

#imagoRevolution

Visual Alchemy

Change your vision. Change your version.

#imago®evolution — *Visual Alchemy* — is an immaterial and participatory artistic *operAzione* (an Italian wordplay combining *opera*, meaning "artwork", and *azione*, meaning "action": an artwork that exists through its enactment), conceived by Mya Lurgo in 2015 within the *Out of the Blue_NETWORK* series.

Its gesture is minimal and radical: taking an image circulating online that causes unease and transforming it, through a GIF (Graphics Interchange Format, an image format that supports animation), into an image that opens up another possibility.

Change your vision.
Change your version.

The artwork is neither the starting image nor the final one: it is the passage from one to the other, and the gaze of the person who makes it.

01

The operAzione

In Mya Lurgo's artistic and spiritual research, the image is a matrix that generates *immaginAzioni* – an Italian wordplay combining *immaginazione* (imagination) and *azione* (action).

When repeated and shared, these acts of imagination may condense into **thought-forms** and contribute to the formation of **egregores**. Images charged with fear, violence or judgement, repeatedly circulated just a click or scroll away, reactivate the same pathos and amplify it within the collective imagination.

GIFs arise from images of real, raw scenes transformed into art: news is elevated into aesthetic reflection, while the emotional impact of media terrorism – an incessant stream of negative input just a click or scroll away – is neutralised. **The aim is not to erase what has happened, but to neutralise its chain reaction.**

It is a silent uprising, an impertinent drop upon the rock: the visionary and generous act of someone who knows that other possibilities can be glimpsed.

The project asks participants for one thing only: to offer, through a GIF, the metamorphosis of the *imago* – the passage from an image that generates feelings of despair or emotional heaviness to one that restores vitality, transforming the emotional energy associated with the image.

02

The Name

One small sign is at work in the artwork's name: the circled R.

With the R, the name suggests *revolution*; without it, *evolution*. A silent revolution, achieved through transformation rather than confrontation.

In Italian, *ribellarsi* (to rebel) can be playfully reinterpreted as *ri-bellarsi*: a return to beauty.

Rather than resignation, helpless frustration or anger, the project proposes rebellion as a return to the Beautiful, the Good and the Just through the transformation of images.

03

The Words

The Italian word *immagine* (image) comes from the Latin *imago* (accusative *imaginem*), related to *imitari*: to copy, to imitate.

At its root, an image is something that reproduces something else. That is why it is never neutral: it carries what it portrays and puts it back into circulation.

In entomology, the *imago* is the adult insect, the final stage of metamorphosis: the butterfly that has shed the masks of caterpillar and chrysalis, revealing its mature form.

This is the movement the artwork stages: an image that changes stage without ceasing to be an image.

ImmaginAzione and *operAzione* share the same capital A: they remind us that the image, like the artwork, acts.

Egregore comes from the Greek *egrēgoros*, meaning "wakeful" or "watchful" – in the Book of Enoch, the "Watchers".

In esoteric traditions, it denotes a collective formation of thoughts, emotions and intentions that develops dynamics of its own and draws upon the energy that generated it.

This is the hypothesis from which the project begins: what is shared on a massive scale takes shape and can be transformed.

04

Visual Alchemy

"Nothing is created, nothing is destroyed, everything is transformed": the formula commonly used to summarise Lavoisier's law of conservation of mass becomes the artwork's guiding principle, transferred symbolically from chemistry to the image.

What has happened cannot be undone: the facts are not rewritten; rather, the emotional energy associated with the event is transformed.

The GIF is the site of this transmutation. It places the starting image and the final one in the same space, allowing one to dissolve into the other and making the metamorphosis visible.

The original image is not annulled: its visual structure changes and, consequently, so does its emotional charge. The dominant narrative it carried is transformed as well.

From this arises a *collateral beauty*: a beauty that does not deny rawness but passes through it, directing the imagination towards "a new prophecy of becoming", towards "a further possibility".

05

How to Take Part

Anyone who feels the need to act can take part in the *operAzione*. All it takes is two images and four steps.

01

Choose

Find an image online that causes you unease – fear, helplessness, aggression – making sure you are entitled to download and rework it in compliance with copyright.

02

reVision

Choose, create, draw or photograph a second image capable of bringing reconciliation, neutralising and transforming that unease into a new vision of beauty, hope, harmony or rebirth.

reVision is a deliberate wordplay: to revise an image is also to envision it anew.

03

Animate

On GifBurnish, a free platform requiring no registration, upload both images, select a fade transition or another animation and download the GIF and the video in MP4 format.

04

Participate

Send your *operAzione* to Mya Lurgo at **info@myalurgo.art**, attaching both the GIF and the MP4 file, and including your name or pseudonym, title and year.

The works will be shared with full credits on the project's social media channels. By submitting their files, participants authorise publication and remain free to share their own *immaginAzione* wherever they wish, preferably using the hashtag **#imagoRevolution**.

06

Visual Reconversions

Like every immaterial *operAzione*, #imago®evolution leaves no object behind: it leaves metamorphoses – images that have changed form.

Each GIF is a small ritual of revision, rebellion, revolution and transformation. Together, the GIFs become a gallery of gazes that have chosen not to look away.

Here, alchemy does not promise to change the world: it proposes to change the gaze through which we see it.

Change your vision.
Change your version.