



I am passionate about everything related to people:
the way we communicate with each other,
the way we think,
the way we speak,
the way we don't.

I like everything that's hand made.
I started several times crocheting but never completed a work.
Still struggling about it.

I think design is about finding solutions, solving problems.
I believe design needs listening.

I could spend hours on the pottery wheel though.
It's my safe space.

Projects

Genere Urbano

Social Design / Strategy and communication

Rootseekers

Social Design / Strategy and communication

Stormi

Social Design / Strategy and communication

The Sharing Board

Social Design / Guerrilla

WeLoco

Video making

Aut Aut Book

Toy design

Mia

Product design

Circles

Pottery

Genere Urbano

Social design

Strategy and communication

Genere Urbano aims to encourage Turin citizens to **sustainable mobility** by relying on the possibilities offered by **integrated mobility**: the use of multiple and different types of transportation to reach a destination in the most comfortable way with the least environmental impact.



The creation of a **movement** and a **community** wants to change the negative image linked to public transport by using an emotional key to highlight its positive and practical imagery. We decided to make urban sustainability a **lifestyle**, a new status symbol, a way of being and a way of living the city.

Our tone of voice is very direct but ironic. It is aware of Turin mobility's problems but it makes fun of them, and it always showcases the benefits.

As public transportation concerns every part of the city and every moment of the city life, so does Genere Urbano. That's why we expanded our communication to spread our ideals to public events and social life.



Strategy

1. Hype: watching the city

Guerrilla marketing: the city will speak directly to its dwellers asking to be looked at in a different way. Mirrors with the sentence "Look at me with different eyes" will be placed around the city and on public transport to create engagement and curiosity in the audience.

2. Awareness: living the city

The posters represent a comparison between two ways of moving: by private car or by using different transportation services. The goal is to depict the automobile as anachronistic and uncomfortable.

A series of events called "Notti Urbane" aims to inform young people about sustainable mobility and to build relationships and communities.

3. Loyalty: being the city

In the loyalty phase we consolidate our community by listening to the opinion of citizens and their experiences related to public transportsations. Social media becomes a direct communication channel between Turin citizens and Genere Urbano, in order to collect data, stories and fun facts.



to the launch trailer





A screenshot of the 'Notti Urbane' website. The header features a large red background with a black silhouette of a person sitting in a chair, and the text 'NOTTI URBANE' in large white letters, with 'Il rumore della città' in smaller text below it. Below the header, there's a navigation bar with 'eventi' and filters for 'talk', 'musica', and 'workshop'. A grid of six event cards is displayed, each with a photo and a caption: 1. Pietro Galy: la musica e la filosofia per muoversi meglio (2 luglio, off topic). 2. Bruno Bassi: lui, lei, Torino (29 agosto, San Salvario). 3. BIANCO: cantautore sostenibile? Si può (7 luglio, San Salvario). 4. Mara amicienza: sbagliare umano, perseverare anche (2 luglio, La Piazza). 5. Willie Peyote: Torino ti amo Torino ti odio (29 agosto, Bunker). 6. Matilde: te uova, lo skate, la musica (7 settembre, Ciao Discoteca). To the right of the grid, there's a sidebar with sections like 'Ma perché facciamo gli eventi?', 'Archivio', and a list of questions from attendees.



**DURANTE LA GUIDA
RIMANI SEMPRE
SVEGLIO.
EVITA COLPI
DI SONNO.**

*oppure tram.

DON'T DRIVE WHEN YOU'RE TIRED!

* or just take the tram



Rootseekers

Social Design

Strategy and communication

Our brief was to create a campaign for a project related to **sustainable tourism** in Cinque Terre, Italy, helping both locals and travellers.

Cinque Terre are five little villages above the sea, with an average of less than 1000 citizens per village. Due to mass tourism, they become overcrowded in summer, upsetting locals and disrupting ecological balances. We decided to look for an alternative to mass tourism, and chose how to communicate a different way of visiting.

We first asked ourselves:

"Is it possible to travel in a sustainable way?"

Yes, it is. But how?

Our answer is **being a foreign local**.

Sustainable tourism revolves around minimizing one's ecological impacts while exploring nature, respecting local people and local traditions.

Exploring and experiencing, rather than disturbing.

