CNA of Vicenza appointed TeDIS to realize a project in the artisan sector focused on the topics of creativity and innovation in the framework of the " Festival dell'Artigianato " titled "AAA Cercasi Nuovo Artigiano".

The main objectives of the project are:

- to reflect on the value of the artisan work finding a new way of communicate its figure in the society

- to create a link between the artisan and the youth in order to break the scheme of this job as a old one and to underline that the artisan is a central and contemporary element of the Italian society

-to support ad develop the artisan creativity through the construction of a permanent network that link artisans with the National and International designers

-to develop communication events with an high impact on the public, such as the Festival, as tools of storytelling of the artisan world.

The following activities are foreseen:

-a workshop and a summer school addressed to National and International designers that will be hosted in several artisanal lab to develop innovative concepts and prototypes.

-meeting with entrepreneurs as already tested in the project creativity in action

-organize an event to disseminate the results of the project

2010: Festival dell'Artigianato

website: http://www.nuovoartigiano.it/

Press release:

Il Gazzettino

Il Giornale di Vicenza

Il Vicenza

D Donna (La Repubblica)
Italiafutura blog (1)
Italiafutura blog (2)

Ennea.it

2011: D+A - Designers+artisans - The story of a meeting

For the occasion of Fuorisalone 2011 , Mauro Grifoni will be hosting, in his flagship store in Milan, 17 Via Santo Spirito, in the heart of the fashion district, D+A (designers+artisans). D+A will be presenting some thirty design objects realized during a two-month workshop that offered the possibility for an exchange of ideas between **young internationally-known designers** and a group of **ten firms of artisans** during the course of the AAA project for discovering new artisans (www.nuovoartigiano.it). The objects were developed by Asprostudio, Lucia Massari, Bethan Laura Wood, Zaven, Matteo Zorzenoni, Silke De Vivo, Andrea Magnani (Resign), Merel Karhof, Luca Mathia Bertoncello, Alberto Caiola, Fabien Cappello, and Matteo Cibic and they are an expression of national and international emergent creativity, together with ten artisans from various sectors ranging from marble to paper, gold, glass, plexiglas, and ceramics: Antonio Bonaldi, Pietro Viero (Myver), Eugenio Lovato, Ermenegildo Sartori, Arduino Zappaterra (Ardovari), Sergio Paolin (Arbos), Cesare and Vania Sartori, Luca Bonato (Fusina), Bosa and Nereo Sella (KGN).

The creativity of young international and national designers came into contact with the "work know-how" of the artisans. This was not simply a summing together of the parts but a search for a new complementariness where the combination of the mind (of the designer) and the hand (of the artisans) might spark off new energy for design. The designers discovered in the artisans' experience and technical qualities an important contribution for transforming their ideas into prototypes, first, and then into products. The artisans found in the designers' creativity the possibility to capitalize on their own "work know-how" in a more contemporary manner: designers and artisans as two basic ingredients for innovation.

The project's development was supervised and coordinated by **Martino Gamper**, an international designer and professor at the Royal College of Art in London, and by CibicWorkshop, directed by **Aldo Cibic**

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The AAA project was originated by Fuoribiennale and Venice International University, with the collaboration of Fuorisalone.it, Cibicworkshop, Fondazione Buziol; it is promoted by Cna Vicenza.

Opening: 11 April from 6 p.m. to 9 p.m.
17 Via Santo Spirito
Milan, Italy








