



BERTAGNI CONSULTING s.r.l.
MATCHING TRADES, COMPANIES AND IDEAS

EM ELICITING
ME MAPPING
VE MANAGING
EM EMOTIONS

2026 CATALOGUE

THE FLOW OF THE RIVER

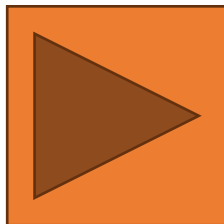


Navigating your Personal and Professional Growth
Along The River Of Your Life
Using The Extraordinary Methodology of
Geo-Emotional Mapping

Ali Bagley & Marco Bertagni



The Active Geographers of Emotions:
with their services included in
2026 EMME'S CATALOGUE



Marco Bertagni - EMME's Founder

Afaf Lamtkhame (MAR-I)

Ailsa Tulloch McDermott (ZAF)

Aisha Chaudhry (PAK-UK)

Ali Bagley (UK)

Anja Achenbach (D)

Anna Capicotto (USA-I)

Antonio Mazzei (I)

Arpi Nikoyan (ARM)

Bernd Gibson (D-F)

Bimba Landemann (I)

Caterina Ligios (I)

Davide Garzi (I)

Diogo Antunes (PT)

Gina Calestrov (MDA)

Guity Mohammadi (IRN-I)

Ilaria Borgioli (I)

Karina Lagarrigue (ESP)

Laurent Peters (F)

Lesslie Fernàndez (MEX)

Lucia Lamonarca (I)

Marco Barozzi (I)

Marialuisa Tonielli (I)

Mattia Bertagni (I)

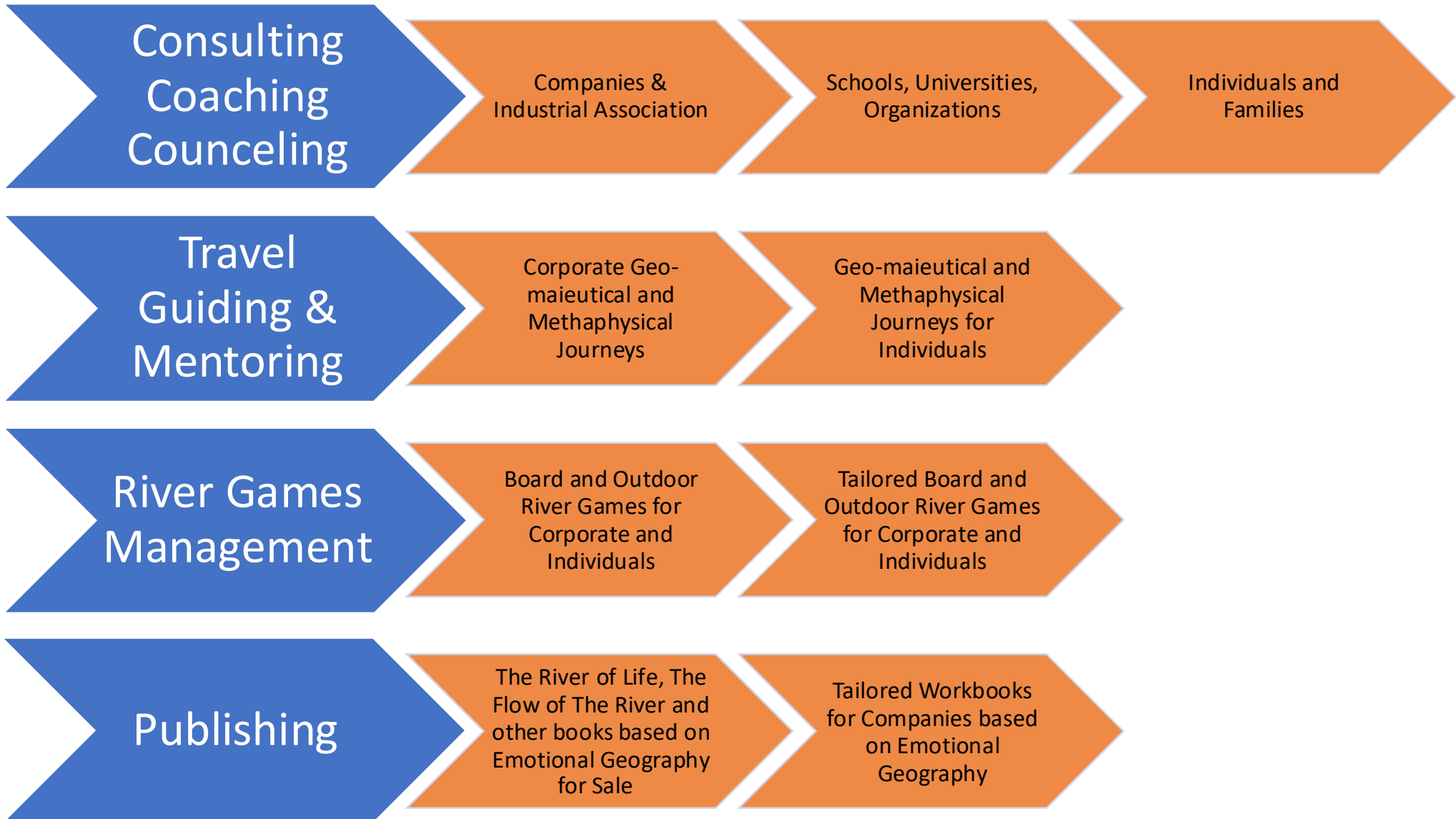
Melissa Rodríguez (MEX)

Monica Bustos (MEX)

Monica Gambelli (I)

Umberto Trulli (I)

EMME'S EDUCATIONAL PATHS





Consulting, Coaching & Counseling

In the field of EDUCATION, EMME's Consulting, Coaching and Counseling activities are targeted to help our clients to increase their soft and hard skills.

Through the innovation of THE RIVER OF LIFE methodology, clients will draw and create their own personal geo-emotional cartography (map).

This will connect them to the core objectives of their course and serve as a road map, navigating them through the paths of learning and understanding, towards a higher level of awareness and knowledge.

All these educational activities will be conducted by EMME's Geographers of Emotions, specialist guides who will work hands on with participants through each course.

The course methodology is experiential and game based. In fact some of the proposed experiences are exclusively based on playing one or more of the RIVER GAMES. Participants will not only have the chance of developing their skills in many different fields, they will also elicit, connect with and better manage their emotions. EMME's guides create an environment of trust and empathy during the activities in support of that development for participants.

Each educational service or course has a core topic that is integrated within the general framework of emotional geography.

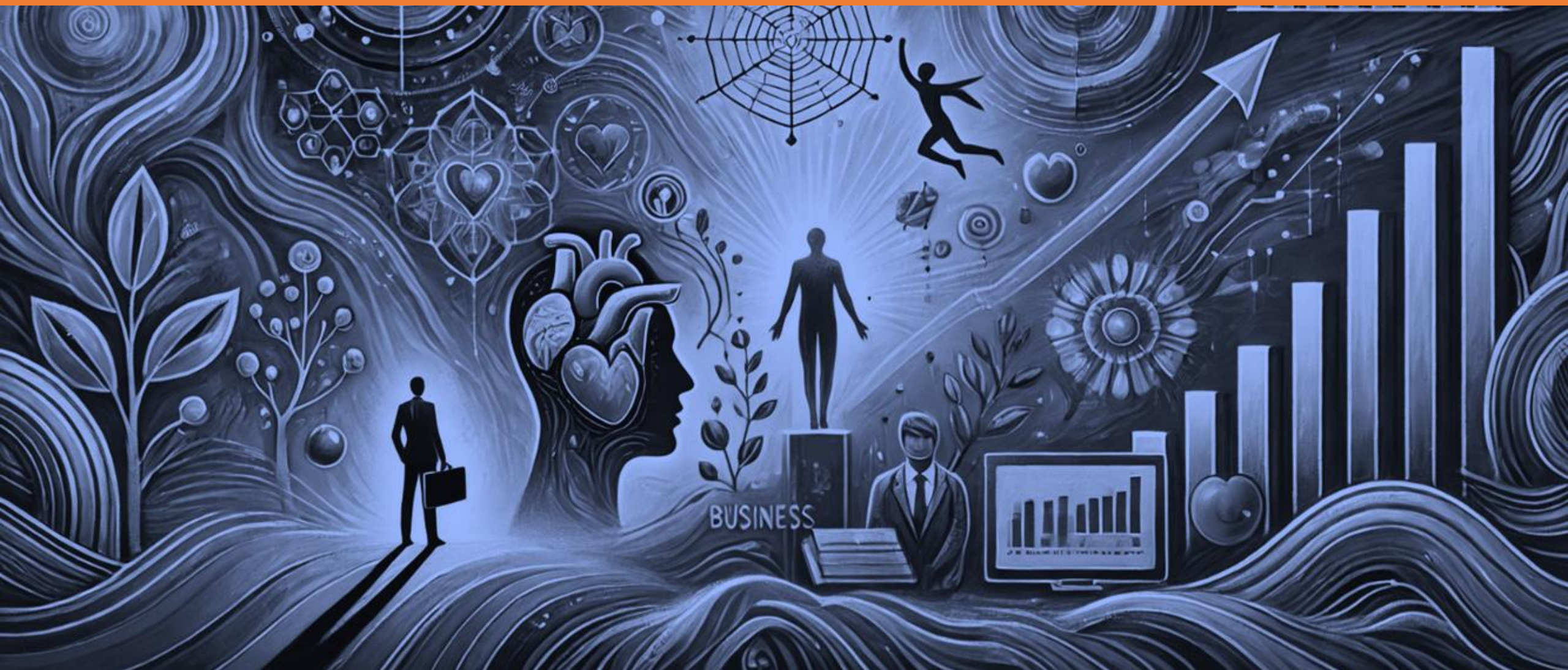
Our education activities are targeted to individuals in both group and one to one settings. For ease of navigation for our clients we have divided our Consulting, Coaching and Counselling services into:

CCC-BUS (especially intended for Companies and Business Associations),
CCC-SUO (for Schools, Universities, Institutional Organizations, Sport clubs, NGOs etc) and
CCC-PER (designed for Individuals and Families).

The R.O.E.I. (RETURN ON EMOTIONAL INVESTMENT) of each activity is a core consideration for us in ensuring we deliver the highest value to our clients.

Consulting, Coaching & Counseling

FOR COMPANIES AND INDUSTRIAL ASSOCIATIONS





JOURNEY INTO THE GEOGRAPHY OF EMOTIONS

The River Games *Pack you Luggage* and *Map Out your Emotions* to improve navigation toward growth and a stronger sense of belonging within the work environment.

Marco Bertagni



THE RIVER OF LIFE

THE RIVER OF LIFE

Mappatura e Coaching per trasformare le Emozioni in Energia per il Business

Marco Bertagni & Guity Mohammadi



UNDERSTANDING WORKPLACE & MASTERING CHANGES
DEFINING CORPORATE IDENTITY FOR A THRIVING AND PRODUCTIVE WORKPLACE
THROUGH EMOTIONAL MAPPING AND ARCHETYPES