We decided to show travellers what does it mean and how much more interesting it is to be explorers, rather than tourists; all with the aim to create a large **community of sustainable travellers**.



Strategy

1. Identification

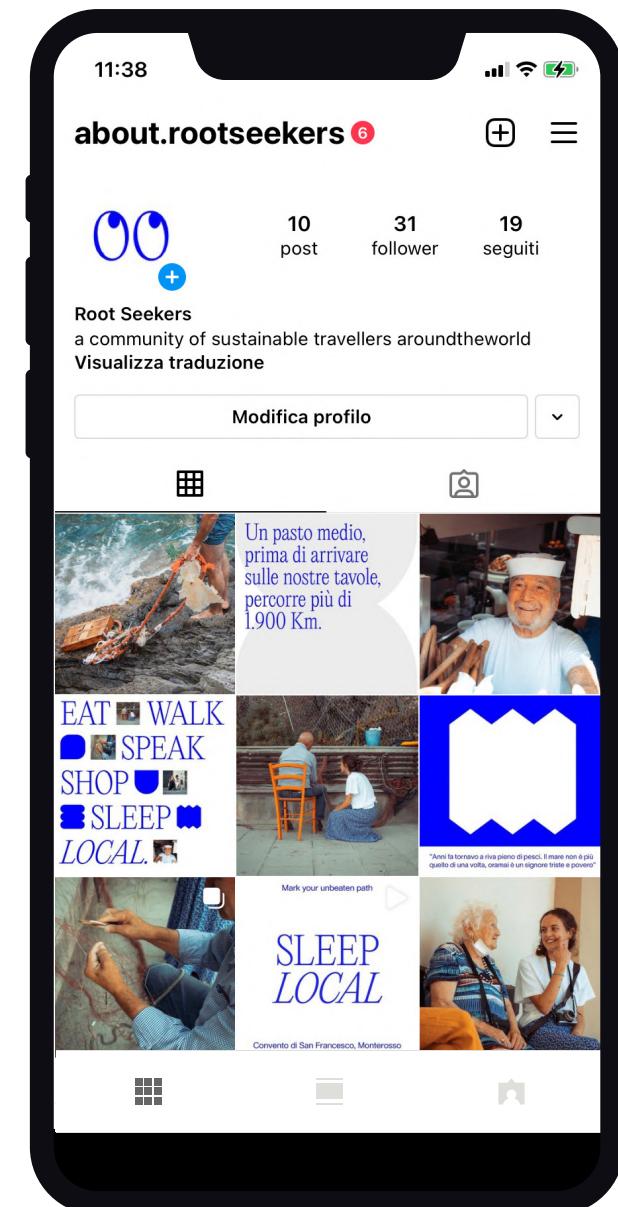
Our target are the Rootseekers: wherever they go, whoever they are, always looking for roots, in order to find a deep contact with the place they're exploring, respecting the community and its tradition. It is important to us to pinpoint the real meaning of Rootseeking so that travellers can identify themselves in the concept. To do this, we created a video in 5 Terre that shows the real meaning of sustainable tourism.

2. Call to action

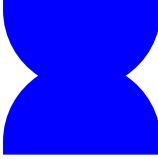
"Mark your unbeaten path." We invite Rootseekers to find their way, to explore unbeaten paths out of tourism-traffic, and to show their experience to spread the message and to give out tips on how to be sustainable while travelling. To achieve this, we created a collection of "Seekstories", personal travel experiences of Rootseekers willing to share them with us, and we spread them over Instagram.

3. Create a community

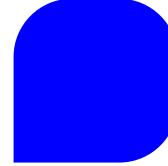
Rootseekers are activists and proactive travellers. They interact with each other. We aim to create a solid community so that Rootseekers can easily share with each other their experiences and travelling tips. The website is built on a worldwide map and every traveller has an account that shows, on the map, the journey and the tips given.

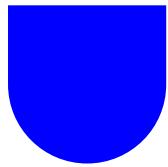


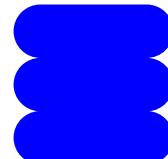


EAT 

Un pasto medio, prima di arrivare sulle nostre tavole, percorre più di 1.900 Km. Una famiglia che consuma cibo prodotto nel territorio che non deve percorrere grandi distanze con mezzi inquinanti può risparmiare fino a 1.000 Km di anidride carbonica l'anno.

