

Interreg
Greece-Italy
European Regional Development Fund



CRAFTLAB

RESIDENCES ON THE WAY
FROM PRODUCTS TO THE
ADRI-IONIAN DESIGN



CRAFT LAB

In many European regions artisanal culture has a long tradition. In order to be able to safeguard both Italian and Greek cultural and artistic heritage, it is necessary to protect the professions connected to culture and traditional craft and to incentivise the future development of the cultural and creative industries.

The ancient trades have been passed down from generation to generation, more in the shape of creative hobbies than entrepreneurial activities.

This is the background to the CRAFT LAB project, which has provided the opportunity to 60 young artists/artisans/designers (30 from Greece and 30 from Italy) to combine traditional and innovative skills with entrepreneurial abilities, to acquire the tools to improve professionally and, as a consequence, to become an example for their own colleagues.

Following a public selection process in those various areas, open to students and artists aged between 18 and 35 years old, 6 laboratories were set up to provide experience: 3 in Italy (in Grottaglie for ceramics; in Martina Franca for fabrics; in Gravina in Puglia for mosaics) and 3 in Greece (in Corfù for ceramics; in Lefkada for fabrics; in Kefalonia for mosaics), thus creating a synergic mix of arts and trades with the aim of revitalising the artisanal sector through the introduction of new technologies, and promoting entrepreneurship among the young as well as generating employment opportunities in the sector. The workshops were organised in such a way as to make available the specific materials and equipment needed to create designer products. Lasting four weeks, including two exchange weekends with the Greek counterparts, the workshops ended on 30 November 2019 with all the artists involved in the project exhibiting their works in a dedicated exhibition at the Pino Pascali Foundation in Polignano a Mare (Bari).

The next essential step for the creation of an artisanal business, after a feasibility study, a marketing plan and a business plan for the establishment of an SME, was carried out by the CNA Bari (National Confederation of Crafts and Small and Medium-sized Enterprises Association of Bari), and the Regional Union of Municipalities of Ionian Islands and the Chamber of Lefkada, the project partners,

which through the technical support of specialists in the sector helped the young entrepreneurs to begin developing their entrepreneurial ideas.

The result has been the establishment of 6 new start-ups, the injection of regional political capital into the artisanal sector and the introduction of measures to support the economic and commercial sustainability of products of this type - new artisanal products with a new shared cross-border brand that can be offered to tourists and that can provide a way into new markets, reinforcing contacts and cooperation between partners at all levels and stimulating integration between peoples through activities, joint exhibitions and intercultural learning.

The main aim of the Craft Lab project was to launch innovative workshops designed to revive old trades in the fields of the working of ceramics, mosaics and textiles. It would appear that dreams sometimes come true...

The CRAFT-LAB Project, "Residences on the way from products to the Adri-Ionian design" is a Project co-funded by European Union, European Regional Development Funds (E.R.D.F.) and by National Funds of Greece and Italy.

The *Pino Pascali Foundation* is the lead beneficiary of this project in cooperation with two Italian partners the *National Confederation of Crafts and Small and Medium-sized Enterprises Association of Bari*, (CNA Bari) and *Puglia Region, Department of Economic Development, Education, Training and Employment*, and two Greek partners the *Regional Union of Municipalities of Ionian Islands* and the *Chamber of Lefkada*. The CRAFT-LAB project, financed under Priority Axis 1 – Innovation and Competitiveness, with a budget of about 1 Million euro, aims to promote entrepreneurship and job opportunities by discovering and restoring the ancient arts and professions in the ceramic, mosaic and textile fields.

<http://www.interreg-craftlab.eu>



SUMMER WHIRLS 2020

Contact: hallo.reon@gmail.com

Participants: Elena Aya Bundurakis & Konstantina Yanaki

Types of products: tableware, coffeeware, teaware, decorative objects, artworks, custom pieces.

Objectives: slow production, eco-consciousness, research, recreation.

Participants: REON is a small team of women with roots in Greece, Japan & Switzerland

About us: REON (from the Greek πέον, which means moving as in a stream, ever-changing) is a multi-disciplinary studio based in Corfu. Inspired by the concepts of the endless Greek summer, deep ecology and local architectural elements, we focus on the creation of small handmade collections of ceramic objects including tableware, coffeeware, teaware, artworks and custom pieces. Using a slow production model we embrace transparency, the transformative beauty of clay and the deep pleasures of imperfect (human) nature.