Marco Bertagni e Anna Capicotto



CY
ro e
ane

FARE
STORYTELLING
NON E' UN LUSO
MA
UNA
URGENZA



CORPORATE AND BRAND STORYTELLING
A MULTIFACETED TOOL FOR COMPANIES' GROWTH

Marco Bertagni





*Dallo
Storytelling
allo
Storytelling*

FROM STORYTELLING TO STORYSELLING
FULL ENGINEERING OF AN EXHIBITION

Marco Bertagni & Marco Barozzi

EXPORT MANAGEMENT



GLOBAL
MARKETS



LOGISTICS



NEGOTIATION



COMPLIANCE



GROWTH

- STRATEGY
- MARKETS
- REGULATIONS
- FINANCE
- CULTURE

EXPORTING EMOTIONS STRATEGIES FOR GLOBAL SUCCESS

Marco Bertagni, Marco Barozzi, Ali Bagley, Maryna Vahabava, Lucia Lamonarca

THE GRAPE'S JOURNEY


BUILDING MULTIDISCIPLINARY COMPETENCIES FROM VINEYARDS TO DISTILLERIES



Marco Bertagni

FOR SCHOOLS, UNIVERSITIES, NGOs, SPORT CLUBS AND ORGANIZATIONS





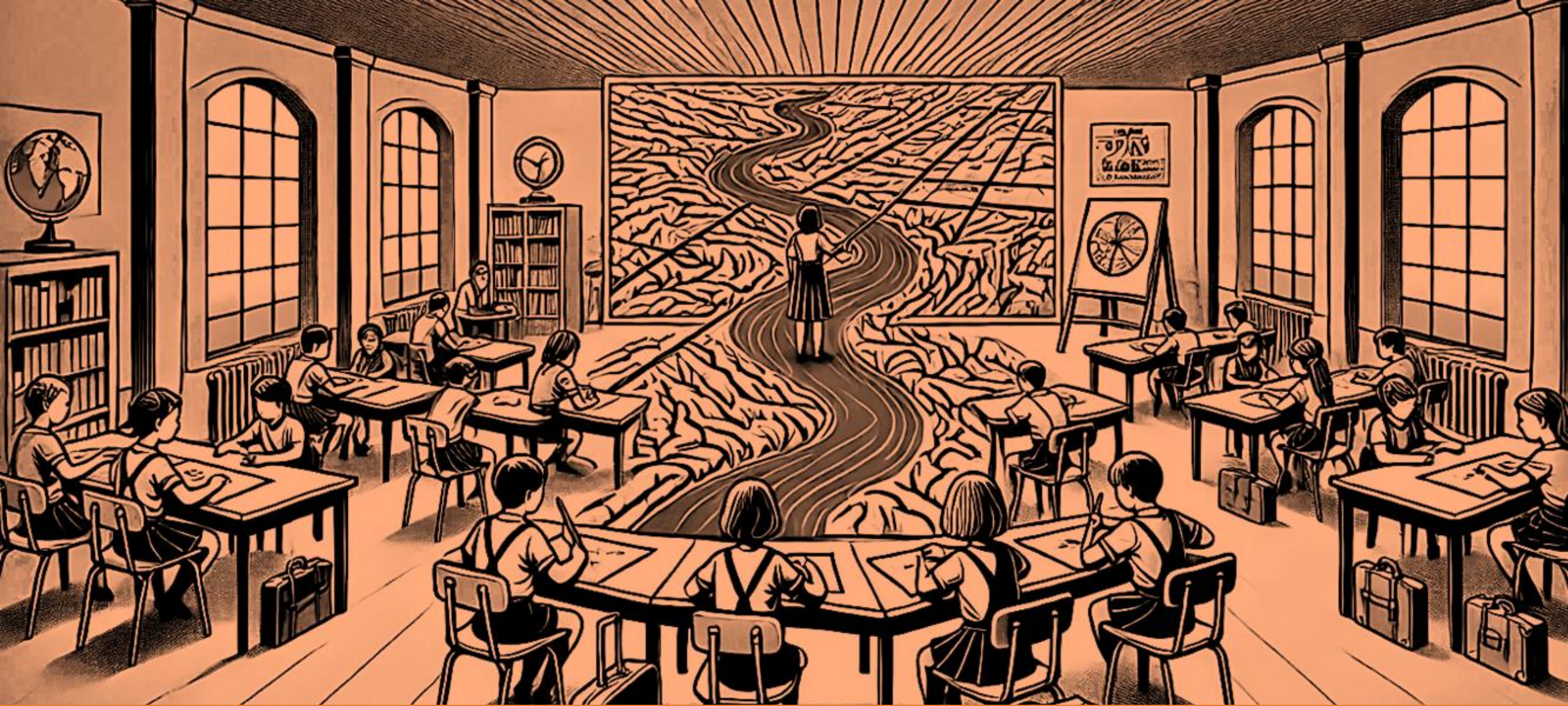
Intelligenza emotiva e mappatura emozionale



INTELLIGENZA EMOTIVA E MAPPATURA EMOZIONALE

Umberto Trulli & Marco Bertagni





A JOURNEY INTO THE GEOGRAPHY OF EMOTIONS

A journey of reconnection with the Self, Others, and planet Earth

Marco Bertagni



EUGEO 2021

9th EUROPEAN CONGRESS
ON THE GEOGRAPHY OF EUROPE
June 28 - July 1, 2021
Prague, Czechia



TRANSFORMING SPACES INTO PLACES

Integrated and Emotional Geography as a Tool for Analyzing Urban And Territorial Systems

Marco Bertagni & Melissa Rodriguez



A NEW GEOGRAPHY THROUGH THE RIVER GAMES

A New Way of Thinking, Teaching and Applying Geography

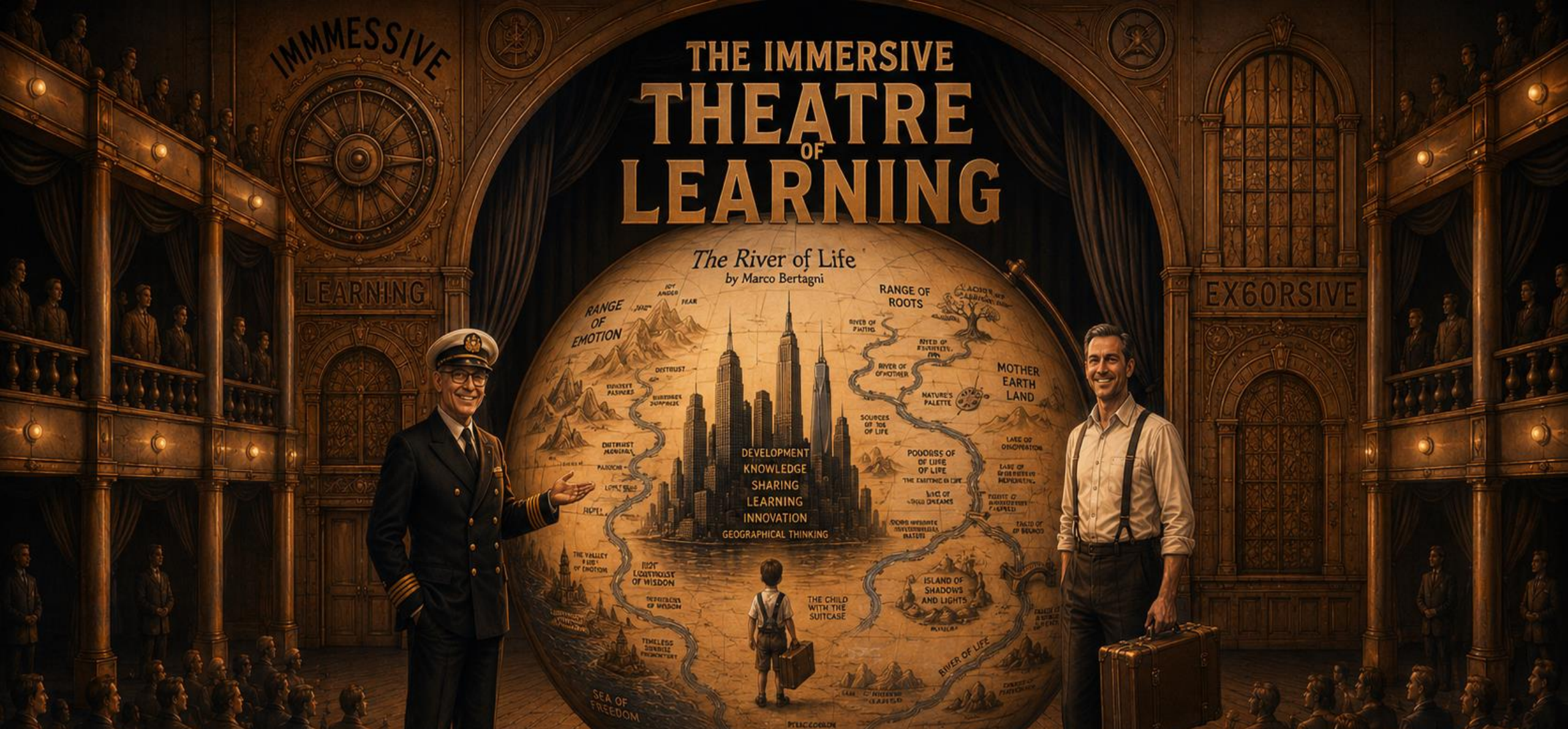
Marco Bertagni & Giovanna Modesto



EMPOWERING ONGS

How Culture Effects International Business

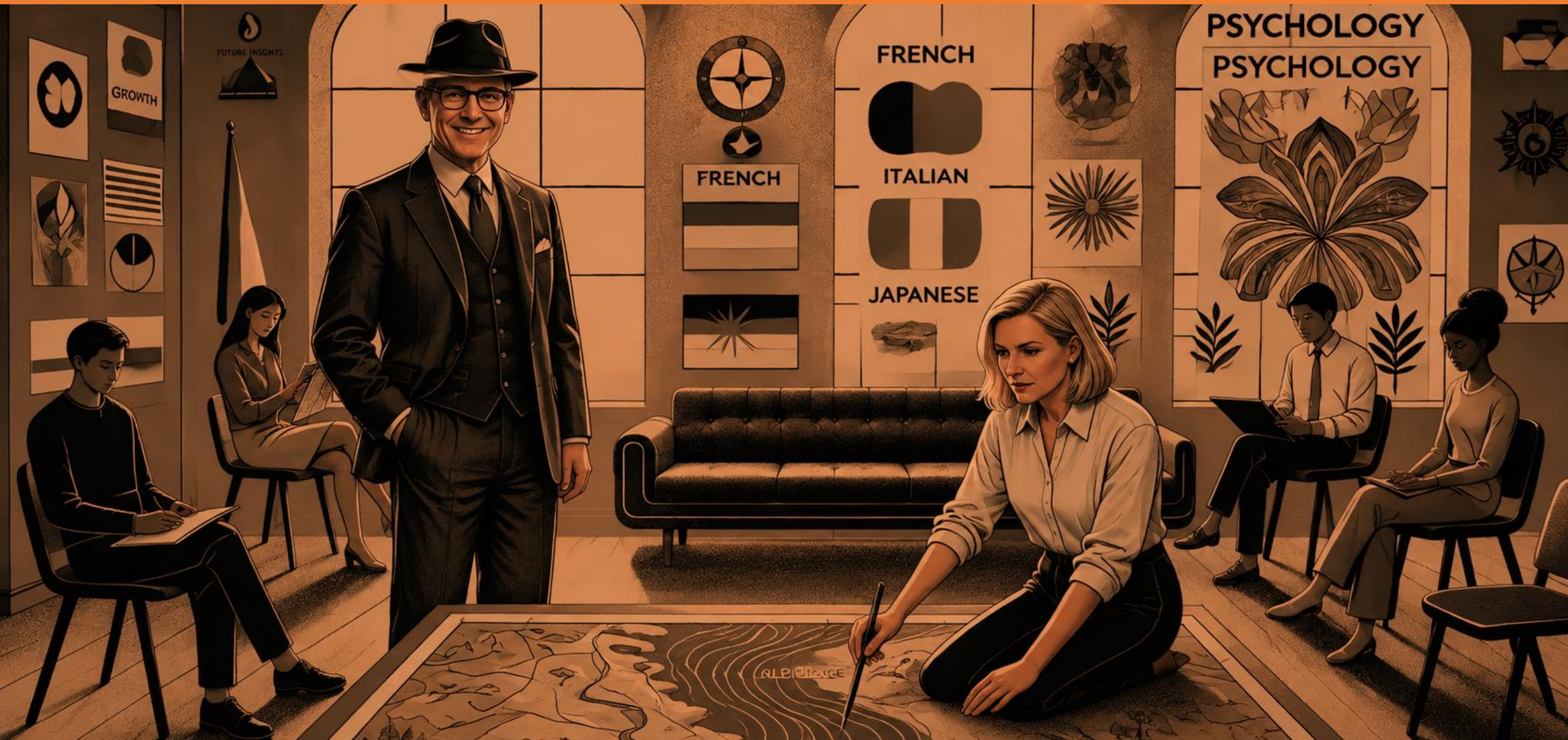
Marco Bertagni & Umberto Trulli



Marco Bertagni & Bernd Gibson

THE IMMERSIVE THEATRE OF LEARNING

When LX Design meets Emotional Geography



NAVIGATING NEW LANDS AND LIVES

A Journey of Integration for Expat Couples through Psychology and Genius Loci



GLOBAL OENO-GASTRONOMY MASTER

How to craft unforgettable events by merging the art of table setting and the authentic spirit of local wine and culinary traditions

