

# Alfredo Tucci

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## Image and contents

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Artykuł został zdigitalizowany i opracowany do udostępnienia w internecie przez Muzeum Historii Polski w ramach prac podejmowanych na rzecz zapewnienia otwartego, powszechnego i trwałego dostępu do polskiego dorobku naukowego i kulturalnego. Artykuł jest umieszczony w kolekcji cyfrowej [bazhum.muzhp.pl](http://bazhum.muzhp.pl), gromadzącej zawartość polskich czasopism humanistycznych i społecznych.

Tekst jest udostępniony do wykorzystania w ramach dozwolonego użytku.



Alfredo Tucci (dyrektor generalny Budo International Publ. Co.) dzieli się z czytelnikami IRK-MC własnymi refleksjami o współczesnym pojmowaniu „ścieżki wojownika”.

ALFREDO TUCCI  
„Budo International”, Madrid (Hiszpania / Spain)

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*Having a clean conscience is a symptom of a bad memory.  
Comic music group, „Les Luthiers”*

If the Road of the Warrior is anything, that thing is undoubtedly a way of action. However, action without reflection is as sterile as the opposite. For that, the cover of my new book, „The Conscious Warrior”, contains two symbols that perfectly represent the way of the Warrior in exactly the way I feel it: the sword and the pen.

The sword symbolizes action, the pen reflection. Action is external, so for that the sword appears directed in the positive way of evolution: toward the front and upward; the pen inward; to the interior of the Being, to the conscience. It is the combination of both, like the breathing of Tao with its flux and reflux inseparably united, that configures the way of the Conscious Warrior.

My book, elaborated from an anthology of the texts that I have written over the past years, tries to open cracks in the current monolithic visions of the world; to connect with tradition, but bringing it up to date; to make us think (so very unpopular!), to refocus our way of looking at life in the sense of providing us with an opportunity to grow through the „noticing”, the „acting in consequence”, both as ways of living a life full of experience, which is to say, exercising freedom and the consciousness not as utopian goals but as tools to get out what is the best of ourselves.

The Martial Arts as an initial way are the example to which I necessarily return to, but other themes that are inseparably united to these, like love, death, conscience, learning, courage, impeccability, etc., are, I believe, a magnificent backdrop over which to spell out viewpoints perhaps not so much new as forgotten, but in any case stimulating in the panorama of the only thought that lashes the consciences of the Planet.

My way is not nor will be to pay homage to what is established simply because it is accepted by many; it's much more important to me that it is really accepted by those having a critical vision, who insist like me on the eternal search of formulas to improve and to improve ourselves. To leave an inheritance the same as we receive it is not to improve, it's more like going backwards. The paradox is that many things that reek today have their

balsam and solution in the wisdom of the past; the principles have simply been forgotten or perverted, viewpoints twisted or gone astray, concepts in virtue of other goals indispensable for our growth, but like all faces, they appeared in the collective consciousness with their particular sides.

The book has texts that, liked or not, shake up and stimulate the mental plane, touch (and they have already touched!) the deepest of the emotional plane of many friends who have had the kindness to write me in the last years. Texts that many times have had success in their intention of shaking up the surfaces of our sleepy Being, opening the way to those internal storms so many times postponed and which urgently demand our attention to make us capable of confronting our existence with intensity and power.

The English readers will have to excuse me, for on this occasion the book is not available in said language for technical problems; however, there are editions in German, Spanish, French and Italian, and as something new, in Portuguese, a language in which we have never published books, only the magazine.

Since I began as editor, I have considered that the quality and the correct presentation of our magazine should benefit all those in our little Martial world. What image of the Martial Arts can a father have opening the magazine that has been done without adequate attention? What will those who see magazines in black and white, with poor quality paper and terrible presentation think about our sector? How will we be judged from the outside by the industry and the financial sector? When one doesn't know about something and wants to be informed about how a sector works, one doesn't just enter Internet, but goes to a bookstore or a newsstand and buys everything there is on the topic.

Martial Arts are important, our sector has sufficient force and vigor to warrant that care must be taken in our products, merchandizing, and public image in any of their aspects. In today's world, the packaging is as important as the content.

It is in this sense that I decided to also start editions of high graphic quality in books. A living example of it is my latest book, edited in full color and profusely illustrated with some of the best photographs from the magazine, some of them (modesty apart!) taken by myself. When the one who shoots the camera is a Martial Artist, everything is easier for both, model and editor. Facing „Moving target! Let's see if I can get it!" the timing of a Martial Artist is always better. At the end, to take a photo, it's only necessary to move a finger; if the kick were coming at me, I would have to coordinate myself to move the whole body. Besides, this has saved us a great deal of rolls of film through the years and has given me great satisfaction given my already known aesthetic inclinations.

How to improve the image of our sector? My concept was simple: if what you do is internally positive, this must reflect itself on the exterior. Martial Arts, like all Art, must attend to both sides of the coin, but always starting out from inside. True beauty always comes from the interior; it is a force that captivates for its dynamic intensity and balance, for its unresolved, but yes, directed tension, for its contention in the face of putting so much into it, for its force and depth. The path is from the inside outward, but man, it does have to get outside! For that, we use quality paper, professional photography equipment, and high quality printing. The final result is easily contrasted with other magazines in the field in any part of the world and this has allowed us to grow and expand to the five continents, establishing a meeting ground unique in the history of the Martial Arts, which has been accompanied by a great deal of activity in the audiovisual sector. Now, besides, we offer you the new debate forums and Martial Arts contacts in various languages at our website: [budointernational.com](http://budointernational.com). You already know that our only rule in them is the respect and gentlemanliness deserving of a group of people who are in one way or another on the path of the warrior, happy to be incorporated in it, so that nobody feels the temptation to embarrass our sector. Entrance is free... but responsible, as it must be!