 SPEAK

SHOP 

 Strutture turistiche di lusso nei prossimi cinquanta anni raddoppiano ancora il consumo di energia, acqua, terra ed emissioni a causa del turismo di massa.

SLEEP

WALK 

LOCAL.

Viaggia sostenibile.
Unisciti alla nostra
community. Diventa
un rootseeker.



STORMI

Social Design

Strategy and communication

In summer 2021, for our thesis project, we decided to do a pilgrimage in the Centre of Italy called “Cammino nelle Terre Mutate”. **257 km through the villages of Centre of Italy that experienced 2009 and 2016 earthquakes**, walking, observing and interacting in order to find out the necessities and needs of both communities and territory, and try to satisfy them.

We identified 5 needs that we decided to focus on; the most important one is the total **absence of art and identity**, two deeply intertwined concepts.

The relationship between art and identity has followed man for centuries – art has always been a form of expression, both individual and collective. The inhabitants of these 15 countries no longer find belonging to what was previously the identity of the country itself and live with the awareness that it is very difficult to restore them to how they were before the shock.

Stormi, a path to rediscover the lost identities after the earthquake through art, is an artistic residency project, that aims to help to redevelop the territory through art. It takes place across 15 villages of Centre of Italy, all devastated by the earthquakes. Each of the 15 participating villages hosts and welcomes two artists of any kind for the duration of a month. For the artists, the goal is to get in deep contact with the country and the people who live there, in order to develop a themed artistic output. The 30 works, two for each village, will be exhibited together for the following two months, to then remain in the original village.

Arquata del Tronto, Marche, Italy.

The town was devastated by the 2016 earthquake, but since that day nothing has changed.

Ruins and rubbles. Just a few still resist and live there.



Strategy

1. Awareness

Social Networks support and help to show and communicate the actual situation that victims of earthquakes are still living in Italy after 5 or 12 years. We use them to diffuse the emergency and raise awareness through pictures and interviews.

2. Open call

The website's purpose is to allow artists to join the initiative and participate to the project through an open call. There are no limits to the attendance: the only requirements are adaptability, empathy and the capacity to create an artistic outcome.

3. Exhibition

"Lost identities" is the theme of the 2022 edition. The goal of the 2022 residence is for the artists to represent their welcoming village's lost identity. The artistic outcomes become integral part of the exhibition. Every year the focus of the exhibition is planned to shift to a specific theme related to a specific need, in order to never stop exploring and tackling communities and territory's necessities. Furthermore, the exhibition helps to attract people to the territory and sensibilize them about the topic.

NEEDS

STORMI



comeback tourism



solid relationships between hosting people and artists



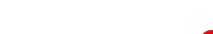
emergency awareness



the exhibition facilitates the diffusion of the emergency



art to escape



new contemporary art that belongs and never leaves the territory



common spaces



dialogue between artists and locals that meet up



identity reconstruction



2022 theme: lost identities, represented by the artists



to the website



STORMI

A path to rediscover the lost identities after the earthquake through art

matelica

camerino

fiastra

ussita

campi

norcia

castelluccio

arquata

accumoli

amatrice

campotosto

mascioni

collebrincioni

aquila

EXHIBIT

01/08/2022

01/10/2022

MOONDAY
THE WEEKEND
MOVES ON...

- EVERY MONDAY DEEP-TECH-HOUSE -

04-05-15 SUN JAMO | YOSH HOUZER

11-05-14 TORUS PROJECT INCOR

11.11.2015



MANIFESTO

1. Local focused

Il progetto nasce, cresce e non abbandona mai il territorio. Puntiamo alla valorizzazione delle risorse che esso offre, alla ricrescita e alla rinascita, per combattere le sovraffollature.

2. Involvement

Vogliamo promuovere la partecipazione volontaria e attiva di esterni sul territorio, permettendo loro di conoscere una realtà nuova, e di viverla non da turisti ma da persone.

3. Encounter

Crediamo in una forma di luogo che possa mettere in profonda relazione chi accoglie e chi viene accolto, in modo tale da portare alla conoscenza e diffusione delle tradizioni locali.