Marco Bertagni, Lucia Lamonarca, Maria Luisa Tonielli, Afaf Lamthkame





GEO-EMOTIONS AND SUSTAINABILITY IN FOOD AND WINE

Exploring Local Flavors and Eliciting Emotions to create a River of Life menu

Marco Bertagni & Afaf Lamtkhame

FOR INDIVIDUALS AND FAMILIES



3,14

1-2-1 GEO-MAIEUTICAL AND EMOTIONAL MAPPING PATH

Marco Bertagni

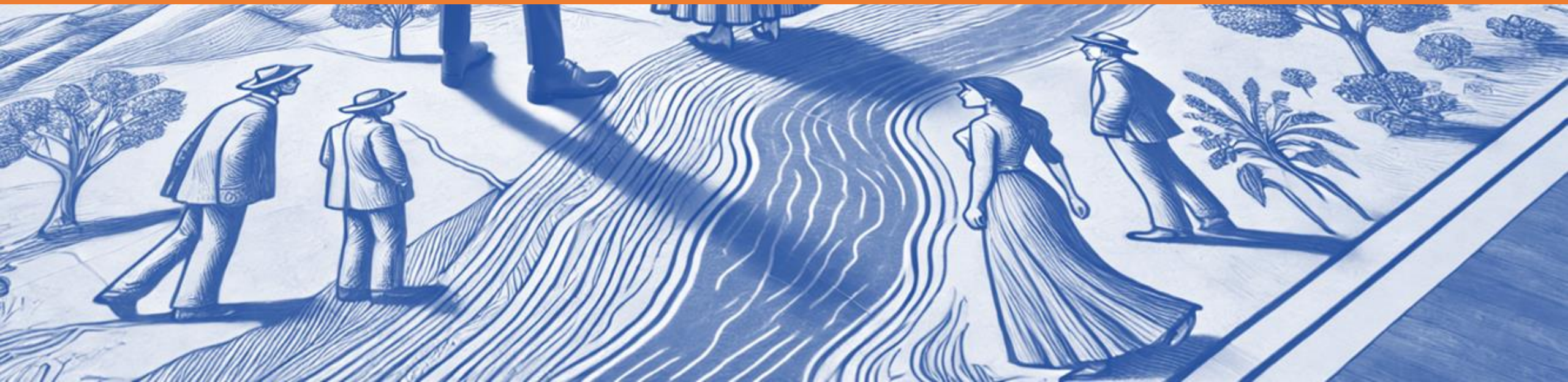




CON UN MAPA SE SOLUCIONA TODO

Couple Therapy based on Traditional Psychology and on Emotional Mapping

Lesslie Fernandez and Marco Bertagni

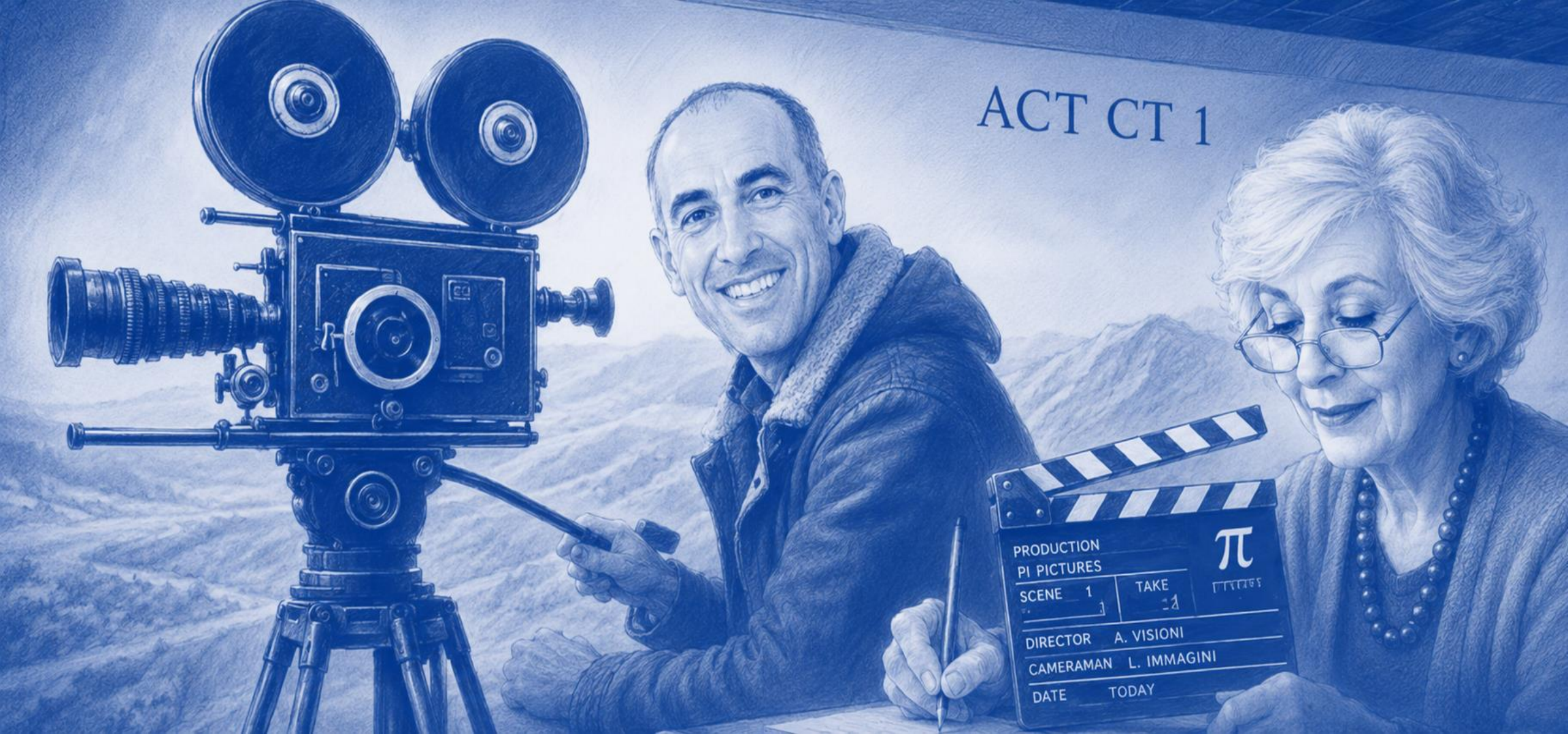




THE BEAUTY AND THE FEAR

Self discovering Make Up

Monica Bustos and Marco Bertagni



ACT CT 1

PRODUCTION
PI PICTURES

SCENE 1

TAKE 1

DIRECTOR A. VISIONI

CAMERAMAN L. IMMAGINI

DATE TODAY

π

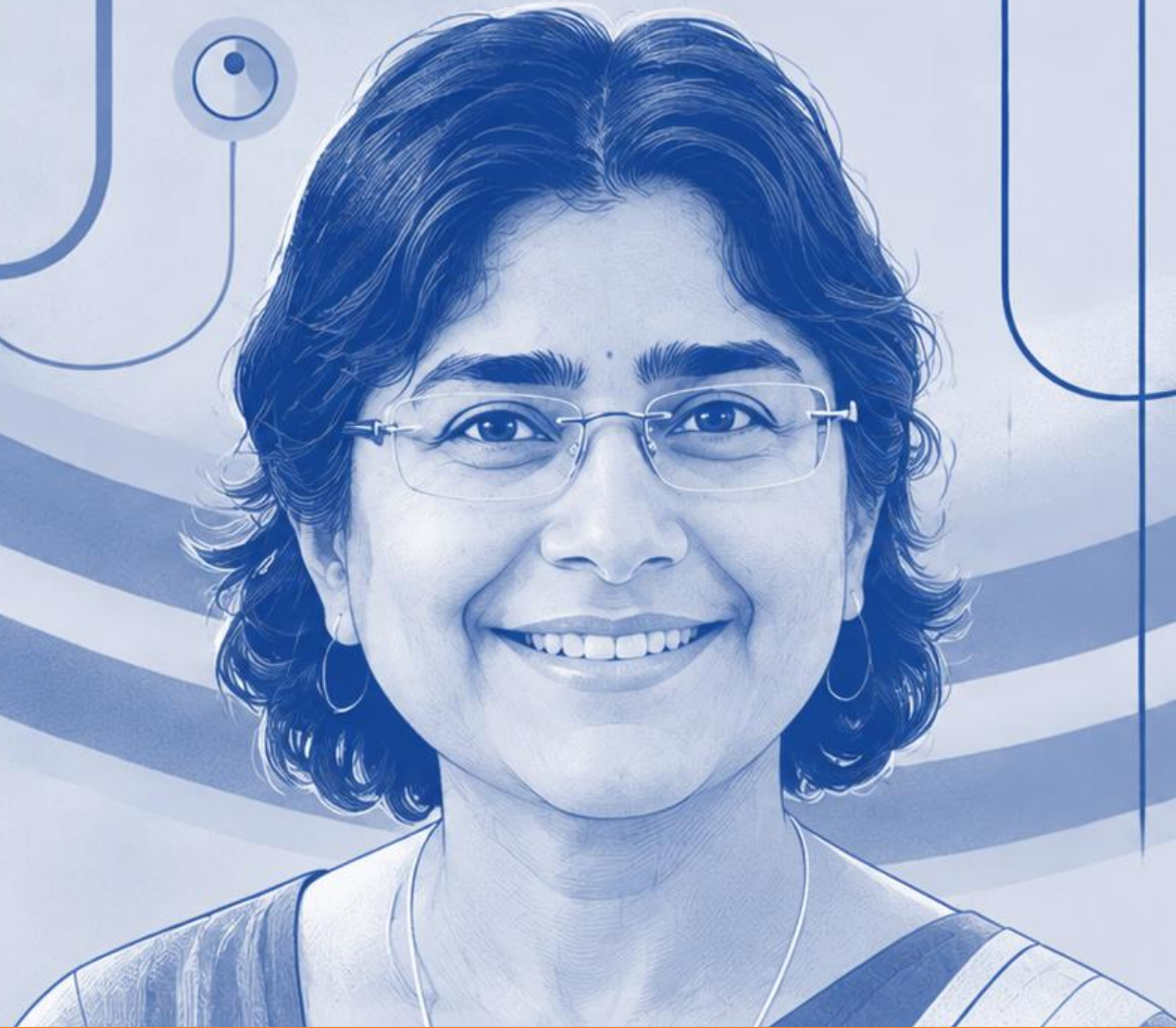
PICTURES

FROM IDEAS TO STORYBOARDS
Helping People to transform their Ideas in videos or movies

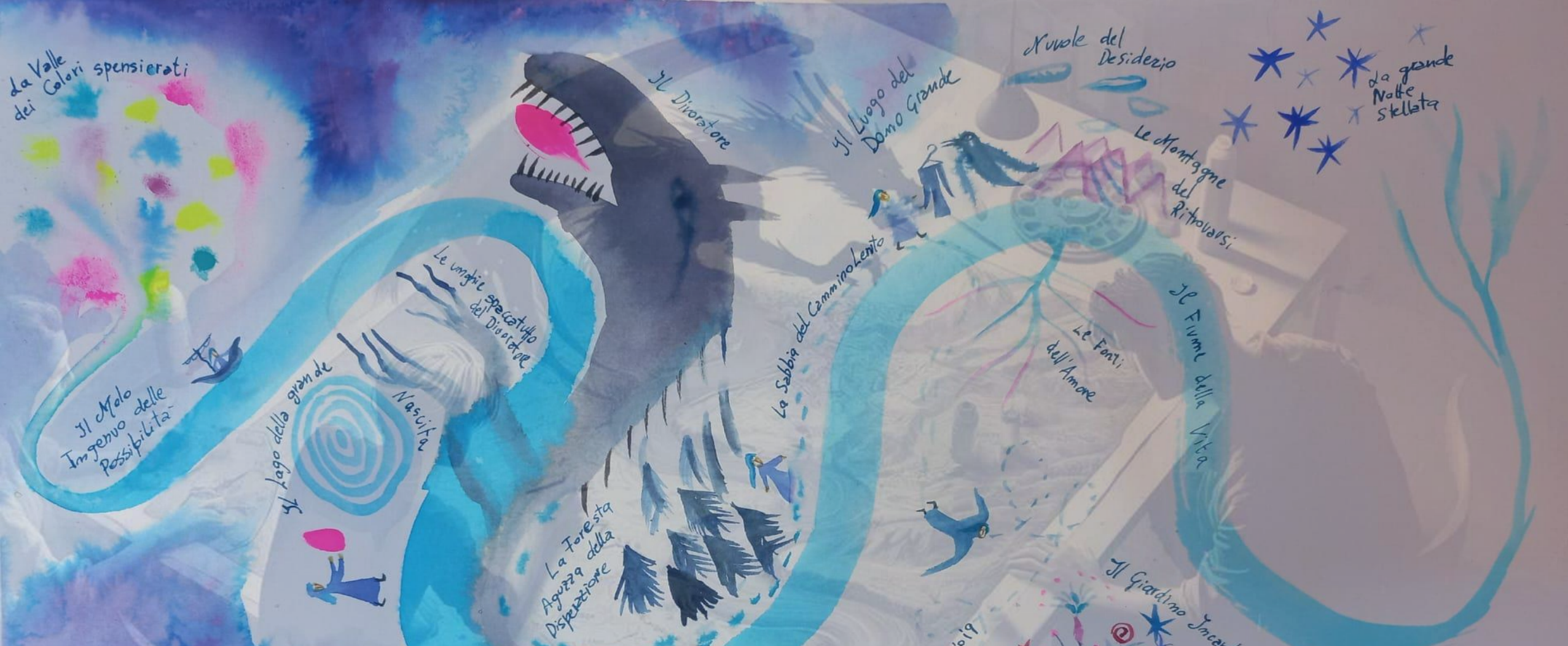
Marco Bertagni and Aisla Tulloch

Aisha Chaudhry & Marco Bertagni

"RIVER OF LOSSES"



MANAGING LOSS AND GRIEF
A SAFE PLACE TO WORK THROUGH YOUR LOSS



I COLORI DELL'ESISTENZA

Alla scoperta dei paesaggi interiori

Marco Bertagni and Bimba Landmann

CONFINI INVISIBILI

Coaching e geografia emozionale per capire meglio la propria strada

Marco Bertagni and Gina Calestrov



SEI IL TUO VIAGGIO

Itinerario nella geografia delle emozioni



Marco Bertagni and Francesca TuSai





Geo-Maieutical and Methaphysical Journeys

We offer a wide variety of travel-related services, focusing on both physical or meta-physical journeys. We provide specialist travel consulting, guiding and mentoring in order to support each client to better understand and define their path of growth.

