

**imagine**

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della narrazione  
per figure

**SPLIT YOUR SIDES  
WITH LAUGHTER!**  
competition for schools

**‘Attilio Mussino’  
International Painting and  
Graphic Arts Competition**

XVI edition



A Project of



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***Istituto  
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## Pinocchio in Vernante, why?

It must be known that the beloved puppet not only had a 'father', Carlo Collodi, but also an 'uncle', Attilio Mussino, a well-known illustrator of newspapers and children's books. It was he who, on the occasion of the publication of the first luxury edition of the tale by the publisher Bemporad, created the first colour image of Pinocchio that we all know so well: a little green dress and pointed white hat.

Born in Turin, but from Vernante by adoption, Mussino spent the last years of his life in Vernante. Characteristic views of the village, including the medieval castle la 'Tourusela' and the San Nicolao parish church, also appeared in some of the pictures taken for the Collodian tale, demonstrating his affection for the place.

Thirty-five years after his death in 1954, two 'local artists', Bruno Carletto and Bartolomeo Cavallera, wanted to remember the 'uncle of Pinocchio' by producing a 'book en plen air' with around 150 murals painted on the houses of the village. The paintings are an exact reproduction of Mussino's illustrative panels and bear the inscription 'To Mussino, Carlet and Meo' at the base. They have become a unique tourist-cultural attraction, every year they are visited by many children and adults.

Many other initiatives have contributed to paying tribute to the illustrator, including, to mention the most important, the naming of the Elementary School and the Public Gardens by the Municipality of Vernante and the publication, in collaboration with the Pro Loco, of the book 'A. Mussino, Pinocchio's Uncle', which is also present in a permanent exhibition at the 'A. Mussino' Municipal Museum, where the artist's works kindly donated by his wife, Mrs. Martini Margherita, are on display. Also of interest is the illustrator's tomb in the Municipal Cemetery, watched over by a weeping Pinocchio sculpted on a marble slab

# Laughing at Crepappelle: not the usual contest.

**The Municipality of Vernante together with noau officina culturale and in collaboration with the Pro Loco di Vernante presents the sixteenth edition 2024-25 of the 'Attilio Mussino' International Painting and Graphic Arts Competition**, aimed at pre-school, primary and 1st grade secondary schools. Not the usual competition, because this year we decided to change the rules a bit, to mess up the points of view, in pure Pinocchio style.

If, in fact, everyone knows the story of Pinocchio because they have heard or seen the amazing adventures of the world's most famous puppet at school or at home, perhaps not everyone knows that this book has also had great importance for the Italian language: some of the book's expressions have, in fact, become part of common usage, and among the many, one of our favorites is split your sides with laughter. In a little-known episode of the story, Pinocchio has to cross a road that is blocked by a large snake with a smoking tail. The puppet sees the snake lying motionless in the road, thinks it is dead and tries to step over it: but the snake jerks out of the way and Pinocchio, frightened, stumbles and falls into the mud, being left with his legs in the air: 'At the sight of that puppet, who was running headlong with incredible speed, the Snake was seized with such a convulsion of laughter, that laughing, laughing, laughing, in the end, from the exertion of too much laughing, a vein was torn in his chest: and that time he really died'.

And here Pinocchio's greatest fear is extinguished in an instant with a resounding laugh.

This year, therefore, the theme of the competition starts from laughter, from the idea of laughing out loud. Laughing out loud means laughing a lot, in such a way as to crack your skin, to change your face. In a world full of ugliness and things that frighten us, dwelling on laughter, on something positive and above all vital, seems to us not only useful, but necessary: what is it that makes you laugh? What makes you laugh so hard that you burst out? What happens when you get the giggles? What happens to your body, how does it make you feel? What fear would you like to burst out laughing?

There are no particular criteria to follow: leave room for creativity and freely represent your idea of laughter!

New this year is also that the winning classes will win a prize of 500 euros in books from the Topipittori publishing house - with which we are happy to collaborate because it fully reflects the spirit of education in beauty and imagination that we want to communicate - to create their own 'little library of wonders'.

# Competition notices

## Art. 1

The Municipality of Vernante and Noau | Officina Culturale in collaboration with the Pro Loco of Vernante announce the 16th International 'Attilio Mussino' Painting and Graphic Arts Competition.

## Art. 2

The International Painting Competition is open to all pre-schools, PRIMARY and SECONDARY schools and

## Art. 3

The prize-giving ceremony for the winners will take place in Vernante on 9 MAY 2025 and on that day the works realised will be presented and a moment of entertainment will be offered to all with the possibility of a free visit to the 'Attilio Mussino' Museum.

## Art. 4

Competitors must submit works in free technique, presenting reflections and representations on the theme: LAUGHING AT CREPAPELLE

A maximum of 2 boards per class group will be admitted. Only one child per class or representing the same class is allowed to participate in the competition.

The boards must be submitted by Friday 25 April 2025.

## Art. 5

The works submitted by the competitors will be divided into 3 sections:  
SECTION A Artistic compositions realised by Preschools;  
SECTION B Artistic compositions realised by Primary Schools;  
SECTION C Artistic compositions realised by Secondary Schools.