4. Exchange

Promuoviamo la contaminazione della tradizione e dell'identità locale con diversi tipi di forme d'arte, tramite il dialogo e il confronto, il rispetto reciproco e l'apertura mentale.

5. Activism

Inchiammo alla partecipazione attiva come presa di coscienza e di posizione per generare cambiamento e miglioramento, in coerenza con i propri ideali e valori.

No tragedy .6

Consapevoli che il contesto sia emotivamente faticoso, puntiamo alla restituzione di progetti positivi, speranzosi, che portino gioia ed evasione, invitando alla riflessione attraverso la scoperta e il coraggio.

New generation .7

Vogliamo avere una continuità progettuale, per rimanere sempre aggiornati sulla necessità del territorio e per costituire un nuovo e contemporaneo patrimonio artistico locale.

Consciousness .8

Vogliamo rivelare la coscienza collettiva sull'emergenza post sisma, facendo sentire più supporto a chi vive la fase di ricognizione, per incitare alla partecipazione attiva e volontaria sul territorio.

Community .9

Vediamo le persone come poteri, forze che divengono generatori di crescita. Crediamo nel valore della comunità, elementi perenni che apprezzano reciproco e condizionamento positivo e continuato con il passato.

User-friendliness .10

Siamo aperti a tutti, qualunque essa provenga, professione, tradizione. Per questo progettiamo in modo tale che la comprensione e la diffusione siano prioritarie.

The Sharing Board

Social Design
Guerrilla

“Don’t sit here, keep social distance” is a sentence that we read everywhere since the beginning of the pandemic: in the library, at the bus station, at bars and on park benches. The “don’t sit” seat is a space itself, carrying the function to separate people from each other, creating social, and, unfortunately, emotional distance. That’s because **social distancing has an emotional impact**, leading people to withdraw in their own.

In a world where social distance is necessary for our own safety, we have lost the desire to connect with people that surround us everywhere.

Last January in Italy there has been talks about the so called “psychologist bonus,” an economic support to those people who, due to the pandemic, feel the need of psychological support but cannot afford it. Such bonuses are trending in Italy, like the “weekend on the mountains bonus”, the “building bonus”, or even the “spa bonus”. Yet, the psychologist bonus was not approved, causing a general discontent.

The discussion inspired us to use the **“don’t sit” seat as a psychologic window** where people can confide themselves and at the same time find actual support. We decided to respect and maintain the “don’t sit” seat function, while at the same time giving it a different purpose in order to decrease emotional distance.



We went for a guerrilla strategy, so we attached adhesive black chalkboards to as many as possible “don’t sit” seats around Turin city and we wrote simple questions on them:

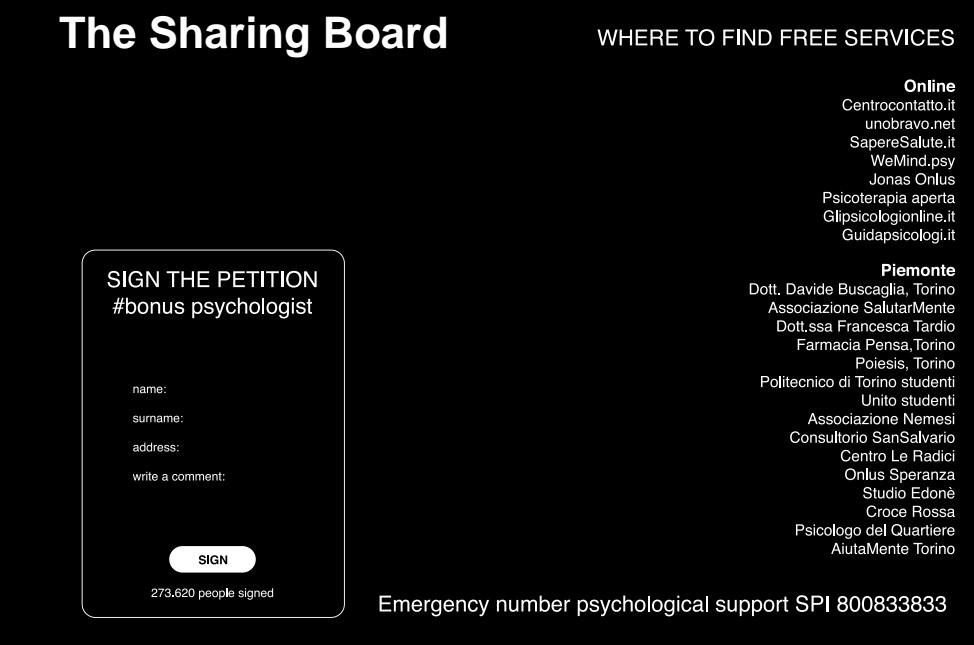
What made you happy today?
How are you?
What do you need?
Are you okay?