GEO-MAIEUTICAL JOURNEYS (TGM-GMJ) are physical itineraries, structured on thematic stages (EARTH, ROOTS, EMOTIONS, LIFE, PHILOSOPHY, and FREEDOM) based on the River Game A GEO-MAIEUTICAL JOURNEY which provides the client with an inspiring template to define their bespoke road map.

Places assume a key-role of an 'engine of emotions' emergency process (GEO-MAIEUTICS). Each Place has stories to be told and emotions to elicit. Using the River of Life's methodology, participants will break new ground, discover the Genius Loci, and evoke their inner landscapes. Through River Games, artistic workshops and multisensorial exercises, travellers will dive into places to get closer to "somewhereness", but also to better connect with themselves and with others.

METAPHYSICAL JOURNEYS (TGM-MTJ) are not physical journeys. Travellers create their own geo-emotional road map within the borders of a selected territory at different levels: from a Town to an Island, from a Region to a Country, from Home to the entire World. Metaphysical journeys give our clients the opportunity to travel before traveling to discover other places and cultures. Each journey will be based upon the River Game A METAPHYSICAL JOURNEY. We take you step by step, through 6 thematic stages of THE RIVER OF LIFE, travellers, guided by EMME's specialist guides, will establish connections between their wishes, their expectations, their dreams and places. Each traveller will become a hero; a person who is ascending from the ordinary to the extra-ordinary world. This is a personal journey, in which your places will become your drawn and written scenario of personal history, of challenges against dragons and battles won. Each personal story is going to be integrated with another one and each team will present its story at the end of the journey.

Geo-Maieutical and Methaphysical Journeys

GEO-MAIEUTICAL JOURNEYS FOR PEOPLE, ORGANIZATIONS, TRAVEL AGENCIES AND TOUR OPERATORS



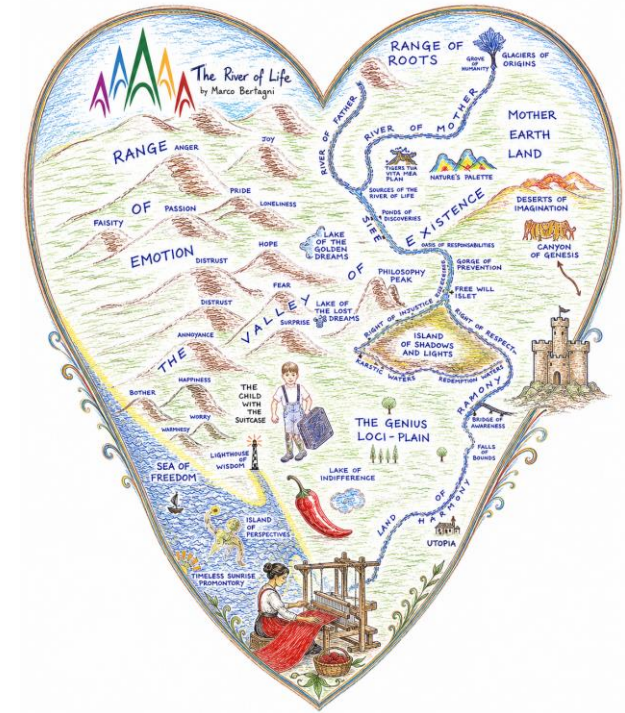
Where Reality Meets Dreams



Where
GARFAGNANA
LUCCA

When
22 August
29 August
2026

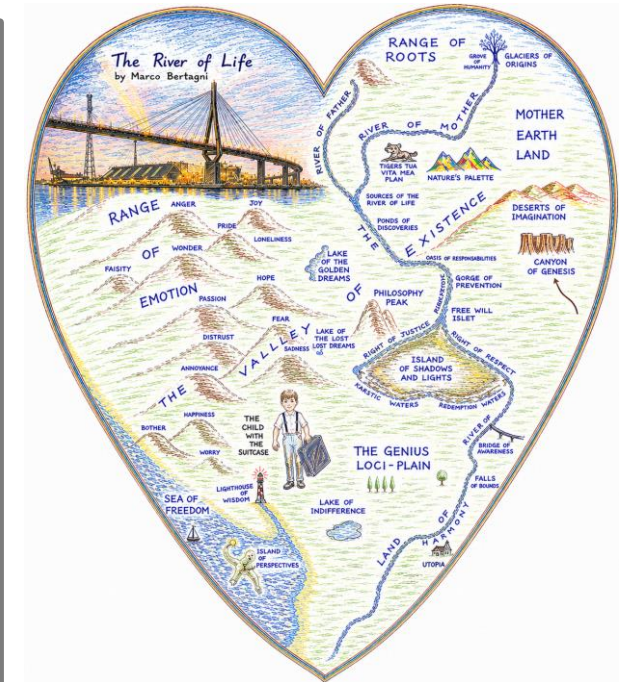
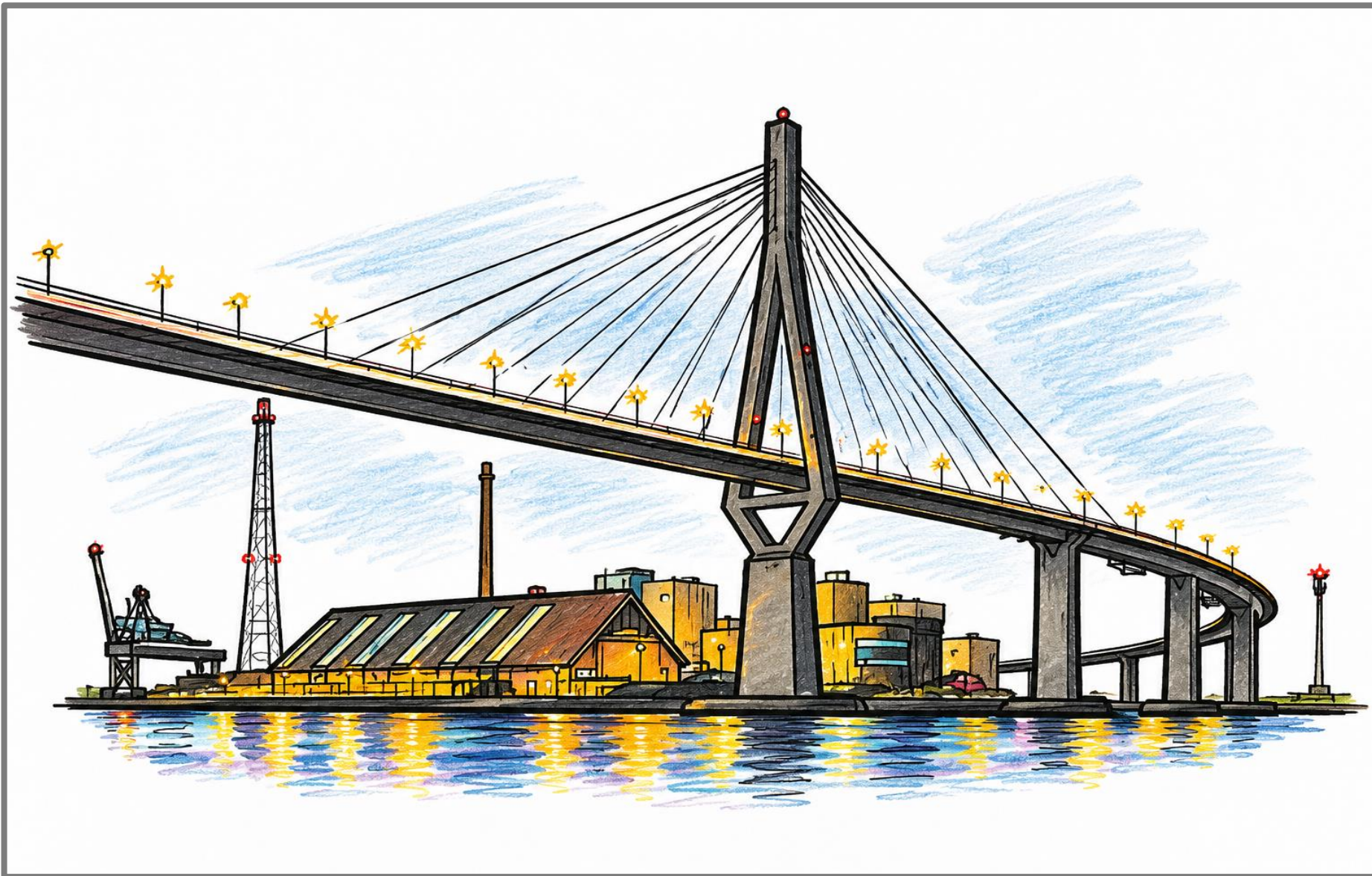
Where ROOTS shape the future



Where
CALABRIA
PENTONE

When
18-19-20
SEPTEMBER

BRIDGING IDEAS, INSPIRING GROWTH



Where
GERMANY, HAMBURG
When
1-4
October
2026

SWIMMING IN the sea of freedom



Where
Anzio, Nettuno
When
16-17-18
October
2026

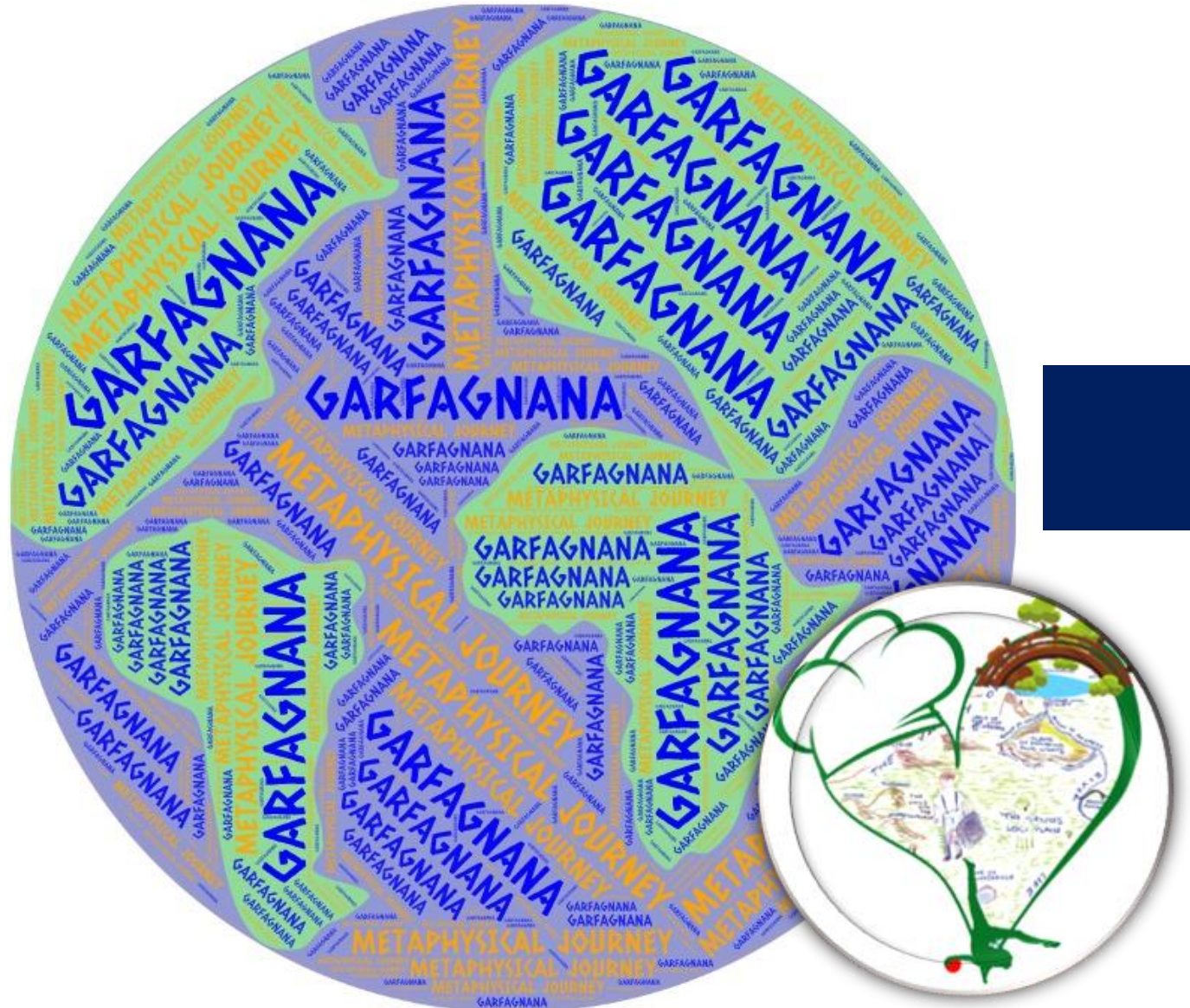
METAPHYSICAL JOURNEYS FOR PEOPLE, ORGANIZATIONS, TRAVEL AGENCIES AND TOUR OPERATORS



**WHERE REALITY
MEETS DREAMS**

GARFAGNANA

ITALY



Mentored by: Marco Bertagni

**HAY ALGO
POR ALLÁ?**

PATAGONIA

CHILE
ARGENTINA



Mentored by: Marco Bertagni



River Games Management

River Games, created by Marco Bertagni and the Geographers of Emotions, are both stand-alone experiences—like our keynote game, "Map Out Your Emotions"—and integral parts of our courses, counseling, consulting, and travel services.

