

Utopia or Reality?

Oscar Wilde said that “Progress is the realisation of utopia.”

The pandemic has opened our eyes to many things, and perhaps the most important is that we are realizing our destruction. Whether we look at the Amazon or Venice, the root issues are the same. They are not special places, they are special samples, representative subjects.

Now, let me ask you something, what makes anything special? Is it really just about the final product? or is the process that went into forming a place that makes it special? We believe that what makes anything special is intangible: let’s think of purpose, spirit and values. The values nature applied in over 4 billion years while shaping the Amazon, the purpose and spirit of people that built this floating city.

Venice has a magical essence: it is people-friendly, or as we say it here “a misura d’uomo” which means “tailored to the human”, it is car-free and democratic. Democratic in the way that people can walk everywhere, they feel safe, they feel they can let their children run and play freely in the campi and calli, they can stop and have social interactions, as every place feels like a living room, but also enjoy silence and moments of contemplation. Life has a slower pace, traditions find their way into modern life, elements of the Eastern culture blend seamlessly with the Western ones.

By listening to the stories of its inhabitants, we realize that Venice’s most precious treasure of all is the lifestyle, the way Venetian people have lived for over 1600 years: the way they relate to traditions and the environment and the values they decide to prioritize in their lives. They are the soul of the city.

Today, Venice, its archipelago, its lagoon and the surrounding mainland are facing challenges that we urgently need to tackle. The consequences of these challenges are most apparent in places like the Amazon and Venice, but what happens at these two places so far apart in the world, is just an anticipation of what will happen in the rest of the world if we decide to do nothing. And I want to stress these last few words, do something. Because we do talk a lot, but we don’t do enough.

Venice and the Amazon are microcosms, the perfect starting points from which to rethink and co-create a new society, where to initiate a mindset shift. Venice may be the ideal city of the future, a city at the service of and in harmony with Life; an example to follow throughout the world, a living laboratory for a new, future-proof society. A place where individuals are free to explore all of their unique **talents**, passions, creativity and emotions; a place to **deepen** their knowledge on the laws of the universe and nature; a place for arts, sports, science, craftsmanship and entrepreneurship. **People passing by Venice** should be able to experience the soul of the city, to bring home something valuable both for themselves and the city.

As Einstein said, “We cannot solve our problems with the same thinking we used when we created them”. We need to start from ourselves, from the exploration of our consciousness, to shift our mindset from an ego to an eco-centric one.

We have created a documentary and we have started to show it in public spaces, to motivate people that have already done this internal work, people that feel this resonates with them and are willing to do the work, and young people, to join this community of volunteers and take ownership of our future, and be at the forefront of this renaissance.

SUMus is a “think-tank” and a “do-tank”, providing citizens with an open platform to meet and work with other citizens, organizations and institutions, forming ecosystems dedicated to all aspects of daily life: health, agriculture, education, culture, governance and business. Alone we can do a lot, but together we can do the impossible.

The purpose is to initiate concrete and pragmatic projects that will generate new jobs in food production, functional medicine, ethical technology, circular education and craftsmanship. New residents will be attracted to the city and the local economy will grow again. For example, projects that will initiate restorative food production activities based on biomimicry, backed by research and development, that will see the transportation of these wholesome ingredients have zero-impact on the environment, restaurants and shops using a greater ratio of local and season products, education on mindful consumption and food waste reduction practices generating added value from every bit of organic matter.

SUMus is a community of people who want to lead an extraordinary life by being the best version of themselves, for themselves and others. In an apolitical, ecumenical, resolutely positive and inclusive space, SUMus is a movement coming together to explore, co-create, test and deliver concrete results for a new sustainable paradigm.

We are people of all ages, men and women; we are students, parents, farmers, craftspeople, researchers, artists, teachers. We are thinkers and doers, people who have decided to be responsible for their lives and co-creators of the future. We are ready to build a better world for all of us and for generations to come.
I am because we are, SUMus.

And you?