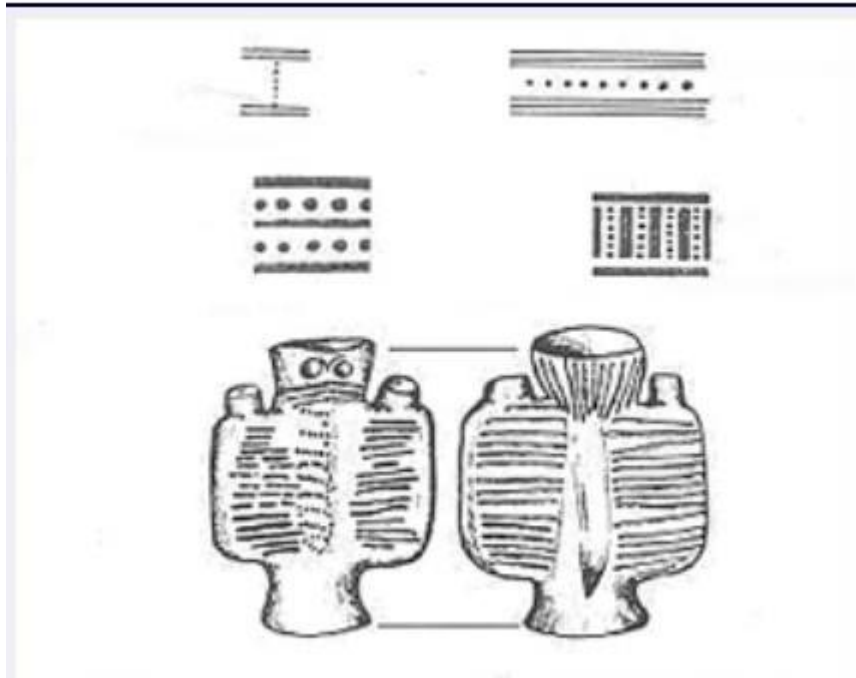




Erasmus+



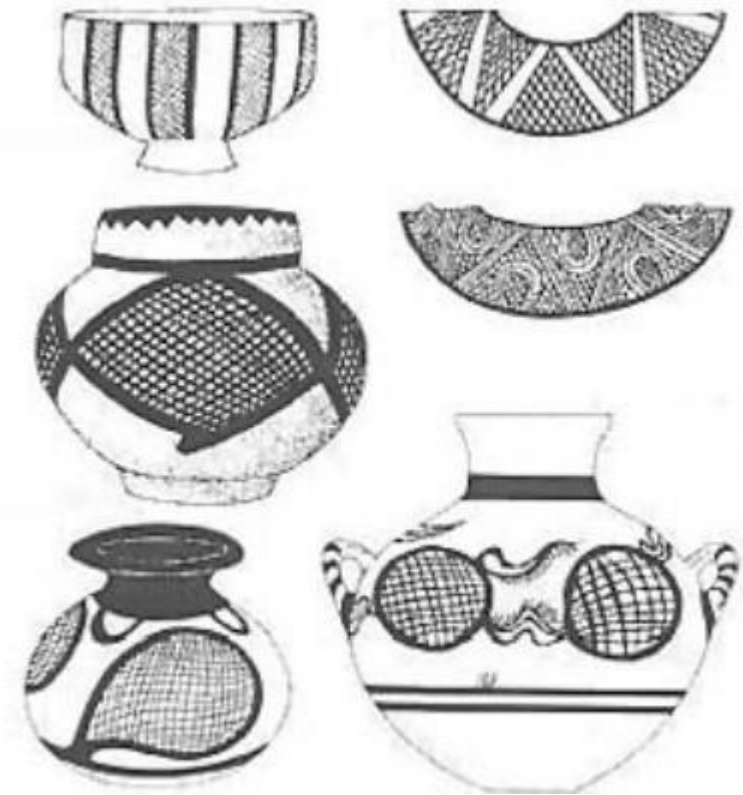
# Waterways



Horizontal, vertical or diagonal parallel lines are frequent reasons to symbolically represent the springs and rivers. Sometimes the line bands join together dots or other single lines or bands. The reason for the stream can decorate the shoulder of a vase or the its entire surface

# The mesh and checkerboard pattern

In ceramic painting the symbolic importance of the net is indicated by the same edges as the frame: bands, lozenges, squares or circles. The associated signs - parallel lines, zigzags, lines triple, M and chevron - place it in the family of the aquatic signs.





The framed net also appears associated with the symbols of becoming: egg, vulva, uterus, fish bladder forms and leaves. That is, the net must have been a sign of 'water of life'..

## Lozenge



The importance of this sign is visible in all of them the epochs and in all the cultural areas of the ancient Europe. The lozenge, sometimes associated with the triangle, is a symbolic representation of the vulva and pubic triangle. It is connected to the source of life, to fertility and to the regeneration.



# The Present

Sicilian ceramic pine cones: a symbol of health, luck and much more





# The Present

The trinacria is a coat of arms that depicts a woman's head with three bent legs coming out of it. Symbol used since ancient times and widespread in the West by the Greeks, the head represents the God of the sun while the three legs represent the seasons of spring, summer and winter. Identified by Sicilians as a lucky charm and by tourists as a curious souvenir, the Sicilian trinacria also has meanings of fertility, purification and good wishes.



# The Present

In the tradition of the region, the **Apulian pumo**, which represents a bud of the acanthus flower, is a symbol of prosperity and fertility, but also of chastity, immortality and resurrection. Over time it has therefore also become an auspicious object, a good luck charm in defense against evil



## The Present



**The lucky horn**, also known as cornicello or cornetto. The red cornetto is one of the most famous lucky charms in Naples. Its shape represents the phallus of Priapus, god of prosperity. The red cornetto is, in fact, a wish for good luck, but in order to function, three simple rules must be respected : the horn must be strictly red, because it is the color of blood and therefore of life; the horn must be made by hand so that whoever creates it transmits positive energies on the object; the horn must be a gift to wish luck and protection.



Activities: debate ceramics decorating as a form of art that is expression of territory



# *Good entertainment !*

Project Number: 2019-1-IT02-KA229-063301