We offer indoor (live and virtual) and outdoor options, each designed to foster skills development, personal and professional growth, improve communication, empathy, self-awareness, and creative play.

These games bring people together in social and professional settings to learn, share, laugh, and enjoy—everyone wins just by playing.

Moreover, every River Game can be customized to meet the specific needs of your company, school, or organization.

For bespoke corporate or educational experiences, please get in touch.

“The true sign of intelligence is not knowledge but imagination.” — Albert Einstein

River Games Management

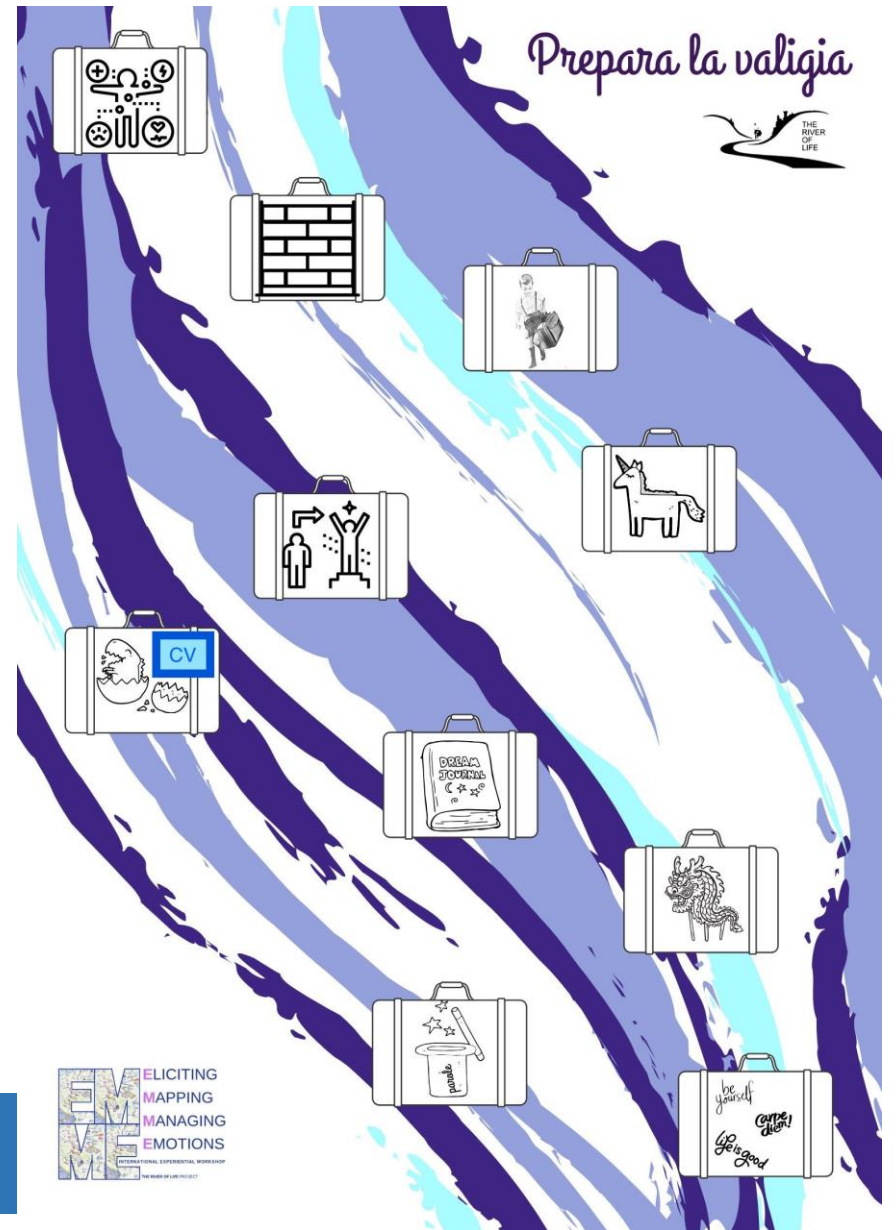




**RIVER BOARD GAMES
FOR PEOPLE AND ORGANIZATIONS**



PACK YOUR LUGGAGE®



EM ELICITING
ME MAPPING
VE MANAGING
EM EMOTIONS
INTERNATIONAL EXPERIENTIAL WORKSHOP
 THE RIVER OF LIFE PROJECT





MAP OUT YOUR EMOTIONS®

EXPORTING EMOTIONS®




π: THE FIRE OF KNOWLEDGE®





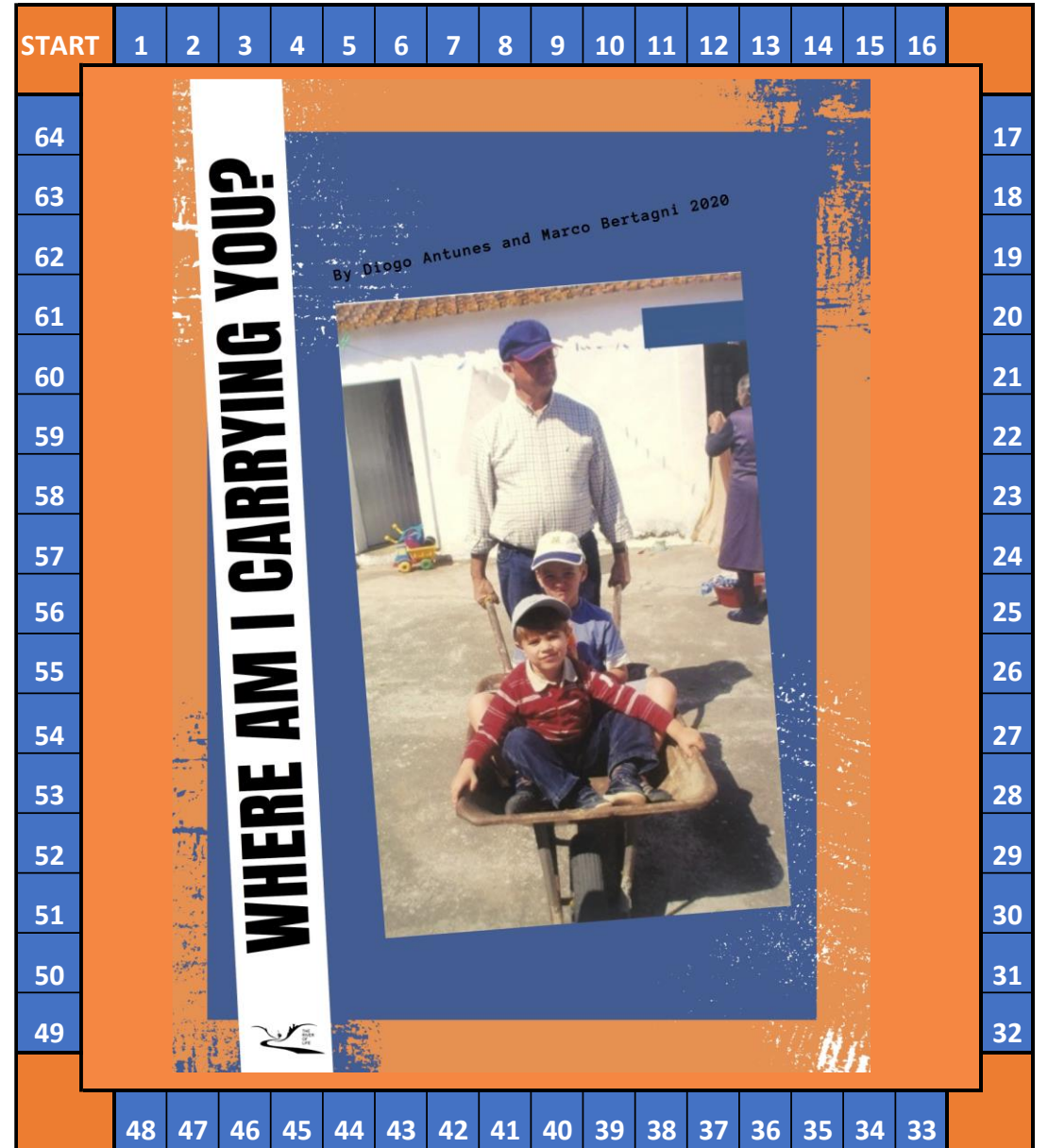
THE FIRE OF KNOWLEDGE

FATTI NON FOSTE PER VIVERE COME BRUTI MA
PER SEGUIR VIRTUTE E CANOSCENZA *Dante*



		π The Fire of Knowledge	
1	☹	Perché esiste qualcosa anziché nulla?	3, 1
2	☹	L'universo è reale?	4
3	☹	Abbiamo libero arbitrio?	1
4	☹	Dio esiste?	5
5	☹	C'è vita dopo la morte?	9
6	☹	Possiamo conoscere oggettivamente?	2
7	☹	Qual è il miglior sistema morale?	6
8	☹	Cosa sono i numeri?	5
9	☹	Cos'è la verità?	3
10	☹	Qual è il senso della vita?	5
11	☹	Cos'è la vera felicità?	8
12	☹	Qual è il miglior sistema politico?	9
13	☹	Qual è il miglior sistema economico?	7
14	☹	Esistono davvero bene e male?	9
15	☹	Cosa significa scoprire?	3
16	☹	Abbiamo un'anima?	2
17	☹	Si può amare senza motivo?	3
18	☹	Anima e corpo come tempo e spazio?	8
19	☹	Quando il brucio diventa farfalla?	4
20	☹	Come nasce la vita?	6
21	☹	Cos'è l'intelligenza?	2
22	☹	Cos'è l'educazione?	6
23	☹	Cos'è l'arte?	4
24	☹	Cos'è la musica?	3
25	☹	Cos'è la bellezza?	3
26	☹	Cos'è la coscienza?	8
27	☹	Cos'è l'amore?	3
28	☹	Cos'è l'infinito?	2
29	☹	Tutto ha avuto un inizio?	7
30	☹	Quando finirà tutto?	9
31	☹	Cos'è la matematica?	5
32	☹	Cos'è la filosofia?	0
33	☹	Cos'è la natura umana?	2
34	☹	Gli animali hanno un ego?	8
35	☹	Cos'è il tempo?	8
36	☹	Come sarà il futuro?	4
37	☹	Come so di non essere te?	1
38	☹	Cos'è il linguaggio?	9
39	☹	Cos'è viaggiare?	7
40	☹	Possiamo sapere senza prove?	1
41	☹	Come fermare la sofferenza?	6
42	☹	Cos'è il piacere?	9
43	☹	Se il latte fosse nero, sarebbe latte?	3
44	☹	La mia vita è destino o scelta?	9
45	☹	Perché siamo qui?	9
46	☹	Un computer può avere mente?	3
47	☹	I ricchi devono aiutare i poveri?	7
48	☹	Sarei nato con genitori diversi?	5
49	☹	Sarei nato senza l'incontro dei miei genitori?	1
50	☹	Cos'è la conoscenza?	0
51	☹	GE-MA-PH	π 5
52	☹	GE-MA-PH	π 8
53	☹	GE-MA-PH	π 2
54	☹	GE-MA-PH	π 0
55	☹	π & φ	π 9
56	☹	GE-MA-PH	π 7
57	☹	GE-MA-PH	π 4
58	☹	GE-MA-PH	π 9
59	☹	GE-MA-PH	π 4
60	☹	GE-MA-PH	π 4
61	☹	GE-MA-PH	π 5
62	☹	GE-MA-PH	π 9
63	☹	GE-MA-PH	π 2
64	☹	PILLARS OF HERCULES	∞ 3

WHERE AM I CARRYING YOU?®



Marco Bertagni and Diogo Antunes

A DREAM JOURNEY®

START	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16				
	ZAF	ARG	AUT	BEL	UZB	BRA	RADIO TIME				TUR	CHL	SWE	PRT	PHL	PER				
64	AUS						A	F	R	I						1	NZL	17		
63	VEN						E	U	R	O						2	NLD	18		
62	URY						A	S	I	A					3		FIN	19		
61	BGR						A	M	E	R						4	MN	20		
60	BOL						O	C	E	A						5	JPN	21		
59	THA						A	N	Y	W						6	GRC	22		
58	RADIO TIME	I	O	A	R	A	W					A	O	A	A	E	A	RADIO TIME	23	
57	RADIO TIME	R	R	I	E	E	Y					N	C	M	S	U	R	F	R	24
56	RADIO TIME	F	U	S	A	O	N					Y	E	E	I	R	O	I	25	
55	RADIO TIME	A	E	A	A	O	A					W	W	A	R	A	O	I	26	
54	CHE						6	A	N	Y	W						IDN	27		
53	CHN						5	O	C	E	A						IRL	28		
52	ESP						4	A	M	E	R						MEX	29		
51	DEU						3	A	S	I	A						MAR	30		
50	RUS						2	E	U	R	O						LTU	31		
49	CZE						1	A	F	R	I						KOR	32		
		DNK	POL	FRA	GBR	NOR	NAM	RADIO TIME			HRV	HUN	IND	ISL	ITA	KHM				
		48	47	46	45	44	43	42	41	40	39	38	37	36	35	34	33			

TAME YOUR DRAGONS®

A crossword puzzle grid with a central illustration of a blue dragon. The dragon is surrounded by various icons: a soccer ball, a basketball, a pencil, a football, a volleyball, a staircase, a person climbing, a person standing, a dice, a musical note, a film camera, a graduation cap, a building, and a film strip. The grid is numbered 1 through 64. The words 'PHOBIAS' and 'SKILLS' are partially visible in the grid.

