

Trento, 10 May 2006

In the garden of the Santa Chiara cultural centre an opportunity to learn something while having fun with the world of economics

ZAP AND IDA: FUNNY CARTOONS AND PUNGENT COMMENTS TO LOOK AT ECONOMICS FROM ANOTHER POINT OF VIEW

The appointment is for tomorrow, Thursday 11 May at 9 p.m.

(f.s.) – Tomorrow, Thursday 11 May, in the garden of the S. Chiara cultural centre, another of the meetings planned in preparation for the Festival of Economics is to take place. This new appointment, intriguing from the point of view of humour and satire, deals with an issue – work and youth employment – which is particularly dear to the two “speakers”: Zap (Vincenzo Zapparoli) and Ida. Zap, a satirical artist and Ida, known for her somewhat sarcastic comments, have worked together for many years, giving ironic interpretations of important issues. The speed with which Zap produces the cartoons and the sarcasm of Ida have for many years entertained and given the Italian public food for thought.

Zap and Ida, the two protagonists of the appointment “So who understands economics?” which will take place tomorrow, Thursday 11 May at 9 p.m. in the garden of the S. Chiara Cultural Centre, are a particularly pungent artistic duo who work well together. The two latter-day story-tellers present themselves to the public with an overhead projector, a large screen and a strong desire to entertain and interest the public in the issue of economics. Youth employment and the issue of work will undoubtedly be the favourite target of Zap and Ida. For some time the couple has dedicated considerable attention to these issues: for the Giunti publishing house in Florence they edit the new humorous series “Endorfine” which, from its very first article, demonstrated the point of view of the series: “l’Italia è una Repubblica (af)fondata sul lavoro” (Italy is a Republic based on/scuttled by work). One of the objectives of these two latter-day story-tellers is to contribute towards “exploring” the dramatic and topical problem of job insecurity for young people. In this process Zap and Ida have invented new “jobs” and illustrated categories of the unemployed for whom these jobs are recommended, highlighting their characteristics.

The cartoons of Zap and the sarcasm of Ida have been directed at the Italian political scene for many years (five of their publications are dedicated to Italian political topics over the

last few decades). The appointment tomorrow, Thursday 11 May, will make us smile and reflect, undoubtedly providing an interesting interpretation of an extremely topical economic issue.

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