Creativity is a key element for sustaining firms' competitive advantages in a global economy. New trends in consumption and market are reshaping the competition towards a growing need for innovative product closer to the costumers' requests in terms of aesthetics and quality. From this point of view, creativity and design are the new drivers to innovate products and services by combining traditional R&D activities and aesthetics, style, communication values.

The theme of creativity, design and innovation is analysed from two main perspectives:

a) **Territory and industrial Districts**: the research focuses on the conditions transforming the Italian industrial districts from manufacturing to creative clusters. The aim is to point out the key factors that can sustain and foster this transformation and that can help the territory to guarantee a competitive advantage to firms

b) **Firms and network of firms**: the research focuses on processes and strategies that firms put in place in order to innovate their products by investing in design and creativity. Innovation is the result of complex activities taking place inside single firms as well as in firms' networks. Because of this, the investigation is carried out at the two level of analysis.The research wants to outline how firms create value using design and creativity to sustain product innovation.

Nowadays there is a new link between craftsmanship and industrial production; it describes an important step for the knowledge economy.

The theme of creativity is a classic research topic of the last decade and in the beginning of the 2000s arises in a new way to innovation, which can not only be technological research.

The emphasis on craftsmanship and the new awareness that doing and thinking must be securely bound together is an economic advantages for the Made in Italy. For long time we thought that the whole economy was immaterial as if innovation and creativity were a dimension of thought. Today we become increasingly aware that to be creative and innovative you have to do things. Do is a way to think.

Italian companies more innovative and competitive, particularly in the area of Made in Italy, are those where, in addition to a management capacity, there is an element of characterization which is a space where imagination and creation are key factors for the innovation. It 'a very typical Italian, especially in the fields of fashion and design.

In order to work as an artisan you need industry and to realize quality products.

The real competitive advantage is a model that have in itself industrial capacity for customization.

The Italian know-how is the heritage for the Italian growth.

Related Projects

- Maker Faire
- Valore artigiano
- Digital Manifacturing
- Digital Workshops
- AAA Cercasi Nuovo Artigiano
- Firstdraft
- Creativity in action ; Marco Bettiol: description of the project ; Stefano Micelli speech

- Ekmdicamo
- PAXIS
- RADAR - Creative Human Lab in European Cities

Reports and Publications

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- Micelli, S.: "Futuro Artigiano: l'innovazione nelle mani degli italiani", Marsilio I Grilli, June 2011
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- Bettiol M., Micelli S. (edited by), 2005, *Design e creatività nel made in Italy . Proposte per i distretti industriali*
, Bruno Mondatori, Milan