TAME YOUR DRAGONS

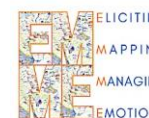
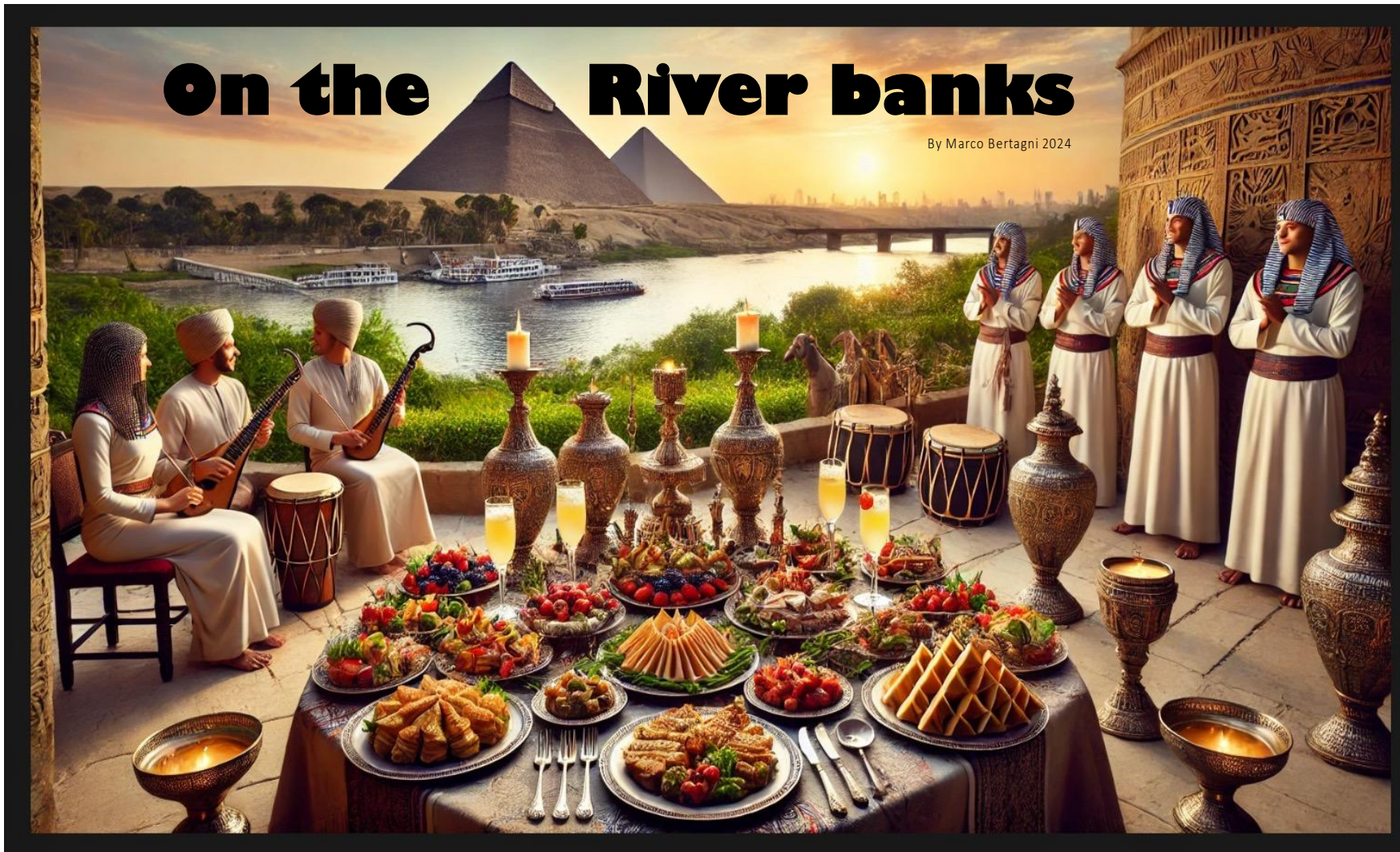
1		17		33		49	
2		18		34		50	
3		19		35		51	
4		20		36		52	
5		21		37		53	
6		22		38		54	
7		23		39		55	
8		24		40		56	
9		25		41		57	
10		26		42		58	
11		27		43		59	
12		28		44		60	
13		29		45		61	
14		30		46		62	
15		31		47		63	
16		32		48		64	

CHESS π OKER[®]

TRE,	1	4	1	5	9	2	6	5	3	5	8	9	7	9	3	2			
start	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16			
3	64																17	3	
2	63																18	8	
9	62																19	4	
5	61																20	6	
4	60																21	2	
4	59																22	6	
9	58																23	4	
4	57																24	3	
7	56																25	3	
9	55																26	8	
0	54																27	3	
2	53																28	2	
8	52																29	7	
5	51																30	9	
0	50																31	5	
1	49																32	0	
		48	47	46	45	44	43	42	41	40	39	38	37	36	35	34	33		
		5	7	3	9	9	3	9	6	1	7	9	1	4	8	8	2		
		C H E S S π O K E R 6 4 @														mb			
		T H E R I V E R O F L I F E Project																	

On the River banks

By Marco Bertagni 2024



ON THE RIVER BANKS®

Marco Bertagni

THE TRAVELLER

64 63 62 61 60 59 58 57 56 55 54 53 52 51 50 49

48 47 46 45 44 43 42 41 40 39 38 37 36 35 34 33

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32

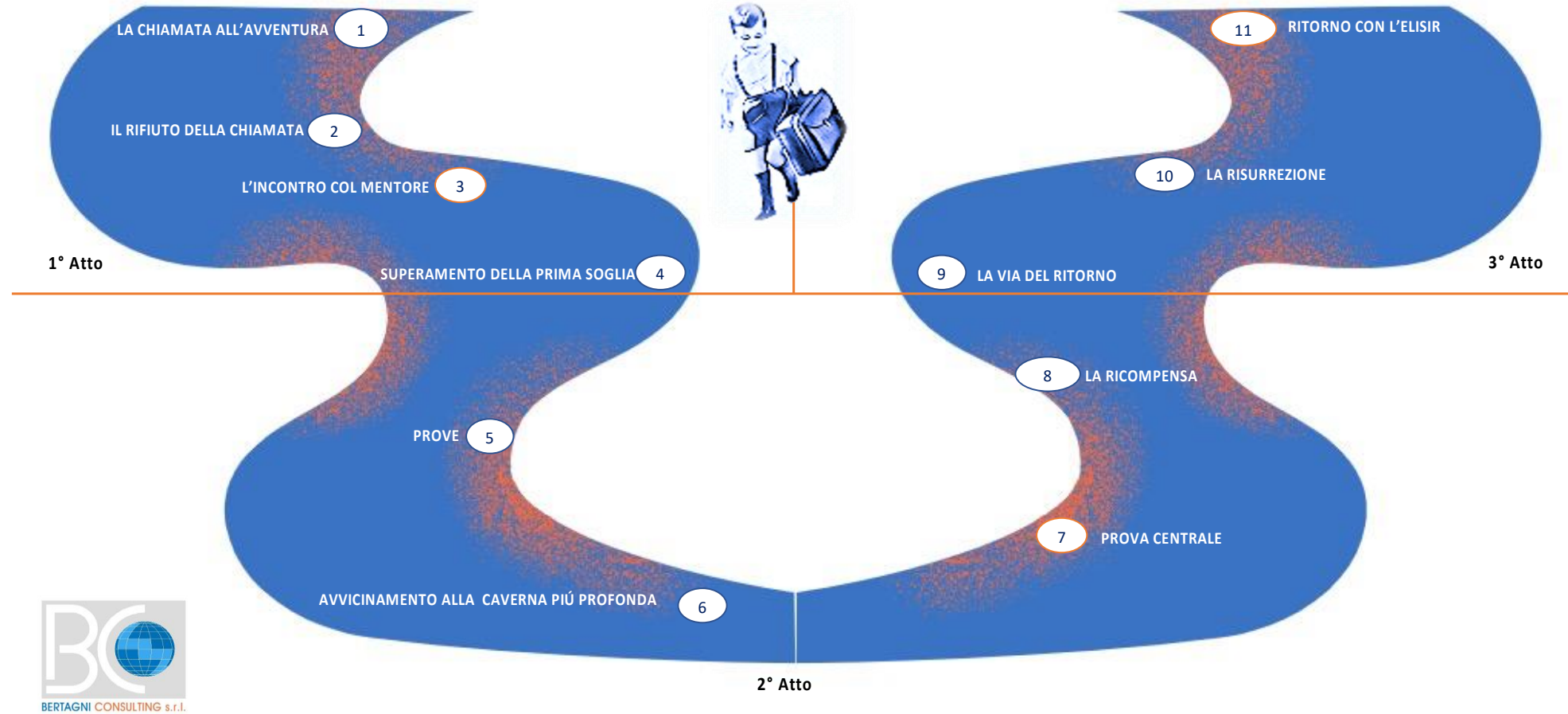
Algeria, Angola, Argentina, Australia, Austria, Azerbaijan, Bahrain, Bangladesh, Belgium, Benin, Bolivia, Bosnia and Herzegovina, Brazil, Bulgaria, Cambodia, Canada, Chile, China, Colombia, Costa Rica, Czechia, Denmark, Dominican Republic, Ecuador, Egypt, El Salvador, Estonia, Finland, France, Germany, Greece, Guatemala, Guinea, Haiti, Honduras, Hungary, Iceland, India, Indonesia, Iran, Iraq, Israel, Italy, Jamaica, Jordan, Kazakhstan, Kenya, Kuwait, Kyrgyzstan, Laos, Latvia, Lebanon, Lithuania, Luxembourg, Macedonia, Madagascar, Malawi, Malaysia, Maldives, Mali, Mauritania, Mauritius, Mexico, Moldova, Monaco, Mongolia, Montenegro, Morocco, Myanmar, Nepal, Netherlands, New Zealand, Nicaragua, Nigeria, North Macedonia, Norway, Oman, Pakistan, Panama, Paraguay, Peru, Philippines, Poland, Portugal, Romania, Russia, Rwanda, Saudi Arabia, Serbia, Singapore, Slovakia, Slovenia, South Africa, South Korea, Spain, Sri Lanka, Sweden, Switzerland, Taiwan, Tajikistan, Tanzania, Thailand, Timor-Leste, Tunisia, Turkey, Uganda, Ukraine, United Arab Emirates, United Kingdom, United States of America, Uzbekistan, Venezuela, Vietnam, West Bank, Yemen, Zambia, Zimbabwe.

