



CANVAS IN MOVEMENT • DOSSIER • JULY 2026

Forum Colorum

The Puntata Zero

We turn an old FIAT 600 into a canvas in movement: restored, electric, painted by an artist. The first real episode of the **Serpentone Verde** (Green Convoy).

On the cover: Artwork No.001, the FIAT 600 painted by Willow — real photo.

REAL PHOTO

From forgotten wreck to a canvas in movement

Forum Colorum is not a restoration project: it is a **participatory adoption platform**. A vintage FIAT 600, idle and non-running, is reborn as an electric work of art signed by an artist. A single object that holds together Italian industrial heritage, reuse, the ecological transition and the democratization of art.

- 1 A vintage car**
A dismissed FIAT 600, no longer running.
- 2 Restoration**
The bodywork comes back to life, keeping its original shapes.
- 3 Electric**
Conversion to electric drive, genuinely type-approved.
- 4 The artist**
An artist turns the car-canvas into a signed artwork.
- 5 In movement**
The artwork travels through cities and meets the public.



The car-artwork in a working space, with the artist in the background.

REAL PHOTO

THE PRINCIPLE

Photo = real. Illustration = vision.

We show real proof without passing renders off as facts. Every synthetic image is labelled as a *concept*. The project starts from an object that already exists, not from a promise for 2027.

Why this project is real



Artwork No.001 — Marco Gilberti's FIAT 600, painted by Willow in 2009. **REAL PHOTO**

1 · The car already exists

Artwork No.001 is a real FIAT 600 that belonged to Marco Gilberti, with its original Turin plate **TO 88 7484** (registered March 1967). Bought in 1997 and painted in 2009 by Willow as part of Puzzle4Peace. It exists, has a verifiable history and is documented in photographs.

2 · A documented artist

The artist has a public name — **Willow** — and a traceable portfolio. Among the evidence: the feature "L'auto POP" in *Milano* magazine (January 2011), with one of his FIAT 600s exhibited at the Pazi Green Lab. External editorial proof, not a self-certification.



Willow and his FIAT 600s: editorial proof of the artist's portfolio.

REAL PHOTO

3 · The prototype already exists

The "vintage car → artist's canvas" format is not something to imagine: Artwork No.001 is its living, already-existing prototype. The campaign does not ask you to believe in an abstract vision, but to support the transformation of a real object.

4 · The only work-in-progress, stated openly

We are transparent about what remains to be done: the conservative restoration and the electric conversion. It is not a hidden weakness — it is the heart of the Puntata Zero, with a contained, concrete budget, not open-ended figures.

IN ONE SENTENCE

The car is there, the artist is there, the format is there. The Puntata Zero is what sets it all in motion — one real FIAT 600, electrified, painted and filmed, is worth more than any vision pitched on an empty page.

The Serpentone Verde

Each episode dedicates a vintage FIAT 600 to one or more artists. A serial, visual format built to last: a convoy of car-artworks travelling through Italian cities as a living manifesto of the circular economy.



A possible artist livery. **CONCEPT**



A possible artist livery. **CONCEPT**



The Serpentone at a city event. **CONCEPT**

One project, one manifesto

- Italian industrial heritage that becomes future, instead of being thrown away.
- Genuinely type-approved electric retrofit: concrete sustainability, not a slogan.
- Accessible contemporary art: the artwork leaves the museum and crosses cities.

The charitable side

The convoy's theme is the environment, reuse and electric mobility. Social impact is traceable through the **final charity auction** of each cycle — split: **40%** chosen charitable cause · **30%** owner · **20%** artist · **10%** Forum Colorum — and the historical ties with Puzzle4Peace and the social cooperative.

The Puntata Zero: what it takes

Before telling ten episodes, we make **one real one**: a single car, one artist, a type-approved electric conversion, a launch event documented cinematically. We fund it with a **Kickstarter** all-or-nothing campaign, 30 days, estimated delivery March 2027.

