

Trento, 8 May 2006

“Waiting for the Festival of Economics”. Another appointment in the garden of the Santa Chiara cultural centre

ZAP AND IDA, LATTER-DAY HUMOROUS AND SATIRICAL STORY-TELLERS HELP TO EXPLAIN ECONOMICS

Thursday 11 May at 9 p.m. in the company of the fastest cartoonist in Italy and the “theorist of comprehension”

(f.s.) – The appointments leading up to the Festival of Economics continue. On Thursday 11 May economics moves into the sphere of humour and satire in the company of Zap (Vincenzo Zapparoli), a satirical artist known as the fastest cartoonist in Italy (precisely for the speed with which he draws cartoons) and Ida, a humorist and “theorist of comprehension”.

Employment will be the subject considered in a satirical light at this appointment, their first with the Festival. Together for many years, this couple of latter-day story-tellers has charmed and entertained the public throughout Italy, with the aid of an overhead projector.

“So who understands economics?” This is the provocative title with which two latter-day story-tellers, Zap and Ida, present themselves to the public in an engrossing show of cartoons dedicated to the subject of employment, drawn live and projected onto a large screen in the garden of the Santa Chiara cultural centre. The satirical artist known as the fastest cartoonist in Italy, due to the incredible speed with which he draws topical cartoons, has collaborated with Ida for many years, her pungent comments making the drawings even more biting. Their cartoons and sarcasm related to political topics have entertained a vast public for many years (five of their publications are dedicated to the Italian political panorama in the last few decades). For some time the couple has concentrated its attention on youth employment in particular. Together they edit for the Giunti publishing house in Florence the new humorous series “Endorfine” which, in its very first article states: “l’Italia è una Repubblica (af)fondata sul lavoro” (Italy is a Republic based on/scuttled by work). With their work they hope to contribute towards resolving the increasingly topical and dramatic problem of job insecurity for young people. In this process Zap and Ida have even “invented” new jobs, illustrating categories of the unemployed for whom these jobs are recommended and highlighting their characteristics.

The appointment of Thursday 11 May will undoubtedly provide us with an intriguing and ironic interpretation of a subject, employment, which has always gone “arm in arm” with economics.