

## Propaganda

*"We are governed, our minds are molded, our tastes formed, and our ideas suggested, largely by men we have never heard of.... It is they who pull the wires that control the public mind"*

This quote comes from Edward Bernays, one of Sigmund Freud's nephews, a man who stayed in the shadows yet changed the face of the world. Edward dedicated his life to implementing the principles of his key work: "Propaganda or the Art of Manipulating Public Opinion".

This man, known as the founding father of public relations or what the Americans refer to as the spin (media, opinion manipulation), was named as one of the most influential men of the 20th century by Life magazine.

"How can you impose a new brand of washing powder?" "How can you be sure a president is elected?"

Achille Ridolfi takes to the stage as if it was a political arena, he dons the role of Bernays and relates his life to us through a direct speech punctuated by a gallery of characters who Bernays met during his lifetime.

With humour and a rather delirious rhythm, we travel through the history of the 20th century and the major debates of our times as perceived by a man of the shadows, a great manipulator, theorist of the shock and spin strategy.