The main aim is to generate self introspection. The Sharing Board is a simple concept: write something for yourself or for someone that will pass there later. It can maybe change someone's day.

Also, we wished to generate curiosity about the chalkboards: they all presented on the side a QR code redirecting to a website where we collected a list of free counselling services and psychologists in Turin, for those who can't afford a therapist but really need one. Moreover, the website gives the chance to sign a petition to protest about the unapproved bonus.

We left some chalks close to the chalkboards so that people could actually write on them and interact with each other by doing it.

We came back the next day to see the results.
We didn't expect it, but many people wrote on the chalkboard and answered the questions.



WHAT MADE YOU
HAPPY TODAY?

Driving
a car.

Meeting
you.

My dog

My
children

WHAT MADE YOU
HAPPY TODAY?

Nothing
yet

Meeting
you.

LIBERO

Scritto per

tu

WeLoco

Video Making

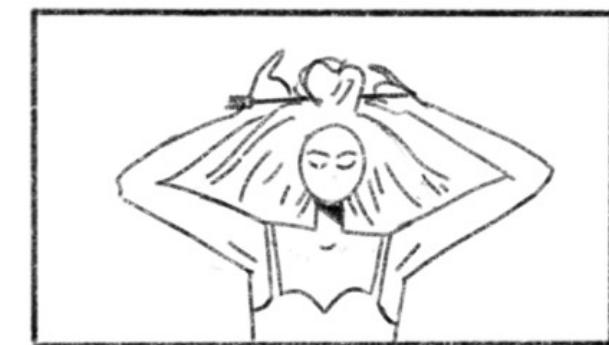
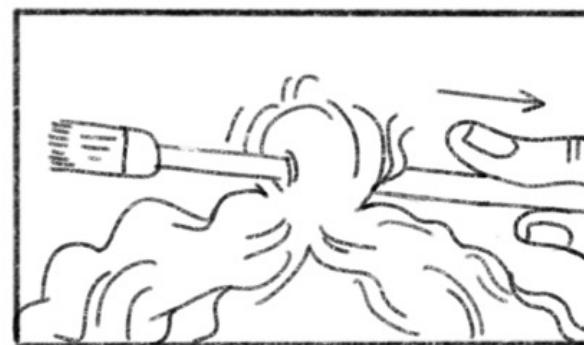
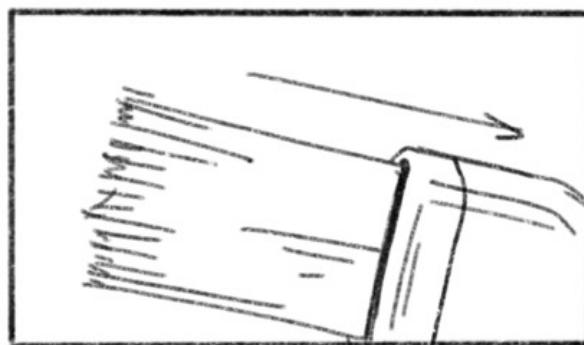
The brand WeLoco creates personalized items respecting the guidelines of the Fair Wear Foundations and PETA Vegan.

They asked us to create a **brand-identity video**, in order to expand their target to artists. The video was to be spread on social media, to show that the brand can speak for artists and creatives who want to represent themselves throughout clothings as well.

We created the concept *100% on my way*, as a path that every artist follows to express their own voice in **their own way of being and living art**.