THE TRAVELLER®

Marco Bertagni & Mattia Bertagni

Metodologia cartografica THE RIVER OF LIFE®

StoRiVERtelling



STORIVERTELLING®


Marco Bertagni

POTAMOS64®

ΠΟΤΑΜΟΣ64

1 Benue	17 Arkansas	33 Amur	49 Adige
2 Kasai	18 Churchill	34 Brahmaputra	50 Danube
3 Chari	19 Colorado	35 Yangtze	51 Elbe
4 Congo	20 Columbia	36 Enisej	52 Evros
5 Limpopo	21 Mackenzie	37 Euphrates	53 Guadalquivir
6 Lomami	22 Mississippi	38 Ganges	54 Isonzo
7 Niger	23 Nelson	39 Indus	55 Po
8 Nile	24 Orinoco	40 Jordan	56 Rhine
9 Okavango	25 Paraguay	41 Lena	57 Seine
10 Orange	26 Paraná	42 Mekong	58 Tagus
11 Senegal	27 Amazon	43 Murray	59 Tiber
12 Draa	28 Rio Grande	44 Ob	60 Thames
13 Shebelle	29 Rio Negro	45 Syr Darya	61 Ural
14 Vaal	30 Saint Lawrence	46 Tarim	62 Vistula
15 Volta	31 Uruguay	47 Tigris	63 Volga
16 Zambezi	32 Yukon	48 Huang He	64 Serchio The River of Life

ARCHÉ®

Αρχή 64  63  62  61  60  59  58  57  56  55  54  9 53  8 52  7 51  6 50  5 49  4	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16		
	WARM UP	WARM UP	WARM UP	WARM UP	WARM UP	E	U	R	O	P	E			A	F	R		
																	I	17
																	C	18
																	A	19
																		20
																		21
												A					A	22
												M					M	23
												E					E	24
												R					R	25
												I					I	26
												C					C	27
																		28
																		29
																		30
																	A	31
																	S	32
	3	2	1			O	C	E	A	N	I				A	I		
	48	47	46	45	44	43	42	41	40	39	38	37	36	35	34	33		

THE GRAPES JOURNEY.®

the grape's journey

By Marco Bertagni 2025 *

1 A 360-degree Q&A on the Grape Supply Chain



2 Corporate Identity: Who are we?

Geo-emotional mapping of Work Environment
 Definition of Vocational, Geographical, and Atmospheric Archetypes



3 The Soul of the Product

Geo-emotional Tasting



4 Buyer Persona

A psycho-cultural and biographical Drowning of the Ideal customer



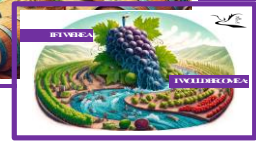
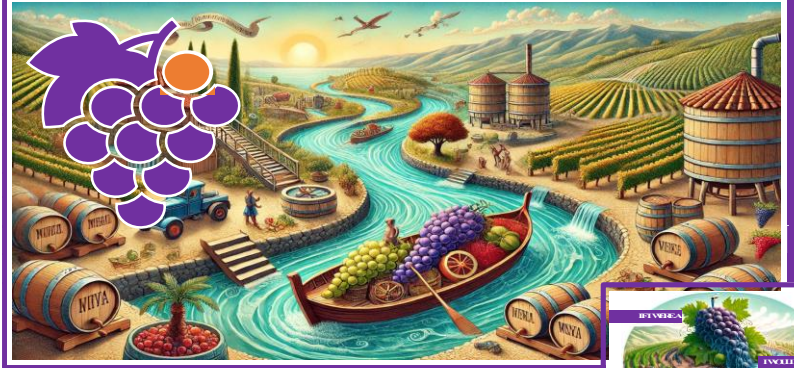
5 Formal Identity: the Way you present yourself to the World

Corporate Storytelling
 Brand Storytelling



6 The Journey's Destination

Intercultural & Language Test
 International Markets and Integrated Geography Final Challenge





**OUTDOOR RIVER GAMES
FOR PEOPLE AND ORGANIZATIONS**

OVERGROUND®



Marco Bertagni

PLAYING FOR LIFE®



THE RIVER OF LIFE project

**PLAYING FOR
LIFE**



Marco Bertagni



Publishing

THE RIVER OF LIFE®



Marco Bertagni

THE RIVER OF LIFE

Viaggio nella geografia delle emozioni

10
Associazione
Lorenzo
Guarnieri
ONLUS

Marco Bertagni

THE FLOW OF THE RIVER®

THE FLOW OF THE RIVER



Navigating your Personal and Professional Growth
Along The River Of Your Life
Using The Extraordinary Methodology of
Geo-Emotional Mapping

Ali Bagley & Marco Bertagni

THE MAGICAL WORLD OF EMME

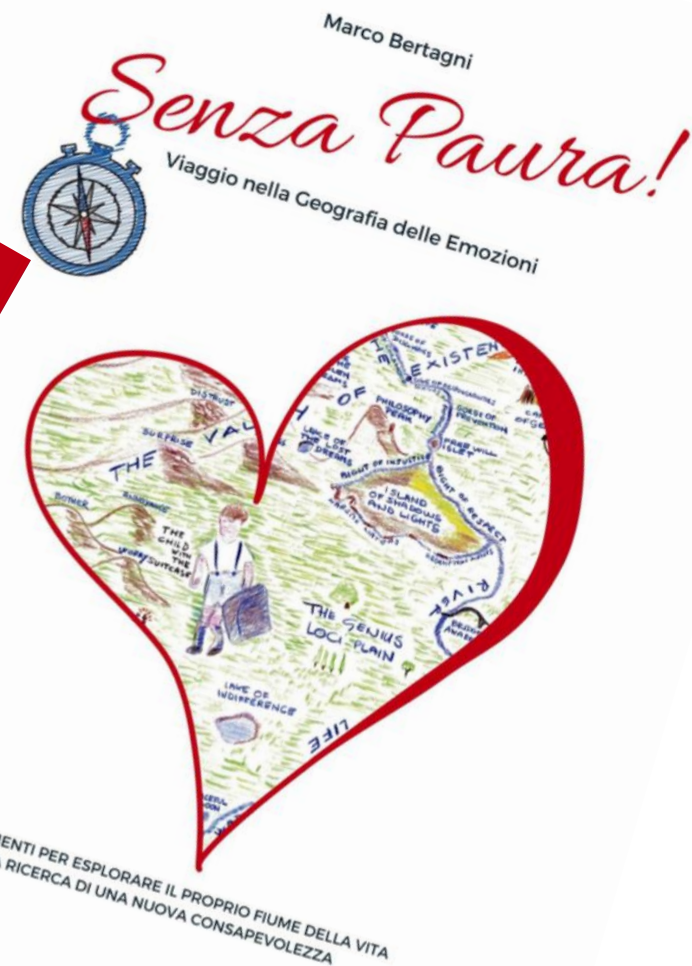
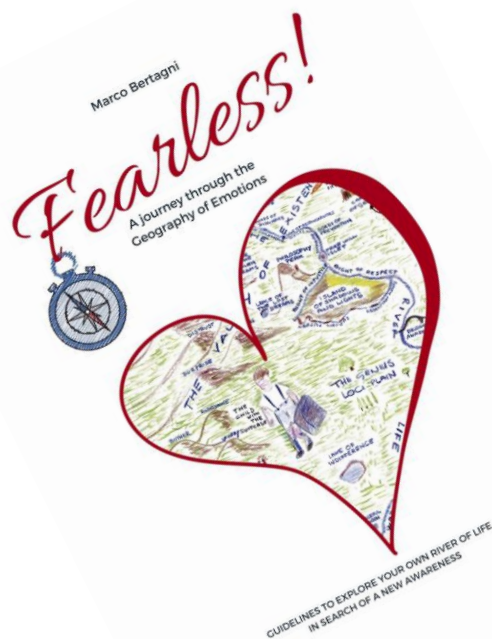
The Manifestation of Marco Bertagni's
THE RIVER OF LIFE project