REON Studio also serves as an open space for experimentation, research and recreation for local people and international artists and designers, through REON's artist residency programme.

REON

a space for clay



BOTANICAL ALTAR #01, 2020



SEA URCHINS SET #01, 5 PLATES, 2020

ΘΕΤΙΜΑ Κοιν.Σ.Επ. (ΘΕΤΙΜΑ= THE ONE WHO HONORS GOD)

E-mail: info.thetima@gmail.com

Instagram Account: thetima_koinsep

Fb Account: Thetima Koinsep

Participants: small team of women with roots in Greece

Chalikia Martha, Athanasiou Pinelopi, Eftychia Karali, Kyriakou Aglaia, Theochari Sofia

Types of products (example categories):

Bachelorette party items made using textile techniques (e.g. necklaces, earrings, etc); Personalized items - Business gifts such as calendars, mirrors, frames, keychains made using textile techniques; Bridal items

***External Partner:** Katerina Gioupai

Objectives: reclamation, study of and research into traditional art, education and promotion of traditional trades, production of artworks and provision of services that promote local and collective interest, promotion of employment, strengthening of local development

About us: "Aesthetic education is not a luxury, it is a necessity" - K. Tsatsos

ΘΕΤΙΜΑ Κοιν.Σ.Επ. was founded in 2020 in Lefkada (Laws 4019/2011 and 4430/2016) and was born out of our love for the arts, culture, history, folk-



LEFKADA BRIDAL



lore and people of the island. The aim is to "make space" for the development of skills and the transfer of know-how as well as the promotion, the preservation and the dissemination of the local cultural heritage and traditional arts. The philosophy of ΘΕΤΙΜΑ Κοιν.Σ.Επ. is based on cooperation, interconnection and the full utilization of all the possibilities offered by organisations active in culture, education and the preservation of tradition in Greece and Europe. Our goal is to promote education through culture and culture through education.

THE TRIP

Contact: matina.spyrou@yahoo.com

Participants: Our team consists of 5 members, all women: Matina Spyrou, Georgia Lazari, Anastasia Foteinou, Konstantina Skiadaresi and Andriana Lazari! Each has a special love for the cultural elements of our homeland. Our aim is to convey this love to visitors and to the inhabitants of our island

Services: organization of seminars and workshops; highlighting and promoting local culture

Objective: creation of a cultural space in which the spiritual culture of Lefkada will be promoted through the organization of seminars and workshops

About us: At THE TRIP we love culture and tradition and we decided to do what we love, artisanal work! This is because we believe that only when you really love your job can you stand out and be the best! Tradition is a process by which morals,



customs, knowledge or beliefs are passed on from one generation to another and thus perpetuated. The cultural elements - tastes, music, arts, crafts - are what make each people special and distinctive. Our island, Lefkada, is rich in all of these, and they enchant all those who experience them! The focus of our business is the promotion of cultural elements to visitors to our island through training tourism, experience and adventure tourism and through the many and varied aspects of alternative Thematic Tourism. The key purpose of our team is to publicise and promote Lefkada's local products and those who produce them. By achieving our goals we will also enable our members to achieve fulfilment! Join our TRIP to tradition!



LITHOSTROTO

Contact: Phone 0030 6974794938
0030 26710 23929

Address: Vandorou, 8 - 28100 Argostoli, Kefalonia

e-mail: lithostrotoart@gmail.com

Participants: Georgia Theodoropoulou, Valeria Kechaidou, George Kotrotsios, Iro Kalliga and Paraskevi Kroussou

Services: Cultural Education Services (seminars, workshops), Cultural Events Management, Cultural Tourism Services, Mosaic Art Production, Fine Art Production, Art and Craft Creations.

Target: Our main goal is to facilitate the production and distribution of cultural goods while satisfying the interests and needs of the local community of Kefalonia. For the purpose of maintaining team work and social cohesion, seminars, workshops and educational activities for all ages will be organised and artist residencies will be offered. We want to build an artistic network that will support local art workers and enhance international collaboration in line with the principles of sustainable economics and alternative tourism development.

