

NO BULLSHIT

The title of this work of art is provocative, but clear. *No Bullshit* (literally: no to the bull shit) is an effective jargon. The work suggests avoiding bullshit, as to entrust our scale of values to the dictation of clichés, of the media or- even worse- of the marketing. The scarab beetle, protagonist of this work, made a stupidity: he said no to the shit, its natural food, replacing it with a dollar bill. A shit ball is the best thing that can happen to him: it is the reserve of food necessary for him and his family. A ball of dollars is not shit: that's why he will starve to death with his children. In order not to make the same mistake as the scarab, we must not underestimate the importance of having good relationships with ourselves and with the people we love. Our well-being comes from the quantity of material goods; our happiness depends on the quality of the relational goods.

NO PLASTIC

The 50 000 straws that form the *No Plastic* inscription allude to the idea that each of us could easily give up the use of straws: but this little effort would give an equally small result (the so reviled straws, in fact, are only a tiny proportion of the plastic polluting the planet). In fact, the use of straws is little value to the planet. But this serves a lot to all of us. In fact, this small gesture makes "the sense of the possible" grow in us: the feeling of being able to do something, which removes the temptation of fatalism. The "sense of the possible": makes us (re) take life in our hands. The first step, very important, towards happiness because the relationship with ourselves improves and we can verify it immediately. Even before giving up the first straw.

NO WORK

Inside the red triangle that indicates "danger" around the world, there is the little man of the "work in progress" who is resting, lying on a pile of earth. The work does not indicate the danger of not working, nor of not being able to interrupt the job (and therefore to stress ourselves and to never have time for us), like that of not being able to suspend the efficiency and the logic utility that we use successfully at work. A serious mistake as the competition, evaluation and the value of our relations with ourselves and with our affective relationships not only do not confer any advantages, but they are even disadvantageous. To be happy, we do not necessarily have to work less (even if it would be better) we must try to improve as much as possible the quality of our relational goods, which are essential to achieve happiness.

NO WALL

The title seems to refer to all these walls built by rich countries to prevent the entry of those on the other side. This wall is different, it consists of dollars held together by a gold mortar. It limits those who are on this side, making any relationship with the others impossible. However, they do not complain: they live in well-being, have money, power, success and can enjoy the material benefits and psychological that flow from it. Convinced of needing nothing else, even less someone else. If they are not happy, it is because - they think - happiness does not exist. They are wrong: happiness exists. And in order to reach it, they must not give up their well-being, but only improve their relationships with themselves and with the people they love (the others).

NO ROLEX

There is a tendency to attribute more and more of importance to material goods. For those who do not have the ability to reach them, marketing offers a shortcut: the brand. As if by magic, the brand gives any product, even at a high price, the ability to make us appear richer and more powerful. It's a fiction, but for many it's better than nothing. So, stupidly, they work more and more to buy the brand that will make them appear better than they are. It is true that we never have enough power or success, and that we are never rich enough either, so the brand serves almost to everyone. The work *No Rolex* criticizes this attitude: it is a watch that looks like a Rolex, with the exception of a small detail or rather two: instead of the crown, there is a hand with the tense middle finger; and under the little hand, instead of Rolex, it is written VAFFANCULO. A mark that indicates (with the middle finger) to send the logic of the brand to be seen elsewhere. Ciaravolo has created and signed a limited edition of thirty VAFFANCULO watches: fifteen white and fifteen black. Each one costs the same price as a Rolex. Certainly not for the brand: because it's a work of art!

DON'T STEAL

Ten thousand IKEA pencils (not stolen) make up the words DON'T STEAL. Every day, millions of people around the world take a pencil at IKEA, regardless if they are committing a theft or not. But even more are those who steal from themselves, and the people they love, the thing which is most precious: time, commitment and energy. Without realizing it. They give up thus the possibility of being happy. Often, without even getting the desired well-being.

NO RUSH

A snail, which has always represented slowness, is the protagonist of this painting with gold leaf. The horns of the snail recall the gesture of love. A gesture that, initially, especially in Italy, was a superstitious sign but has recently spread with this new meaning, thanks to the Web and rap culture. The work tells us that we must not confuse urgent things with the most important ones. Whoever wants to go fast is right to leave alone, but those who want to go far (love, like happiness, is not at fingertips), must devote all the necessary time to this goal. Without being in a hurry.

NO WORD

A work of art does not need words. A relation yes. In this work, there are many words, but they are illegible: they are the words contained in hundreds of newspapers, rolled up and placed side by side, like so many colored pixels that form the only word that can be read: NO. It is an NO shouted against the protagonism of the image, which today tends to replace speech anyway and everywhere. The sentences become shorter and shorter: a few words for everything. The writing is obliged to take refuge in books and newspapers, now threatened of extinction. But to build-and maintain-qualitatively meaningful relationships, the only ones to predict happiness, we need to dialogue. For which words are indispensable. In this work, the image, by putting its pixels at the disposal of the word NO, paradoxically affirms, by itself, the centrality of the word.

DON'T TOUCH, PLEASE

To improve the quality of relationships with ourselves and with the people we love, dialogue is very important: it must be clear, sincere, non-contradictory and free from impossible demands. This work demonstrates it by a paradox: a white canvas with white dots relief, which seem arranged randomly. At first glance, or even a second, this work seems incomprehensible: like all contemporary art, when we do not know the code.

