

THE THIRD PARADISE

21 December 2012

Rebirth-Day: the first worldwide day of rebirth

A great celebration throughout the world—a vital, living, breathing symbol of a new beginning

December 21st, the winter solstice in the northern hemisphere and the summer solstice in the Southern, is a day celebrated by mankind since time immemorial.

A fateful “end of the world” connotation, as widespread as it is unfounded, has been attributed to this day in 2012, proposing a theme that is recurrent in mythologies and religions as well as in the literature of fantasy and science fiction.

All imaginative factors aside, this date can take on a symbolic meaning, as it effectively corresponds to a climactic phase of human history. We are progressing steadily toward an inevitable collapse—the science is there to prove it.

The ecological imbalance created by exploiting and polluting the planet, the combined action of consumerism and population growth, causing a state of global unsustainability, the crisis of cultures that have determined the patterns of our common thought and practices—all have taken place in conjunction with an exponential growth of technological and scientific development that has given humankind unprecedented power to build and to destroy, and therefore extreme responsibility.

The whole of human society is now in the reckoning and so must face a historic transition, a complete change.

Humanity has gone through two paradises. The first, in which it integrated fully with nature; the second, in which it expanded into an artificial world of its own, which grew until it came into conflict with the natural world. It is time to begin the third stage, in which humanity will reconcile and unite nature and artifice, creating a new balance at every level and in every area of society: “*an evolutionary step in which the human intelligence finds ways to live in harmony with the intelligence of nature*” (Michelangelo Pistoletto).

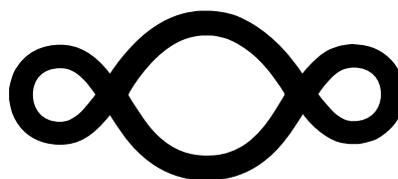
A new perspective opens up that involves everyone, without exception, in the daily effort to implement the process of rebirth – each according to his or her abilities and possibilities.

Early signs of change can already be seen in every field of human activity, from art to spirituality, culture to politics, economics to science, manufacturing to education. But collective awareness and responsibility at the global level are urgent if we are to start the ascent toward a new era of humanity.

On 21 December 2012, let us meet in streets and squares all over the world, and on the Web, to take part in the great inaugural celebration of the Third Paradise.

Let's take this extraordinary opportunity to joyfully and eagerly create our future destiny together. Let's participate, on this day, with whatever form of expression we choose (performance, music, sound, installations, images...) in a great common artwork.

The term *paradise* comes from the ancient Persian and means *protected garden*



**The Symbol of The Third Paradise
is a reformulation of the mathematical infinity symbol.**

The two opposing circles signify nature and artifice;
the central ring is the meeting point of the two and represents the womb of rebirth.

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Coming together to create a global artwork

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The gestational process of Rebirth-Day, the first worldwide day of rebirth, has begun. We can all participate, with personal or group initiatives featuring proposals, actions and activities consistent with the process of responsible social change set forth in the Third Paradise.

The Rebirth-Day project is low-impact, sustainable and sensitive to environmental issues; it promotes a development model appropriate to a practice of containment and it uses the free collaboration of individuals and communities throughout the world.

The actions, activities and interventions oriented toward rebirth will be carried out throughout 2012, on the celebration day, 21 December, and in 2013 as well.

The Third Paradise is a secular undertaking and is not associated with any religious denomination.

How to participate:

- Register at the site, www.rebirth-day.org.
- The first form of participation is to talk up the initiative: tell your friends and acquaintances about it.
- Propose actions, activities and interventions inspired by rebirth—starting, for instance, from the sign/symbol of the Third Paradise, which can be presented in different forms in different languages and materials.
- All participating initiatives, documented in photographs or videos, will be uploaded to a dedicated web platform, www.rebirth-day.org. The entire platform will be presented in the Audio-Visual Room of the exhibition, *Année un – le paradis sur terre* (Year 1 – Paradise on Earth), by Michelangelo Pistoletto, to be held at the Louvre, Paris, in spring 2013. In addition, a qualified jury will make a selection of the materials submitted, which will be presented in a special evening at the Louvre Auditorium.
- As an immediate and practical form of support you can participate starting right now with a little exercise in renunciation—a renunciation no longer imposed by religious precepts, but taken up as a free choice that strengthens personal awareness. Global change is an outcome of individual energies. “Announce what you renounce” on the site, www.rebirth-day.org.

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