The main character of our video is Emma, a painter that finds inspiration thanks to the contact with her body, freeing her mind.







to the video

Aut Aut

Product Design

Toy Design

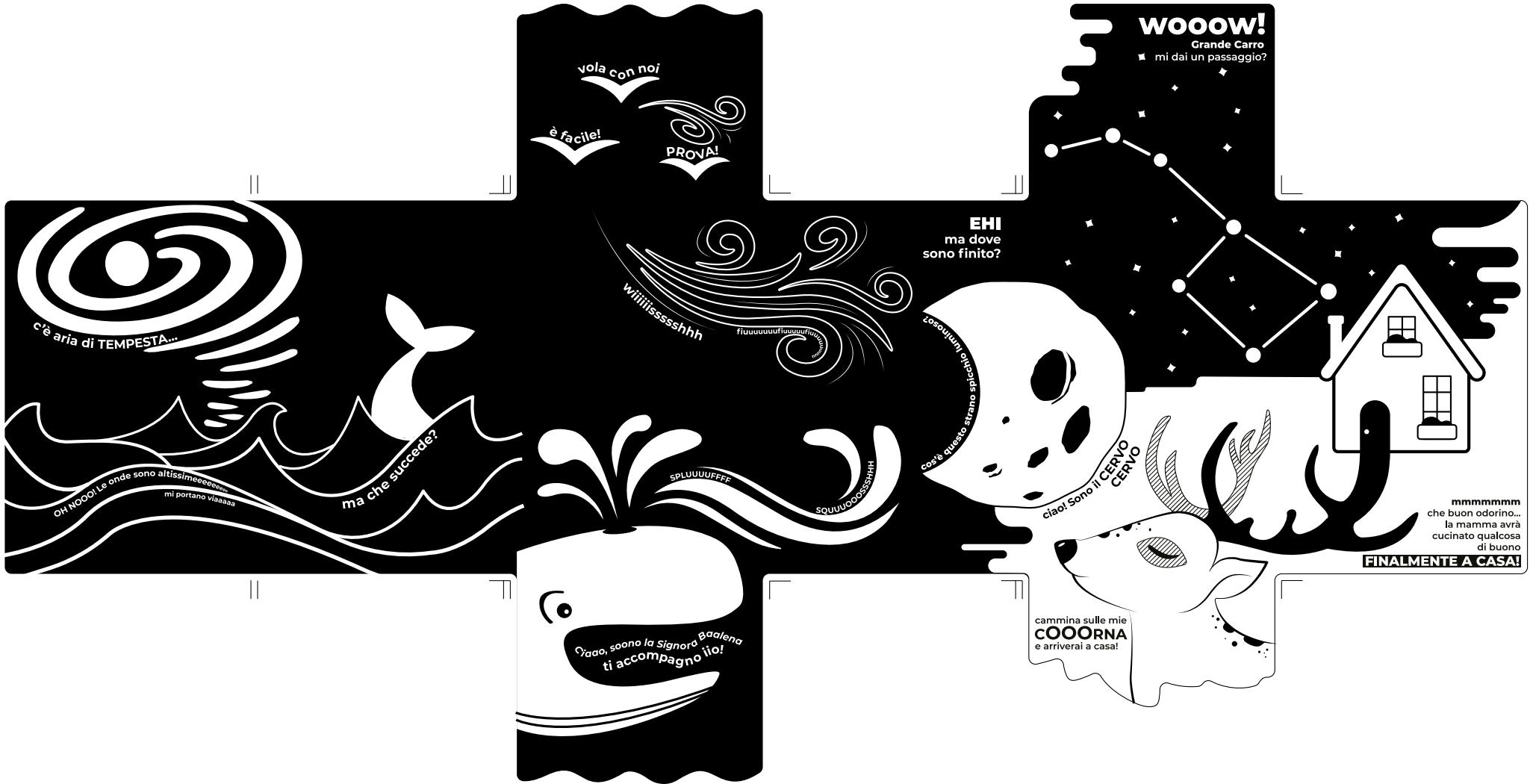
We were asked to develop for UGI, a non profit organization who supports families with children affected by cancer, a cardboard game to be sold in charity events. We had some restraints: **no colors, no glue, only cardboard and a toy to be designed.**

We decided to go for a book for two main reasons: the first is that a book is not just about the reading, but also about sharing a moment between parents and children, spending time together before going to bed. The second reason is that we wanted to have the chance to tell a **story of courage and strength**, very representative of UGI's children.