Marco Bertagni • Ali Bagley

FEARLESS!®

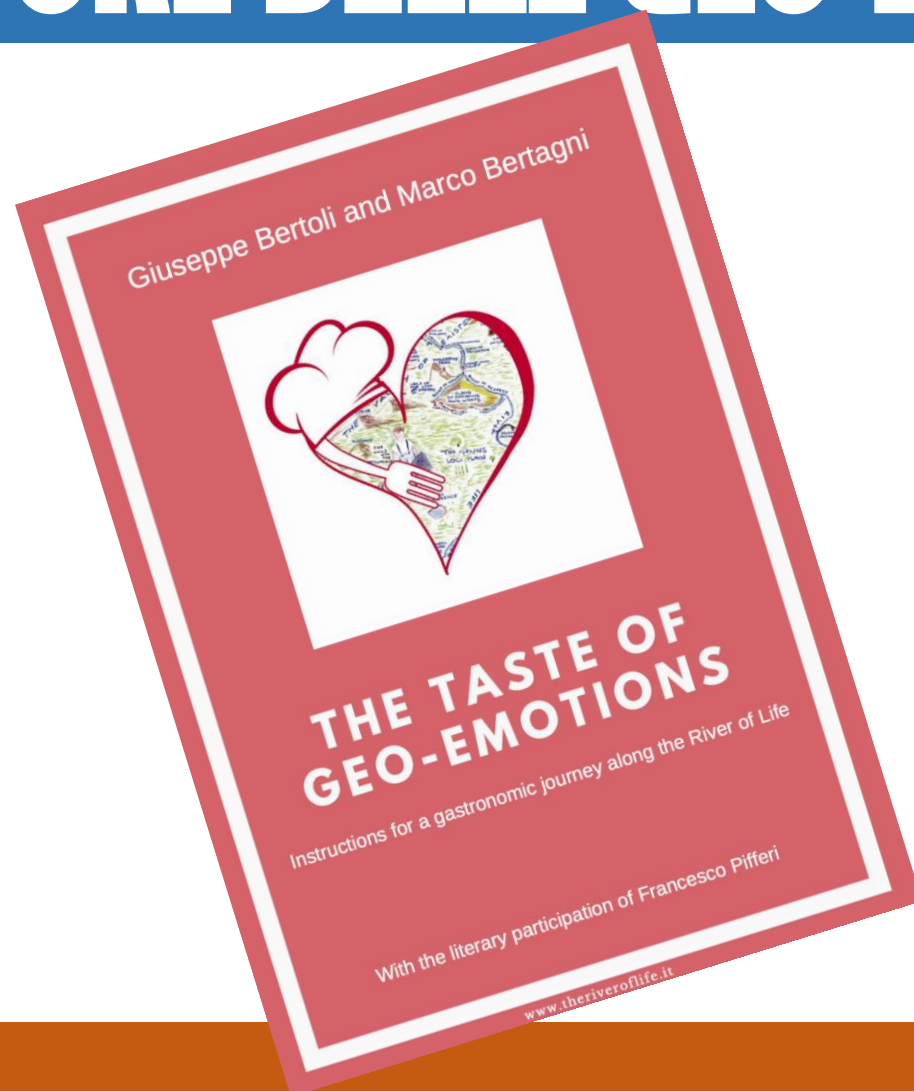
SIN MIEDO!®

SENZA PAURA!®



THE TASTE OF GEO-EMOTIONS®

IL SAPORE DELLE GEO-EMOZIONI®



GEO-MAIEUTICA E MAPPING EMOZIONALE®



Marco Bertagni

MARBELLA®

MARBELLA

**Viaggio nella
Topologia delle
Emozioni**



Marco Bertagni

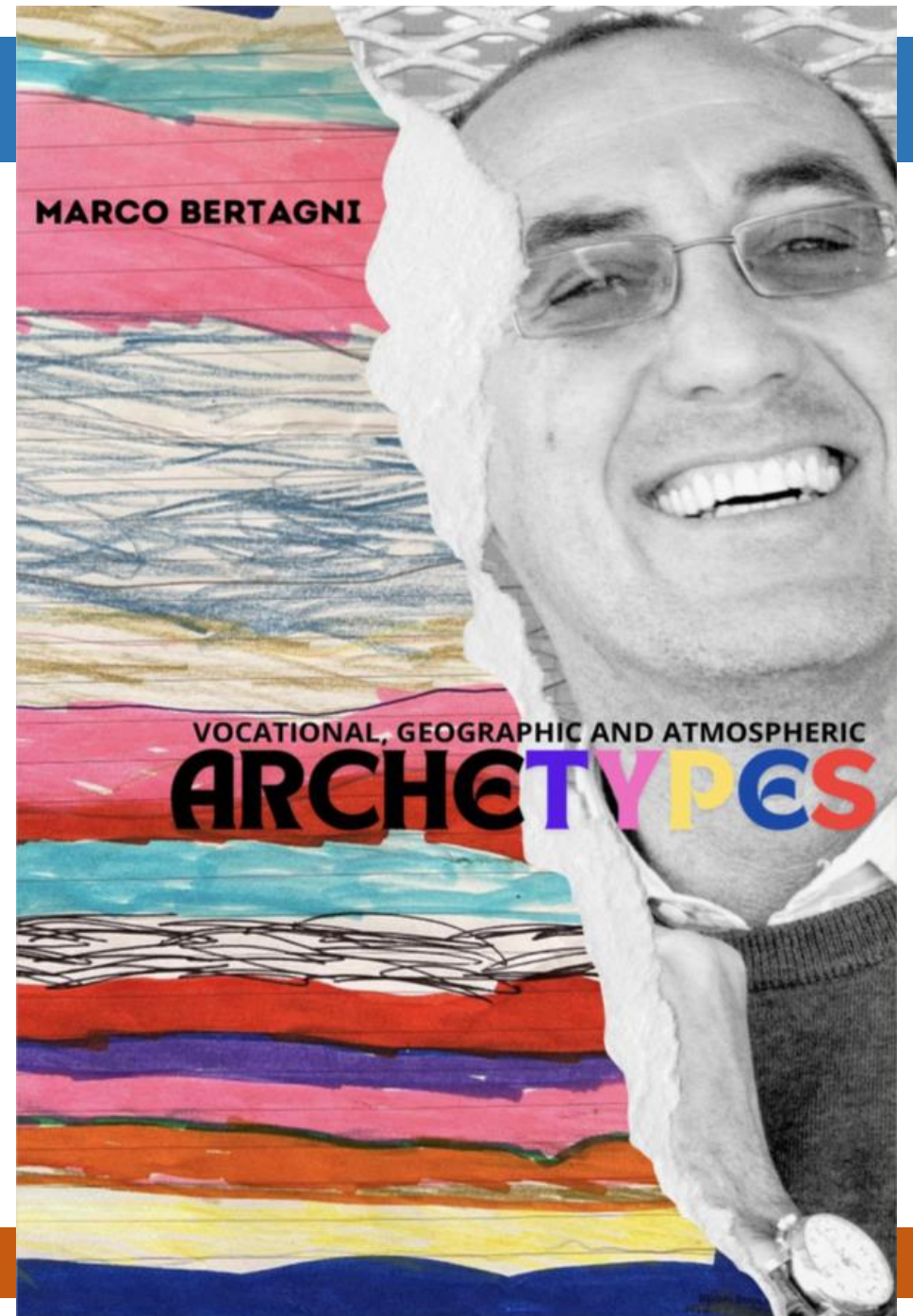
Marco Bertagni

ARCHETYPES®

MARCO BERTAGNI

VOCATIONAL, GEOGRAPHIC AND ATMOSPHERIC
ARCHETYPES

Marco Bertagni



LO SGUARDO DI MARCO SUL MONDO®

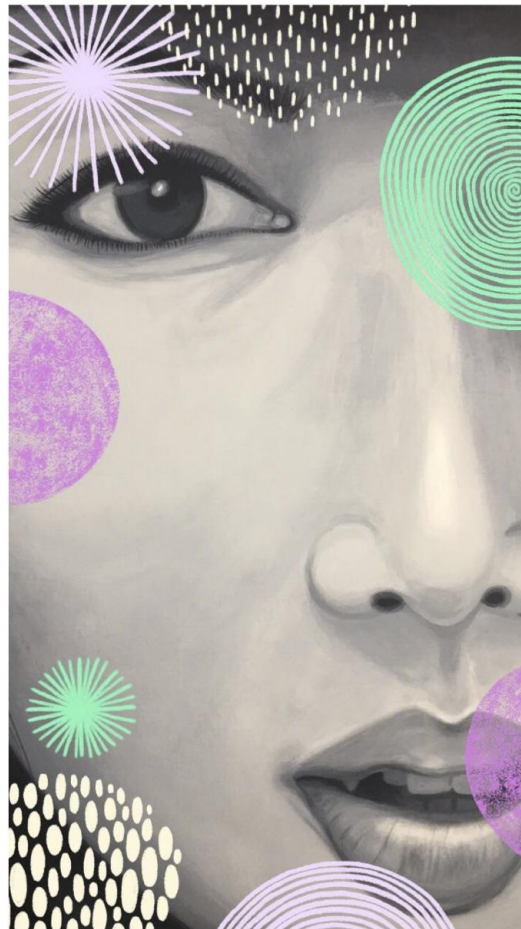


Marco Bertagni

DIPINGERE LE GEO-EMOZIONI®

MARCO BERTAGNI e HEBERT GUERRERO

DIPINGERE LE
GEO-EMOZIONI



Edizioni BERTAGNI CONSULTING SRL, 2018

Marco Bertagni e Heber Guerrero

PER UNA GEO-POLITICA DELLE EMOZIONI.®

Il Nodo di Gordio n. 19 - Gennaio-Aprile 2019

PER UNA GEO-POLITICA DELLE EMOZIONI

di Marco Bertagni
in collaborazione con Laurent Peters

Creiamo - con la Téchne al nostro fianco - una topologia delle emozioni, una rete che sovrasta la Terra e in cui gli umani possono far confluire le proprie emozioni, assaporare il senso di appartenenza non ad un'etnia, a una religione, a un gruppo di interessi, ma ad un genere, quello umano

Come sempre accade dalla notte dei tempi, anche in questa nostra epoca esistono gruppi di potere con visioni distorte della politica e senza troppi scrupoli. Ora però, più che in passato, dispongono di formidabili strumenti, la tecnologia avanzata e l'Intelligenza Artificiale, attraverso cui amplificano paure e foraggiano pregiudizi, tra le fila di quello che considerano un pubblico malleabile e asservibile, contro cui scagliare dardi informatici che vanno a toccare le corde giuste per attivare il sistema inconscio di difesa più ancestrale: quello del proprio orticello. E' urgente riflettere e salire con convinzione sul treno del cambiamento di paradigma già in atto: per uscire dall'indifferenza, per smettere di considerare gli altri come dei nemici, per lasciarsi alle spalle avidità e aggressività, per ritrovare la bellezza dell'imperfezione umana, la forza del rispetto, la profondità della



parola e del confronto. Invertire, o meglio, riprendere la rotta e - con una mente decolonizzata e un cuore che pulsa - dare una lettura nuova, organica e qualitativa, critica e interdisciplinare di quanto accade, o di quanto ci viene raccontato come vero, nei cosiddetti Grandi Spazi Globali. Intraprendere un viaggio a più scale: da quella, infinitamente grande delle reti geo-politiche planetarie, a quella, infinitamente piccola della singola storia di vita, di ogni singolo destino. Per poter ripercorrere il cammino all'inverso e capire che la nostra percezione è cambiata e ora, senza filtri corporativi, la Téchne è l'ospite, gradito e rispettato - non più (abusato per raggiungere oscuri fini e seminare odio - nel mondo delle Arti e delle Emozioni. Un mondo senza muri, reali o mentali, popolato da 7,53 miliardi di esseri umani a cui, ad uno ad uno, le élite

che governeranno il mondo, chiedano, in lingua Tzotzil, *K'uxi elan avo'onton?*. Come sta il tuo cuore?

"Ogni nostra cognizione prencipia dà sentimenti"
(Leonardo da Vinci, 1487)

MARBELLA

19 Settembre 2018: nei pressi di Tijuana, città di frontiera, scompare Marbella Ibarra. Il suo corpo, senza vita, viene ritrovato in Ottobre, a Playas di Rosarito. Viso colto e piedi tumefatti: chiari segni delle violenze subite. *"Marbella Ibarra torturata uccisa perché amava il calcio"*, ipotizza Repubblica¹. *"El silencio marca la inversión del feminicidio de la mexicana Marbella Ibarra"* stigmatizza El País². *"Marbella*

1. V. https://www.repubblica.it/esteri/2018/10/19/news/messico_marbella_ibarra_torturata_e_uccisa_perche-amava-il-calcio-209367748/

2. V. https://elpais.com/internacional/2018/10/23/mexico/1540320881_882008.html



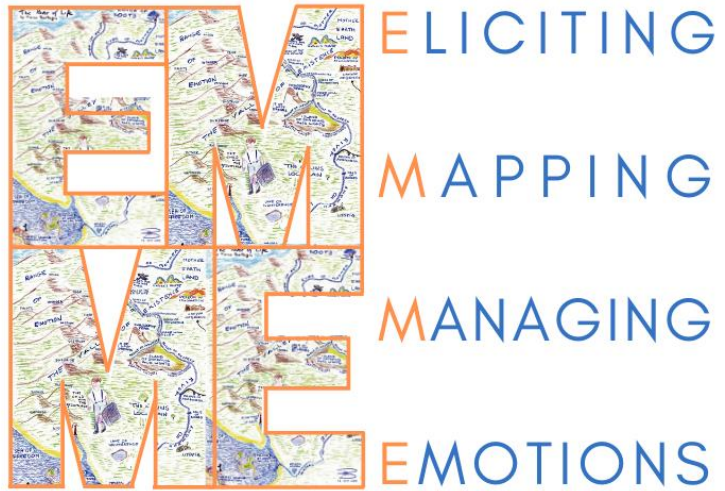
RIVER GAMES®

RIVER GAMES

Marco Bertagni



Marco Bertagni



ELICITING
MAPPING
MANAGING
EMOTIONS

EMME's Geographer of Emotions:

<https://www.google.com/maps/@41.9111111,12.5000000,15z>

Bertagni Consulting srl

Via Gramsci 98

I - 00042 Anzio

www.bertagniconsulting.com

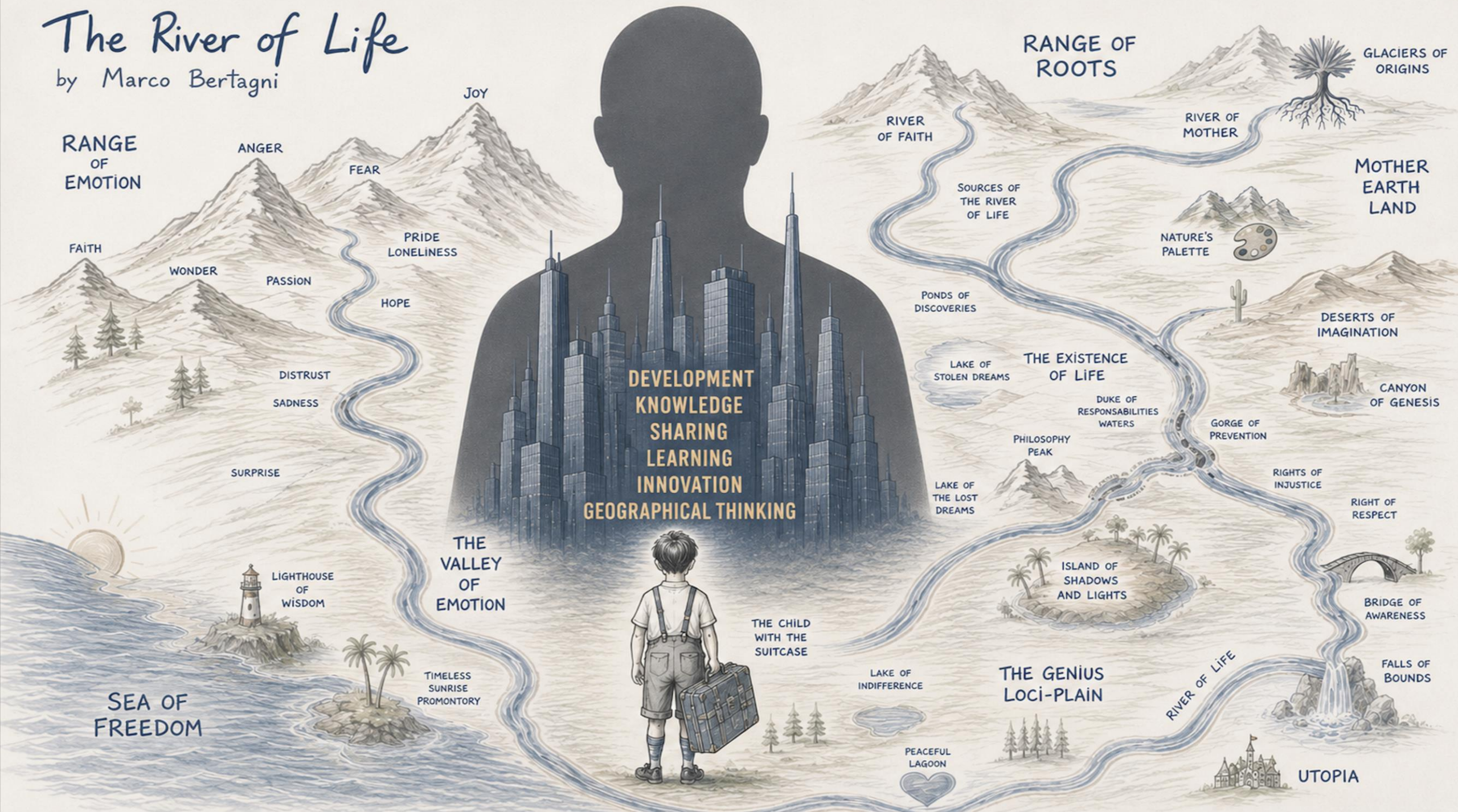


BERTAGNI CONSULTING s.r.l.

MATCHING TRADES, COMPANIES AND IDEAS

The River of Life

by Marco Bertagni



RANGE OF EMOTION

ANGER

Joy

FEAR

FAITH

WONDER

PASSION

PRIDE
LONELINESS

HOPE

DISTRUST

SADNESS

SURPRISE

LIGHTHOUSE OF WISDOM

SEA OF FREEDOM

TIMELESS SUNRISE PROMONTORY

THE VALLEY OF EMOTION

DEVELOPMENT
KNOWLEDGE
SHARING
LEARNING
INNOVATION
GEOGRAPHICAL THINKING

THE CHILD WITH THE SUITCASE

LAKE OF INDIFFERENCE

PEACEFUL LAGOON

THE GENIUS LOCI-PLAIN

THE EXISTENCE OF LIFE

LAKE OF STOLEN DREAMS

PONDS OF DISCOVERIES

SOURCES OF THE RIVER OF LIFE

PHILOSOPHY PEAK

LAKE OF THE LOST DREAMS

DUKE OF RESPONSIBILITIES WATERS

ISLAND OF SHADOWS AND LIGHTS

RIVER OF LIFE

RIVER OF MOTHER

NATURE'S PALETTE

DESERTS OF IMAGINATION

CANYON OF GENESIS

GORGE OF PREVENTION

RIGHTS OF INJUSTICE

RIGHT OF RESPECT

BRIDGE OF AWARENESS

FALLS OF BOUNDS

UTOPIA

RANGE OF ROOTS

RIVER OF FAITH

GLACIERS OF ORIGINS

MOTHER EARTH LAND