As far as our mosaic work is concerned, we will organise workshops, educational programmes and seminars on the history and evolution of mosaic art and help new artists to design and create mosaic artworks. Mosaics have a long tradition on the island of Kefalonia, dating back to Roman times, and, because of its aesthetic, social and historical value, engagement with this art form can serve not only to influence local artistic production but also to improve cohesion in the local community. The artists will use traditional mosaic techniques and



take account of contemporary trends in the field in order to create authentic new works by combining methods and materials, thus offering a new perspective on this ancient art form. We intend to design and create works of art which can decorate commercial or private residential spaces, but what excites us most is incorporating mosaic art into public environments, as outdoor mosaic projects can transform crowded public areas into creative dialogue platforms.



About us: Lithostroto is a new creative hub, a cultural cooperative located in Argostoli, Kefalonia. The main goal of our start-up is to encourage artistic expression in any form and in any way possible! We will engage mostly with the art of mosaics, but we are more than eager to support all kinds of cultural events, exhibitions and educational projects, all of which can be planned, staged and managed by our team!

LE MOIRE

Contacts: lemoire.collective@gmail.com

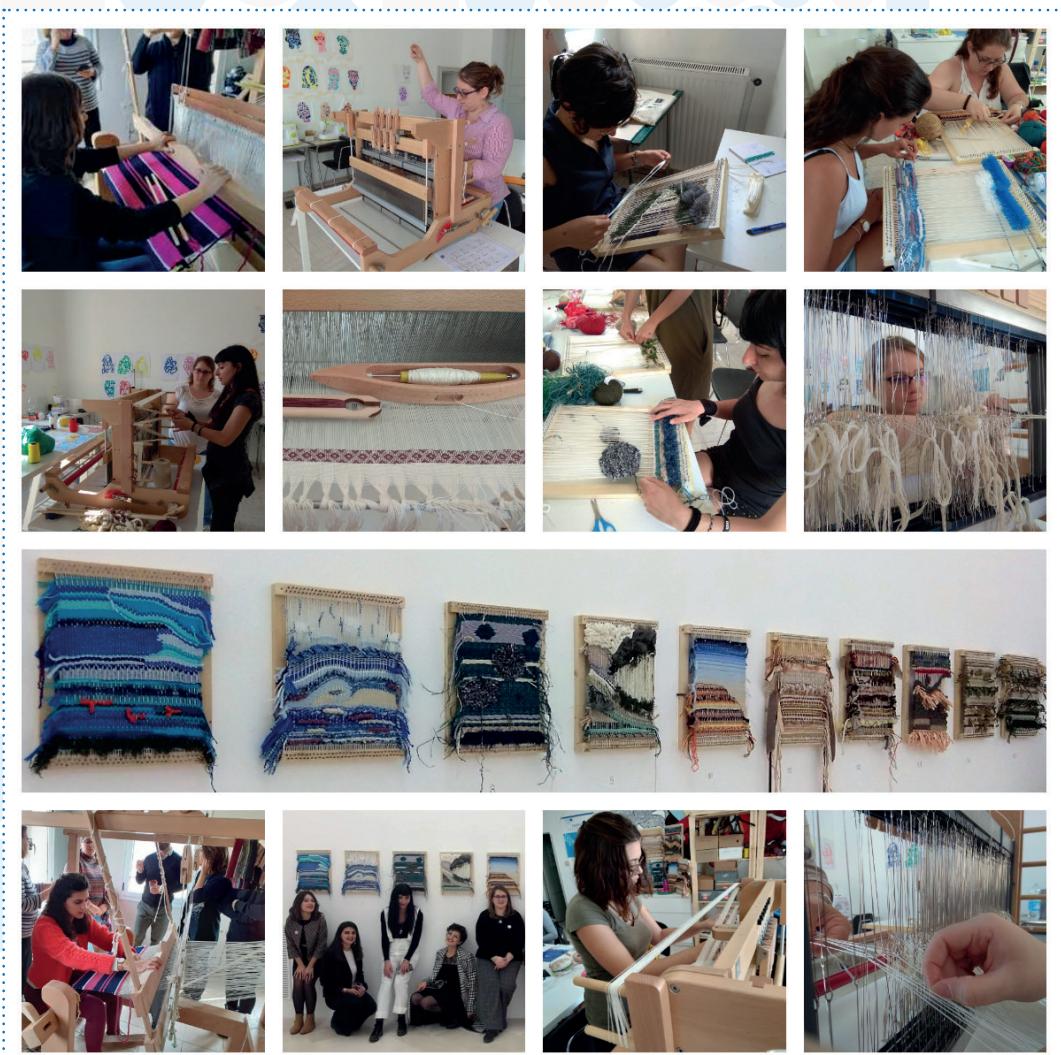
Participants: Le Moire (the Moirai) is a group of young women from Puglia with a shared passion for clothing and traditions. Sonia Amendolare, Irene Centonze, Marika Chirico, Aurelia Loconsole, Stefania Semeraro

