



OMNITEL PRESENTS MADE IN BOSNIA BY YOUNG ARTISTS IN SARAJEVO

The photographic exhibition open to the public at Milan's Iperspazio. Milan, 5 December 2000 - Straight from Sarajevo and with the help of Omnitel, MADE IN BOSNIA, has reached Italy. It is the social communication research project carried out by young artists of the Centro Creativo Cardea and documented by this photographic exhibition.

The works, which have already been exhibited in the capital of Bosnia sponsored by the Italian Embassy, will be presented to the Italian public from Monday 11 December to Saturday 16 December from 10 a.m. to 7 p.m. at the McCann-Erickson Iperspazio in via Albricci n° 10 Milan.

Omnitel is proud to associate its name to an event that is a concrete proposal, communicated with the immediacy and drama of photographic images, designed to quash the view that equates Bosnia-Herzegovina with destruction and allows us to think of this country in a positive and vital way again.

The marks of war on people's bodies and the landscape as well as the variety of traits on the faces of the inhabitants, must no longer be seen as expressing pain and death but bear witness to a new awareness and a desire for a new beginning. "Omnitel, in line with its own slogan "Ideas able to change the world", has accompanied the MADE IN BOSNIA project and fully supports the idea behind it, which in this case is the desire to overcome ethnic religious barriers in order to make a fresh start and change Sarajevo - said Enzo Foi, Director of Omnitel's Communication, Image Coordination and Institutional Ventures - We fully support the artists of MADE IN BOSNIA in order to offer the Italian public the chance of getting to know and appreciate these peoples' plans for the future - an indispensable basis for starting a new life."

The book Made in Bosnia, on sale at the exhibition, accompanies the exhibition to document this experience of social communication.

In addition to Omnitel and McCann Erickson, the idea of changing our minds about Bosnia through the images that illustrate the potential creativity of its people is also shared by the Cultural Department of Lombardy Region, President of the Province of Milan, the Cultural Department of Milan, the Art Directors Club Italiano and ULUPUBIH (Association of Applied Art Artists of Bosnia-Herzegovina) of Sarajevo.