



#discoverdesign

Cultart Organisation in Italy: CNA LECCE
Training Period: from 21 to 25 of November 2022
Case Study Institution: Valari Design Studio



“What drives us is our passion for design, the idea of putting together modern lines and local craftsmanship”

Design outside the big productive district is closely linked to the craft production of the territories based on knowledge and experience developed and shared by the communities over time. Today's great processes of social transformation require a process of critical re-reading of modernity, of rediscovery of territories and their resources. Researchers, designers, and intellectuals working on the construction of alternatives to globalization are committed to a new approach to production and design that considers time a value. “The opposition of a “slow project” conveyed by identity cultures to the frenetic rhythms imposed by industry is part of a broader vision of sustainable development that can restore the future of a manufacturing fabric still deeply rooted in the territories of our country. The aim is to slow down, to slow down the pace of production, and to slow down the pace of processing in order to return to definitive, shared projects.

‘The reflective time of re-elaboration replaces the frenetic time of industry, the stable objects of identity are opposed to the transitory objects of the consumer society.’ (S. Follesa)

Starting from the knowledge and analysis of ancient local craftsmanship practice, participants will try to understand the reasons that have led to the slowdown and stagnation of this activity, in order to then rethink its applications and devise forms of regeneration and production even in sectors other than the traditional ones.

Case Study & Trainers

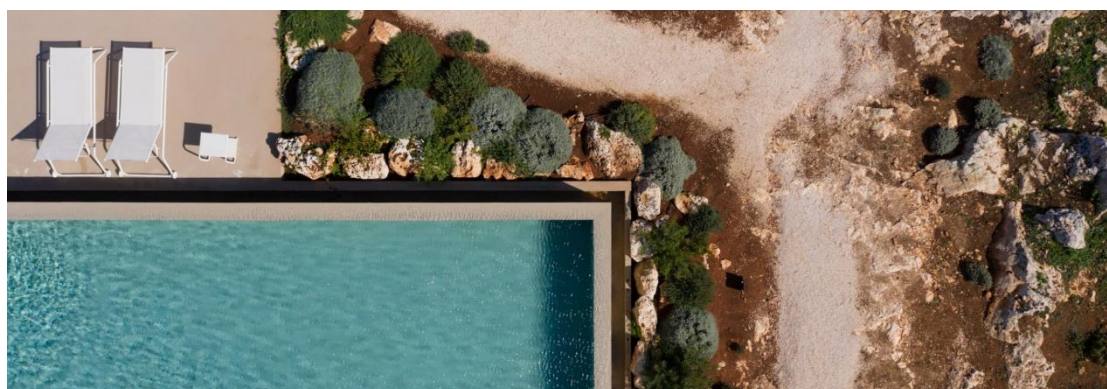


Valari is a design studio founded by architects Domenico Sasso, Federica Russo and Nicolò Lewanski with an interest in design and a focus on quality.

Before taking care of the project, Valari accompanies the client in a tout court consultancy, through a series of services and a team of different professionals who work alongside the architects, with whom to evaluate the operation from every point of view, including the economic and financial point of view, strategic management, relations with local suppliers.

Valari wants to act as a bridge between the need expressed by an international clientele and the potential that the territory and the Italian heritage offer.

<https://www.valari.eu/>





Federica Russo

Co-Founder, London

Federica Russo is a Valari Co-Founder. She is an Architect with 7 years of experience at international leading practices including Haworth Tompkins and Allies & Morrison in London, VYA in the Netherlands and Massimiliano Fuksas in Rome, on a broad spectrum of housing, cultural and education projects up to construction. Federica studied Architecture in Rome and she is a licensed Architect both in the UK and in Italy. She writes for a number of architecture magazines such as Il Giornale dell'Architettura, PresS/T Letter, Compasses, and was involved in a special edition for L'Arca, Livingroome and A10.



