



Meet *Serafino Rudari*, 35 Freelance Painter and Music Producer with The Saifam Group, Verona. If you haven't yet seen his insane live art-performances involving palette-knives, a blow-torch and florescent paint you've surely heard his music, or vice versa. Talent has to limits, and Serafino Rudari is full of it. Since a very young age his parents supported his artistic inclination and allowed him to express his trials and tribulations through whichever medium he saw fit. It was this unrestricted upbringing that lead to his experimentation with music, art, dance and writing. In his own words, "every artist tries to define the world in the spiritual sense and my artistic expressions originate from my inner spirituality. The material world exists but innovation starts from within."

Having a wide network of friends and colleagues in the art-world has helped Serafino extend himself to America and most parts of Europe. His travels have taught him that we live in a high-contrast world, where resources aren't necessarily evenly distributed and not everyone is as fortunate; this observation has deeply motivated him to create a chain of philanthropic projects which are currently helping troubled adolescents in the state-run Italian school

system to better cope with their inner conflicts through less destructive mediums such as art and music. The philosophy behind the project is that all human beings are in some way affected by colour and musical notes. Discovering what combination of the two is most appealing to any given adolescent, is a huge step in the right direction for a healthier mental life and emotional equilibrium.

Another venture that Serafino has been dedicating much of his time to is weyA; *Where Ever You Art*, a pilot project aimed at bringing art into unconventional surroundings. He feels too many people now *choose* when and how to take their dose of art; this approach is fundamentally wrong, because our daily surroundings do have the capacity to inspire us, if we'd only open our eyes and senses. His project aims at bringing art to You, when you least expect it, in the most surprising way. For more details, do visit his website at <http://www.serafinorudari.com>