But those who know the braille can discover that on this canvas is a kind request that often accompanies the exhibited works: "Do not touch, please". But it is an invitation which it is impossible to join: to know that it is written "do not touch " you must actually have already touched. Those who receive a communication of this type feel a deep discomfort, as they feel deprived of the opportunity to choose. This is frustrating and irritating and has a negative impact in the relationships. With ourselves and with the people we love, we must absolutely avoid any impossible demands.

NO-GENDER

Ciaravolo represented on the canvas in a unique work, an icon, invented and patented by him, which will probably soon complete the two classic male and female figures on the bathroom door of many countries. The third icon is different from those of the man and the woman because it has angel wings. A plus more ironic, surprising and shareable. The work emphasizes the absolute necessity of including diversity: not to tolerate it, or to accept it, but to consider it as an added value

No Gender points out the need to avoid any form of discrimination: starting with the one concerning sexuality.

NO GLOBAL

No Global is a stele on which the word NO is engraved in all the languages of the world, from the most spoken (a billion people) to the least spoken (fifty people). All languages have equal dignity; each of them, even if it is spoken by very few individuals, is the product of a culture and expresses a particular way of seeing the world, as valid as that expressed by the most spoken languages. Because no culture is better than another. It is fair to respect all languages and all cultures in the same way, avoiding unjustified discrimination, it is even more important to improve our relations and not to judge negatively any aspect or way of being that derives from what dictates the majority.

NO FAKE

No Fake is a work against prejudices, which represent a serious limitation in the relationship to ourselves and others. Ciaravolo gave this name to 30 white t-shirts, with a seat belt designed on the chest: 15 for the driver and 15 for the passenger. He called them *No Fake* because they are not fake: it's the remark of 100 T-shirts that he made exactly thirty years ago, in 1989. What was fake was the news: that these shirts were sold in Naples on every street corner to deceive the police. Tens of millions of people around the world have believed that. Even today, there are many who believe that the "security shirt" was really sold, to wear, even if it was denied on all means of communication. A fake news, considered true, impossible to deny because it confirmed a prejudice prevalent over the Neapolitans (and abroad, over the Italians), considered kind, brilliant, but misleading. As long as prejudices exist, there will be fake news that will confirm them: they will be considered true. Prejudice produces in us a very different idea of reality; Since our way of behaving stems from our ideas, we will end up with behaviors that would be impossible to change, even if they were to be disadvantageous for us and for others. This is what makes prejudice so dangerous for oneself and for others.

NO CHANCE

This is a kind of reversed parabola on which are hundreds of amulets - widespread in Italy - in order to intercept the misfortune that would happen and neutralize it. Even if these amulets managed to avoid us the blows of an opposite spell, that does not mean that we would be happy. Because happiness does not depend on chance: it depends on us. To succeed and make a lot of money, you have to have skills (and maybe even a little bit of luck); to be happy, no: all studies agree that happiness does not require any particular quality.

To achieve happiness, no advantage, nor the money, the power or the success that we have count: what matters is the availability, knowing to look at oneself and at the others without judgment or prejudice and the creation of sincere and equal relationships, not centered on convenience.

Try to believe!

NO LIMITS

This work is a black canvas, tightly wrapped in gold barbed wire. The canvas represents art. The barbed wire, although valuable, symbolizes the attempt to define art, enclosing it within a limited territory. But art still manages to embrace and use the limits that have been imposed on it, going to explore other frontiers, repeating itself in an ever new and surprising way. That is what we also have to do: if we succeed to overcome the main obstacle which, like a barbed wire, prevents us from maintaining good relations: <<the duty to be>>. And establish then a relationship with others for what they are and not for <<what they should be>> or worse with ourselves for what <<we should be>>. Without pre-established patterns to conform to, we can more easily achieve that which is dearest to us: happiness.

DON'T GIVE UP

To maintain good relations with others and to build something together, it is necessary that everyone gives up some of their personal advantages in anticipation of a greater benefit, collective. This attitude applies not only to individuals, but also to states. Unity is strength. Even the European Union. Not that it is an easy task: to work together, you need a lot of balance and commitment. Above all, we must not give up in the face of the difficulties that punctuate the path. To represent this dynamic condition, Ciaravolo used the flag of the European Union: if we lose heat and color, if we become discouraged, the flag will eventually fade and become a white flag. The flag stirred by the one who decided to surrender.

NO ART

This work is a paradox. A work entitled *No Art*, and which is in an art gallery, is an oxymoron, a contradiction in the words: if it is there on sale, it can only be a work of art. The responsibility of the one who buys it is, in this case, very big: it is actually the one who buys it that gives it a real value. *No art* is obvious quote from Manzoni, who sold his canned excrement at the weight of gold: today, almost fifty years later, Ciaravolo is selling a dog poop. Not any dog, his dog: Ueuè. It is indeed written on the label: "Artist's Dog Poop" If the artist has a special status, any of his products has a value and, by contiguity, even his dog is special: consequently, even his rejections should be given special consideration. It is the foundation of *Poop Art*. With *No Art*, Ciaravolo is keen to emphasize the importance of lightness: not taking oneself seriously is very advantageous for oneself and for others and is an indispensable condition. In art, as in life itself. Far from detracting from the importance of one's work, not taking oneself seriously helps to reach any goal more easily. Also the goal of being happy.