



Taken from the meeting “Erice, a myth for tourism”

1992, at the “International Centre of Scientific Culture
“Ettore Maiorana”

Mr. Leonardo Poma writes:

Concluding I would like to recall the words of the sociologist Carlo Savina, when he said "the places wrapped up with myth are the most fascinating sights for international tourism(...) After all, the tourist of today is the traveler of all time, it's the Ulysses, the Enea, the Gregorovius, the Schliemann, the Goethe, the Amundsen, and so forth.

The "Tourism of Myth" has therefore a precise location here at Erice, constituting its specific touristic resource,

and not by accident “l’Azienda di Soggiorno” (which is the local association in charge of promoting the town) a few years ago, printed and distributed a colored poster reproducing a painting of Aldo Sessa. In this poster, the delicate chromatic combinations seem to perfect the form of a gentle woman's face that looms over a celebrated landscape. In the background view, through the pine forests, we see the ruins of the ancient typical Spanish Quarter, in the north coast of Erice, and the picturesque shape of Mount Cofano .

This is not the usual photographic image but a reproduction of the work of Aldo Sessa, who uses a very personal technique "pointillism".

The theme portrayed in this poster is the eternal theme of the woman as creator of life and fertility, which has found in the ancient Erice, the origins of a myth, making this town unique for its traditions, history, architecture and civilization, one of the most celebrated place of the ancient world. The woman in the poster is a richly imaginative woman, dominating the ineffable landscape, which can be enjoyed from the summit of the Town, on the Tyrrhenian Sea towards Mount Cofano. Last but not least in this poster imagination and reality become a single whole, a whole where the “Ephemeral” becomes permanent, where the myth, however you call it, becomes an expression of civilization consciousness of those who can read beyond the “ephemeral”.



Erice 1988



Erice 1992