



# MATERA

Lo sguardo dietro l'obiettivo



TRECCANI  
ESPERIENZE

IN COLLABORATION WITH



ISTITUTO  
ITALIANO  
DI  
FOTOGRAFIA



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## *The gaze behind the lens: A voyage to look beyond*

From the collaboration between **Treccani** and IIF, **Istituto Italiano di Fotografia**, a weekend dedicated to those who want to observe **art, history and nature** from a **unique perspective**.

**An experience that's** impossible to frame, **beyond any tourist itinerary**, during which participants find themselves behind a lens, to **capture the spirit of a place** that represents a milestone of our culture.



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*Matera:*  
*An ancient subject*

*European capital of culture in 2019,  
set of Hollywood's epic film  
"The Passion of the Christ", site of human  
dwellings since the Paleolithic Age: **Matera is one  
of the most antique and evocative cities  
in the world.***

*Its **urban layout spanning thousands of years,**  
nestled in the majesty of its Sassi,  
is among the most fascinating works of art  
ever created: **a subject that has always been  
immobile,** that only awaits being visited and  
revisited through new points of view.*



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*Photography:  
A snapshot in time*

*For three days Matera and its Sassi will be transformed into the **set of your next photographic exhibition.***

*Guided by **instructors of the Istituto Italiano di Fotografia**, you will depart in the discovery of the city, learning to sculpt its stones with **profound and harmonious photos**, even going so far as to transporting one of the world's most antique cave dwelling landscapes into **an exclusive contemporary dimension.***

## *Cultural objectives*

To capture the most profound spirit of Matera and its Sassi, **you will be completely immersed in the atmosphere of the city**, observing and fully experiencing its incomparable cultural proposal.

## *Excursions & guided tours*

**Sacred caves** that tell the story of long-dormant worship **and private dwellings embedded in the stone** that bear witness to origins dating back thousands of years.

**Matera and its Sassi** will know how to speak to **your heart and to your lens**.





## *Walking tour*

From the majestic spurs of Sasso Caveoso to the breathtaking views of Sasso Barisano, passing through the imposing sacredness of the Cathedral.

**Whoever sets foot on the streets of Matera cannot fail to put their hand on the camera.**

## *Food and Wine*

The suave genuineness of the surrounding nature lives again in a timeless food and wine offer, as primitive as the wine that accompanies the dishes.

**Where the sunset meets the wineglass, a snapshot is born to be thoroughly savoured.**

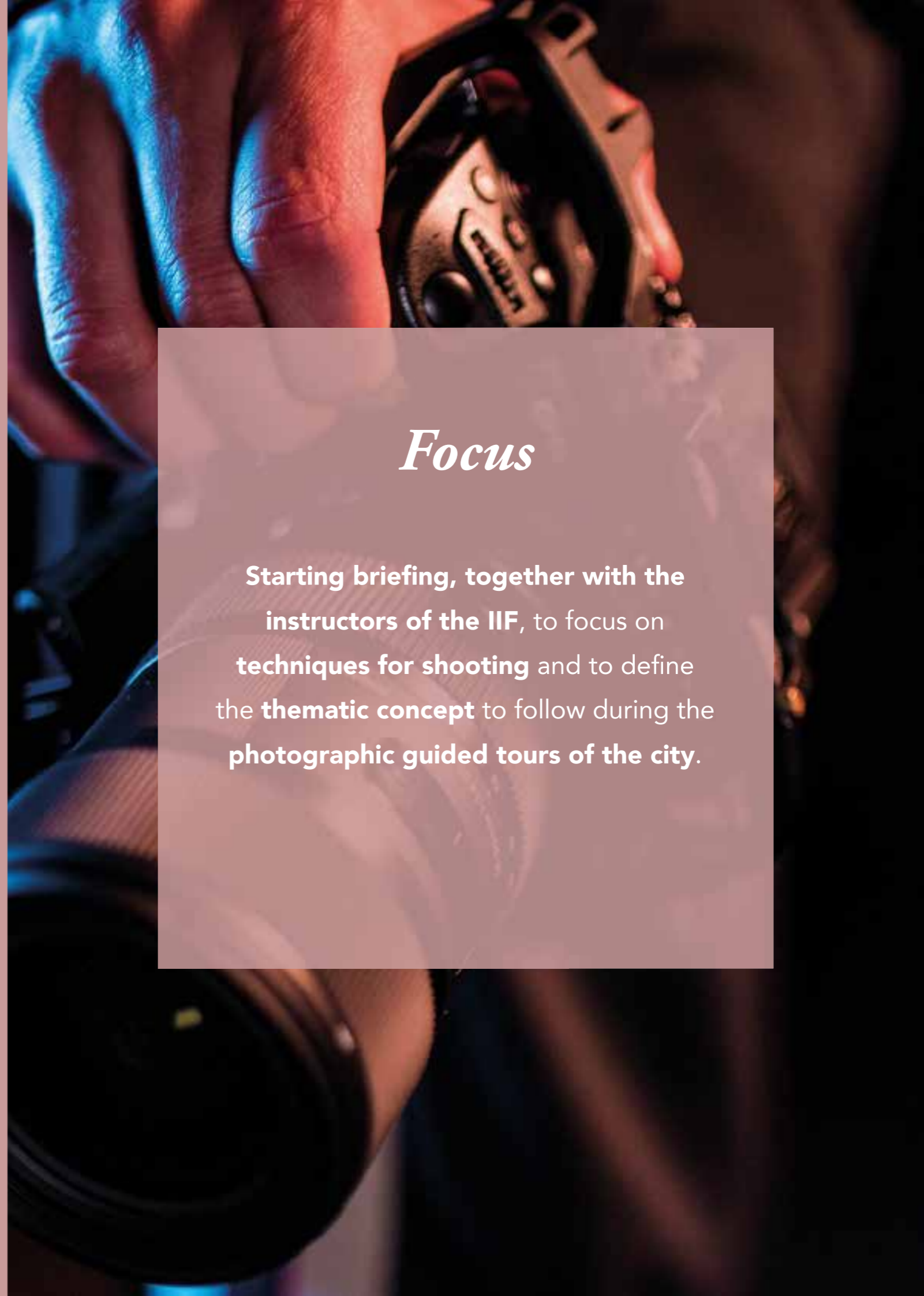


## *Photographic lenses*

During the weekend of “**Matera: The gaze behind the lens**” you will be a protagonist of **workshops dedicated** to building up a **solid and innovative photographic background**, with an approach to the subject and its development.

## *Focus*

**Starting briefing, together with the instructors of the IIF**, to focus on **techniques for shooting** and to define the **thematic concept** to follow during the **photographic guided tours of the city**.







## *Shooting*

Each day one or more shooting sessions will be planned. Guided tours by the instructors, at every hour of the day, to frame **the entirety of Matera.**

## *Review*

The photos taken during the shooting sessions will be **shared and reworked together with the instructors.** Another way to relive the experience and transform it into **an unforgettable picture.**



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*IFF: a first-rate  
guide*

All the experiences dedicated to the weekend  
**“Matera: the gaze behind the lens”**, will  
be curated, guided and accompanied by the  
instructors of the Istituto Italiano di Fotografia.

A historical institution that for over 30 years  
has been a national benchmark for professional  
photography training and culture, collaborating  
with brands and institutions of the calibre of  
Vogue, Canon or the Teatro alla Scala di Milano.



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