Product type: personalised tailored clothing and courses.

Objectives: recycling, personalisation, tradition, weaving, courses.

About us: Le Moire is a group that uses textiles and weaving (in Ancient Greece the Moirai were the goddesses who spun the thread of life; for the Romans they were known as the Parcae) to produce clothes and accessories inspired by the Mediterranean and Magna Graecia, areas historically bound together by a shared past. They make garments

with elements that customers can add on or interchange as they wish. Customers can choose to personalise garments from the basic clothing line (designed and packaged by the Moire) by adding pockets, collars, sleeves, etc (made on a loom with recycled textiles), all of which operations can be easily performed even by those less expert. The group organises courses aimed at passing down the traditions of their land, such as weaving, and passing on their knowledge in the artistic and other fields to all those interested.



CAVE STUDIO

email: cavestudiogrottaglie@gmail.com

Instagram: Studiocave

Participants: Group of young artists in the fields of sculpture and decoration, designers and experts in ceramic jewellery from various parts of Puglia.

Aurora Avantaggiato, Valentina De Florio, Arianna Tucci, Giovanni Diele, Roberto Ciardo, Bianca Maria Scaringi, Roberto Farinacci.

Type of product: through the working of clay both by hand and by technological means (3D printing, laser, etc..), Cave Studio seeks to provide those already operating in the sector and the public at large with products and unique experiences in artistic and artisanal workshops. Through an exchange programme between local artists and artisans, Cave Studio operates as an open atelier both at a national and international level. Tourists and professionals will be able to experience a hands-on approach to the wonderful art of ceramics-making. It will be possible to rent a workspace monthly or to take part in any of the numerous courses that the collective organises.

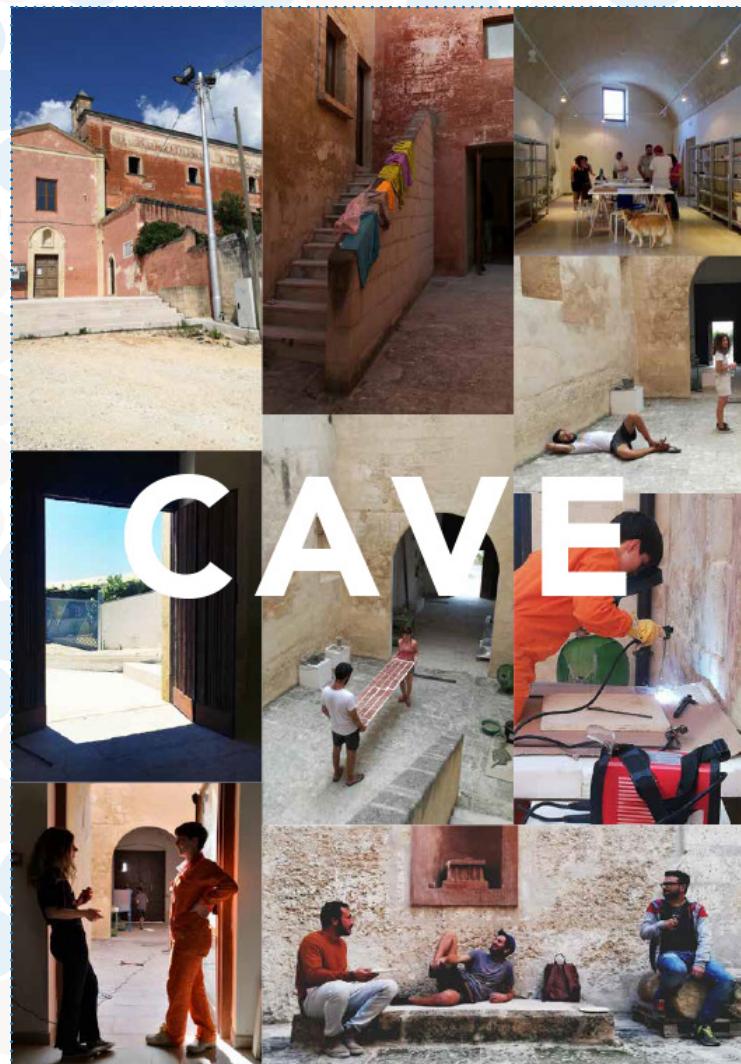
Objectives: originality and uniqueness of products, sustainable production, distribution on an international scale of products for customers, research connected to contemporary ceramic production, establishing links with local and international artists and artisans.