The story told in the book is adventurous and risky at times, and it doesn't have a hero, neither a protagonist, so that children can properly identify themselves in it.

We developed an adventure book that could gather children and parents in a cozy family moment. We wanted to recreate the idea of **caring and support** that a parent can give to his child during hard times.



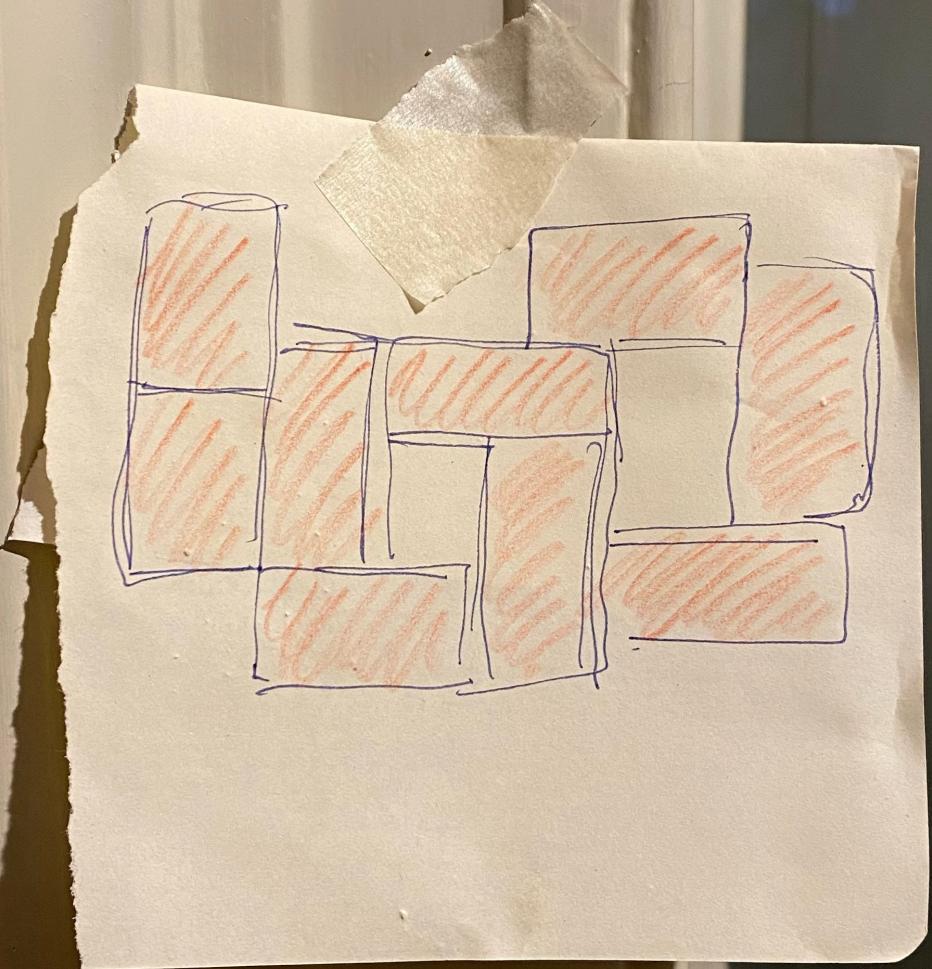


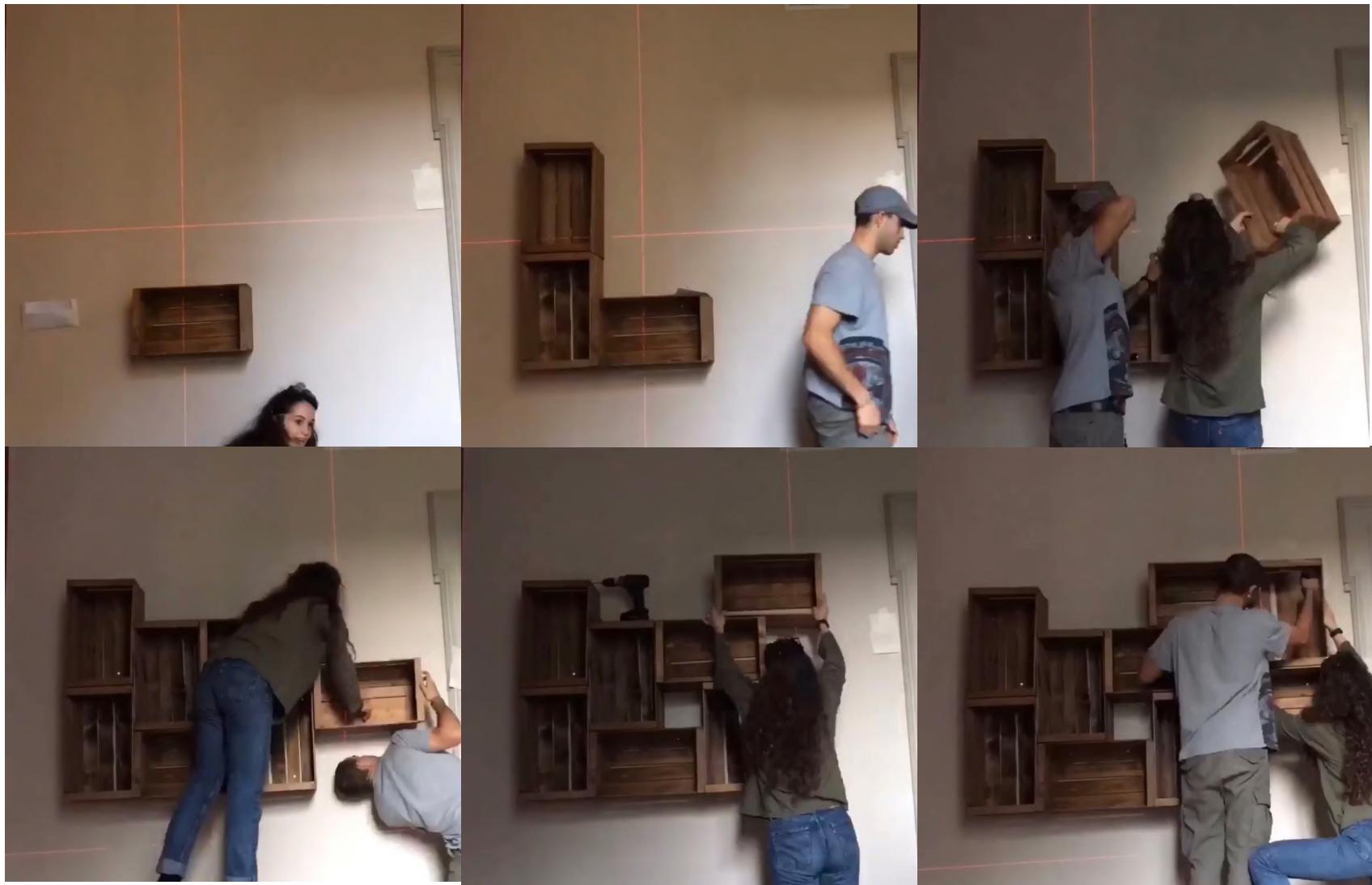


Mia

Product Design

This project was born when I moved into a new house and needed a **new bookshelter** in my room. A close friend of mine was quite passionate about **woodwork**, and not only he inspired this project, but he also concretely helped me a lot during the building process! I decided to go to local markets in Turin to get wooden boxes and give them a **second life**. The search was not easy: most of the boxes I found were in bad conditions and not sufficiently resistant. Over two months I had gathered around 20 boxes, but only 9 of them passed all the safety test! I levigated the wood and strengthened the leaning side, and then, in a couple of hours, my friend and I attached them to the wall of my room.







Circles

Pottery

At the beginning of 2021 my university offered me the opportunity of an internship. It was right after the end of the first lockdown in Italy, and after months of online lessons, my only desire was to detox from my laptop and anything digital. Among the internships proposed in the list there was a pottery lab; a few years before I attended some free-hand pottery lessons, to get to know the material and to play with shapes and colors. I thought that **going back to clay** would have been a good choice to **get back in touch with myself and reality**.

This is how it all began.

The internship was a spark to a new passion: now, I have my own pottery wheel, which I share with friends or use as a meditation tool and personal getaway moment.

Here's some of my works. My mom and dad are really happy about not having to go kitchenware shopping anymore.











Thank you

Maria Claudia Bertoletti