## Art. 6

Public and private schools from Italy and abroad may participate in the Competition and private schools, both Italian and foreign.

# Competition notices

## Art. 7

The participants' works will be selected by a special Artistic Commission appointed by the Organising Committee. With final and unquestionable judgment, only one work per section will be awarded and which will be considered most relevant to the criteria established by the competition.

It is requested that the name of the school is not written on the work, but on the back.

## Art. 8

Participants wishing to take part in the Competition must send or deliver the appropriate application form together with the work to the Competition Secretary's Office no later than FRIDAY 25 APRIL 2025:

c/o Municipality of Vernante (CN),  
Via Umberto I, 87 12019 VERNANTE CN

Please note that the works must also be accompanied by a brief description of the methods used (didactic sheet).

## Art. 9

THE WINNERS will be published on the Municipality's website about 15 days before the award ceremony which will take place on 9 May 2025 with events dedicated to all the children, both winners and non-winners.

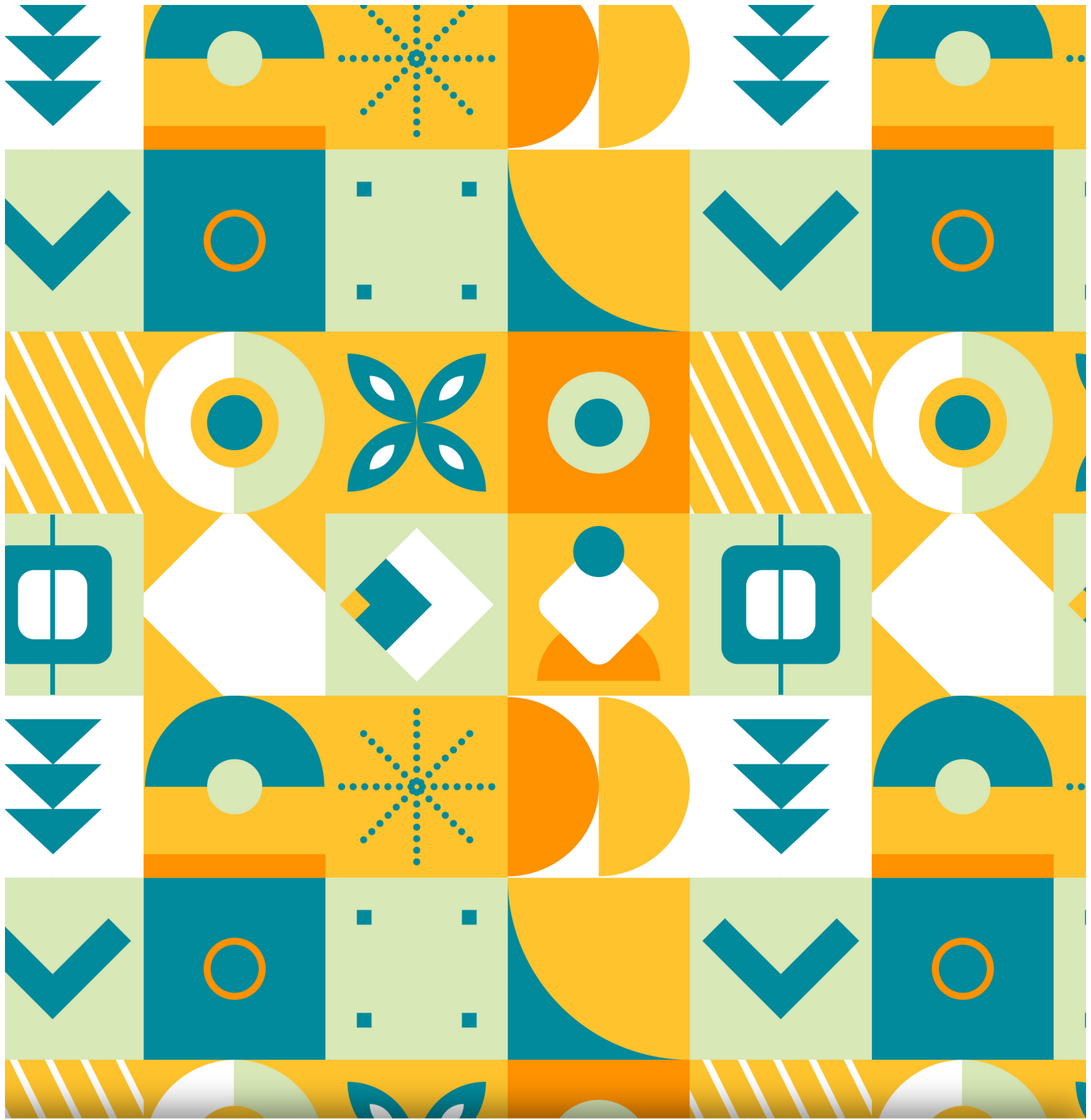
## Art. 10

The winners of each section will be awarded a prize of € 500.00 (five hundred/00) in books from the Topipittori publishing house. All participants in the event will receive a certificate of merit.

## Art. 11

All the works will be exhibited in the Municipality of Vernante and published in the computerised media as proof of the prize-giving.

All works must be collected in person by June 2025; after that date they will be disposed of by the Administration.



## info & contacts:

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