About us: CAVE STUDIO (the name provides an echo of the primitive identity of Grottaglie, the ceramics town) is a contemporary artistic ceramics atelier. Our aim is to explore, through the ceramic craft, new languages and modes of expression connected to the production of originally-designed objects in various fields such as jewellery, sculpture, decoration and art.

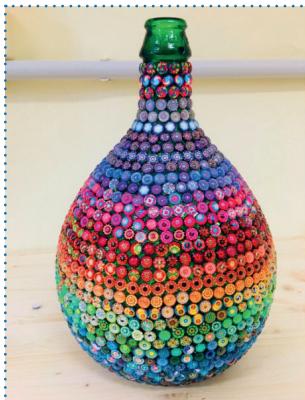
Thanks to the Interreg Italy-Greece "Craft Lab" project, the collective has been assigned a space inside the former monastery of the Capuchin monks in Grottaglie. With its range of equipment this workshop will enable us to begin producing ceramic artefacts

that conform to the traditional and contemporary criteria for art and craft. The Grottaglie area is an important and charming tourist destination which lends itself to dynamic interaction between the atelier, the local area, the artisans and tourists; Cave Studio will therefore be a place for meeting and exchange, for establishing solid neighbourhood relations with the ceramics quarter, where ceramicists of varying artistic identities have plied their trade in their workshops for centuries, and for culturally enriching the young artists who will come to work there.

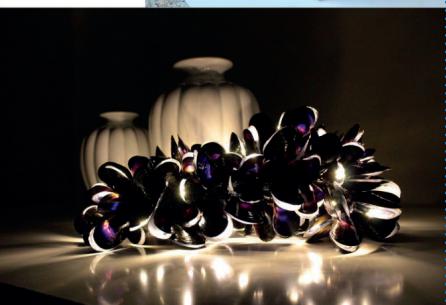
Designers and artisans who do not have access to a place where they can express their creativity will be able to take advantage of our premises and equipment as well as of the know-how of the various members of the collective, with a view to developing their own line of products, which will become a basis for cultural exchange.



