



L'Aquila, 2009

foto: FfB

Show Solidarity with the Earthquake-Struck Region of Abruzzo!

Each "Abruzzo – Watch"
is a Building Block towards Reconstruction!

On 6 April, 2009 a major earthquake struck the Italian region of Abruzzo, severely damaging the capital L'Aquila (AQ) and 58 other cities and villages in the area. 308 people lost their lives, more than 1,600 people were injured and tens of thousands of people lost their homes.

Two days after the earthquake, a patron of *Forum für Baukultur e.V.*, Dresden, Germany, (www.forum-fuer-baukultur.de) made a generous donation, asking the *Forum* to provide assistance to the disaster-struck area. Having visited the earthquake zone and having assessed the situation, representatives of the *Forum* met local experts to find out which type of support would be most beneficial and suitable for the region. On a proposal by their Italian colleagues, the *Forum* agreed to the idea of founding a cultural institution in the Abruzzo region modelled after the *Forum* as a cultural and architectural association to protect and preserve the architectural culture and regional landscape. The institute, named *MusAA* (*MuseoArchitetturaArte*, www.musaa.it), was founded in Rome on 27 October, 2009 and was introduced to the public in the Abruzzo town of San Benedetto in Perillis on 20 November, 2009. *MusAA* and *Forum für Baukultur e.V.* closely co-operate with each other.

The principle aim of *MusAA* is to provide educational opportunities for the population of the earthquake-struck region - particularly for younger people - with specifically selected events to increase awareness for the particular importance of the regional culture of Abruzzo. By having such an enhanced awareness, the population will be more successful in engaging in a sensitive and respectful reconstruction of the region. At the same time, they will have a better chance to support projects and actions that will preserve their region's local culture.

The donation by the *Forum's* patron made it possible to establish *MusAA* and to take the first steps in the aforesaid direction. Now, to secure the future existence of *MusAA*, further funding is greatly needed. *Forum für Baukultur e.V.* has therefore decided to seek additional financial support for *MusAA*. It is for this reason that the *Forum* has launched the "Abruzzo-Watch" project. In memory of the terrible earthquake, the face of every watch includes a fragment of an authentic brick from a historical palazzo in L'Aquila which was destroyed by the earthquake. The price of each watch includes a donation that will be used for the important, identity-creating work that *MusAA* is undertaking.



First Limited Edition, Model B



First Limited Edition, Model A

By donating to *MusAA* in such a generous way, you will make an important contribution to the reconstruction of the earthquake-struck region of Abruzzo, thereby ensuring the protection and preservation of its cultural heritage.

**Please show solidarity for Abruzzo
and for Italian culture!**

Show Solidarity with the Earthquake-Struck Region of Abruzzo!

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To enable MusAA (MuseoArchitetturaArte) to continue and expand its very successful earthquake relief project which began two years ago, it needs additional donations.

Forum für Baukultur e.V. has therefore teamed up with a well-known watch manufacturer and has developed a wristwatch called "Abruzzo-Watch". Embedded in the clock-face is a fragment of an authentic brick from a palazzo in L'Aquila which was destroyed during the earthquake. We would like to ask all those who want to show solidarity with the region of Abruzzo to actively support MusAA's work through the purchase of an Abruzzo-Watch.

The proceeds of every Watch sold include a donation to MusAA.

Please support us to provide assistance in the earthquake-struck region of Abruzzo.



Model A
Sandblasted finish

Abruzzo – Wristwatches First Limited Edition

Laco
Uhrenmanufaktur GmbH

Product information:

All stainless steel, nickel free
High quality Quartz movement Ronda 763, Swiss made
Mineral crystal
3 ATM water resistant
Leathers trap
24 months guarantee



Model B
gild IPG (polished finish)

The price for one watch is: **Euro 119, 00** (Plus shipping costs *)

* May vary depending on order size and delivery option. It is therefore recommended to verify rates with us prior to placing an order.

Please choose which model you would prefer and use our website for your order:

www.forum-fuer-baukultur.de/inhalt.php?ziel=cb&sprache=de&userlang=en

- Pay securely online with **PayPal**
- Upon receipt of funds, your order will be processed straight away.
- You will receive an order and payment confirmation.
- We will immediately notify you by email when your order has shipped.

Forum für Baukultur e.V. • Wiener Str. 54 • D - 01219 Dresden
T. +49 (0) 351 / 476 90 - 0 • F. +49 (0) 351 / 476 31 53
villa-salzburg@t-online.de • musaa.forum.fuer.baukultur0609@googlemail.com

Deutsche Bank AG • Konto: 874 49 22 02 • BLZ: 870 700 24
BIC (SWIFT) DEUT DE DB870 • IBAN DE14 870 700 240 8744922 02

Chairman of the Board: Dr.-Ing. Sebastian Storz • Register of Associations, District Court Dresden: VR 4643 • VAT No. 203/141/15954