€24,916

CAMPAIGN GOAL

30

DAYS

Mar 2027

EST. DELIVERY

Budget breakdown (~€25,000)

Electric conversion	€10,000
Event & exhibition	€3,500
Conservative restoration	€3,000
Kickstarter + Stripe fees (~9%)	€2,250
Artist	€2,000
Contest infrastructure	€2,000
Initial rewards production	€1,500
Documentation / contingencies	€750
Total	~€25,000

Not funded in one block: it's composed

No single backer has to cover everything. The model is hybrid: **in-kind work** (IFTS schools, retrofit workshops, painters in exchange for visibility), **owner co-financing** — investing in their own car (~€7,700–10,300), **crowdfunding** as a market validator and a **final charity auction**.

STRETCH GOALS

€35,000 — a second car-artwork *by Forum Colorum* + a mini-documentary · **€50,000** — a second Serpentone stop · **€70,000** — a second car-artwork entirely *by Forum Colorum*.

The rewards

Amounts are in dollars (\$), the currency of the Kickstarter campaign; the euro figure is indicative (rate ~0.876). Backers are charged in \$.

LEVEL	AMOUNT	WHAT YOU GET	LIMIT
Digital designer	\$29 (~€25)	Download the 2D/3D files, design your livery and upload it to the gallery: you enter the contest.	—
The art book	\$109 (~€95)	The Forum Colorum art book + an artist's card.	—
Exhibition catalogue	\$131 (~€115)	The bound exhibition catalogue: it grows over time with photo-cards of the finished cars.	—
17" digital art-frame	\$405 (~€355)	A 17" WiFi frame that rotates through all the Serpentone artworks.	—
Resin relic 1:43	\$860 (~€750)	A one-off: a FIAT 600 with the livery of a car-artwork, hand-cast in resin, signed.	40 pcs
Patron	\$905 (~€790)	A large 32" digital frame + your name on the car-artwork + numbered fine-art print + meeting with the artist.	—
Resin relic 1:36	\$1,657 (~€1,450)	A one-off at 1:36 scale, hand-cast in resin, signed.	40 pcs
Resin relic 1:24	\$2,681 (~€2,350)	The top of the collection: a one-off at 1:24, the largest display piece.	40 pcs



The resin relic, a one-off per artwork.

CONCEPT

THE CONTEST

Open to anyone, worldwide

Download the 3D (or physical) model of the FIAT 600, decorate it online and upload your livery. Citizens + a jury of critics vote. Winning liveries become real car-artworks: produced digitally by the project, or live at events.

The team and the route

The team

- **Gianluigi Ruju (JanRuju)** — founder & artist, creator of the project (Resinism, SpazioAlieno).
- **Michaela Karina Bellisario** — co-founder (communication, foundation).
- **Willow** — the origin artist (the 2009 FIAT 600, "by Willow").
- **Technical partners** — conservative restoration and electric conversion.

Governance

Recommended incorporation: a **Third Sector Entity (ETS registered with RUNTS)**, to manage donations, tax deductibility and institutional credibility.

The 2026 → 2027 roadmap

- Campaign launch: **late September 2026**.
- Campaign close: late October (30 days).
- Contest submissions: late November.
- Voting: 1–15 December 2026.
- Production: 15 Dec 2026 – 15 Feb 2027.
- Rewards delivery: Feb – early March 2027.
- Real cars built: from March 2027.
- Unveiling / exhibition: 2027.



DEDICATION

In memory of **Marco Gilberti** — "la Gilba" (25 December 1967 – 6 March 2021), friend and founding partner, the soul of SpazioAlieno. His FIAT 600 is Artwork No.001, dedicated to him.



Back the Puntata Zero

contact@forumcolorum.org · forumcolorum.org · Kickstarter: "Forum Colorum — Episode Zero"

Concept and direction by Gianluigi Ruju (JanRuju) — SpazioAlieno.Art · July 2026