LabArt32



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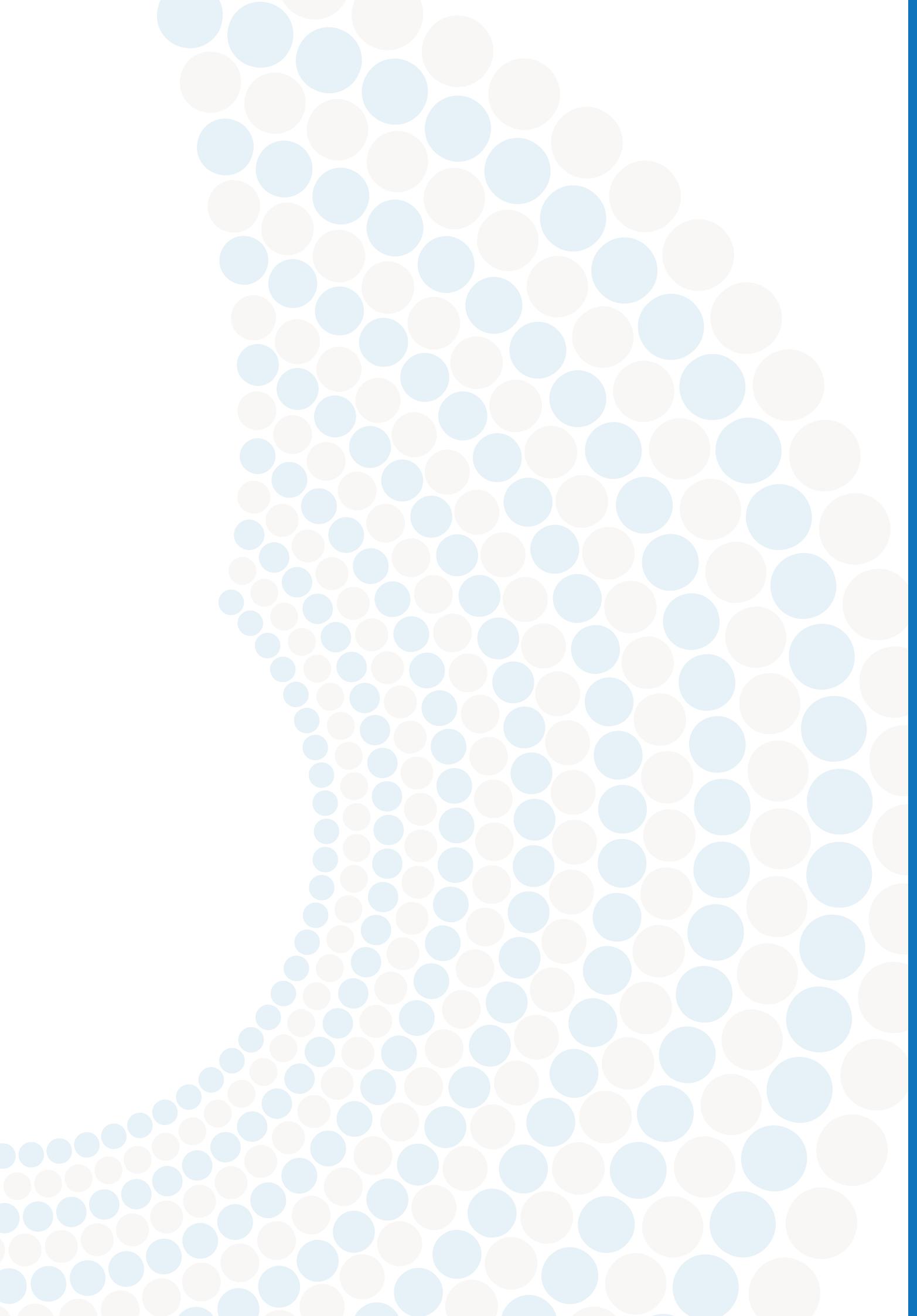
Participants: Collective of five young artists, designers and artisans with an exceptional aptitude for craftwork.

Antonia Pellegrini, Francesca Ruggieri, Valentina Laterza, Domiziana Desiante, Rossana Salvino.

Type of product: design of innovative mosaic tiles made out of material from waste products (plastic, wood, ceramics, etc) from businesses operating in the province, for application on upcycled design furnishings.

Objectives: recycling of waste materials, eco-sustainability; design, creation and consultancy for customers in the fields of recycling and the enhancement of personal objects and furnishing accessories, workshops.

About us: the products will be developed in line with the principle of bringing disused and waste materials back into circulation. Our main aim is the reclamation of objects and furnishing items with a view to remarketing them with a more eye-catching appearance, taking account of contemporary trends in the design market. The products to be marketed are objects and furnishing accessories crafted with an innovative mosaic technique that involves the use, as the key element in the tiling finish, of waste material produced by locally-operating businesses. Customers will be offered expert advice on the "regeneration" of furnishings and on the crafting they require, and will be able to tap into our know-how in the artisanal and DIY fields, the aim being to develop a greater awareness of eco-sustainability and to promote enlightened consumption.





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