Nicolò Lewanski

Co-Founder, London

Nicolò Lewanski is a Valari Co-Founder. A Graduate of Columbia University, prior to co-founding Valari Nicolò worked as an architect in London for Sam Jacob Studio and in the Netherlands for Mecanoo Architekten between others. He taught at Kingston University, Leeds-Beckett and Anglia Ruskin University and visited as a critic at the AA, the Royal College of Art and Columbia University. Nicolò regularly participates in design competitions and has been in the winning team for the V&A Museum Cromwell Road Entrance, MOMA PS1 YAP 2015 and 2nd place at the 2017 Antepavilion by the Architecture Foundation.



Stefania Galante architect, PhD, ADI Member, graduated from the University of Florence, where she studied industrial design with prof. G. Chigiotti. She holds a research doctorate from the University of Naples and a postdoctoral scholarship at the Isufi High School, University of Salento.

She worked at the Historical Architectural and Demo-Ethno-anthropological Heritage Department of the Ministry for Cultural Heritage and Activities, Museums Sector, and at the Pigorini National Ethnographic Prehistoric Museum in Rome, dealing with museum installations and exhibitions.

Currently Professor Academy of Fine Arts Lecce.



21 NOVEMBER

9:30 - 12:30 VALARI CASE STUDY PRESENTATION

The presentation will include:

- 1.Valari case study presentation
- 2.Presentation Program of the following days
- 3.Presentation of the 5 Topics/Benchmarks to be addressed by the groups in their business plan strategy and the required project work (Summary/ Strategy Outline/Text/Optional Presentation):

Group A (M1) Introduction into Cultural Innovations

Group B (M3) Management & Administration of CCS enterprises.

Group C (M8) Design thinking, Presentation practice and digital creativity

Group D (M9) Brand Identity

Group E (M10) Media and Communication.

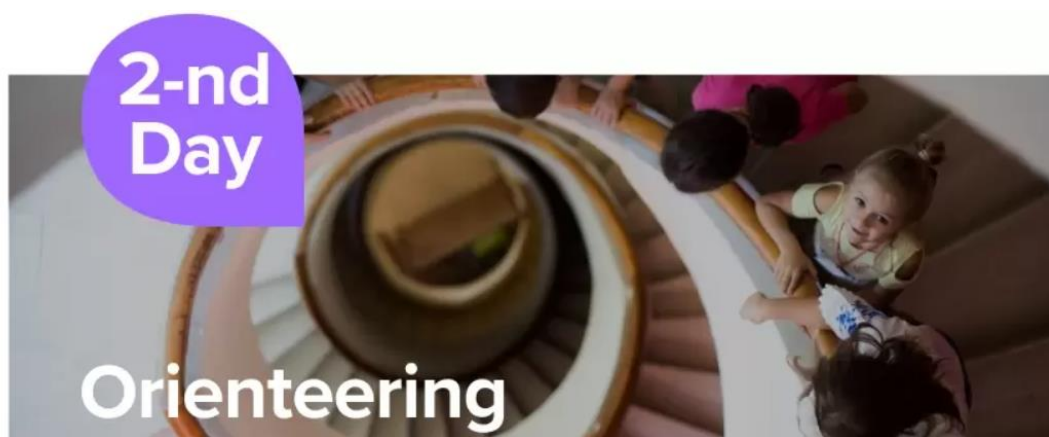
12:30 - 2:30 p.m. lunch break

2:30 p.m. - 5:30 p.m.

Brief presentation by the PARTICIPANTS

Choice of topic

Creation of groups



22 NOVEMBER

Visit to the **MASSERIA BELVEDERE** in Carovigno and tour the woodworking and cement factory in order to learn about the work created by the case study and the artisans with whom it interacts



PACKED LUNCH



23 NOVEMBER

9:30 - 12:30 Visit monuments and historical buildings in the city for cultural deepening and to learn about the area in which the case study operates and on which to develop project work

12.30 - 14.30 lunch break

2:30 - 5:30 p.m. Start of project work comparison between the groups on experiences made and information acquired

The 5 groups will be given about an hour to prepare a draft of the summary and strategic outline to be included in the final project work, there will then be 2 hours to present it and discuss it together



24 NOVEMBER

09.30- 12.30 Project work

12.30- 14.30 lunch break

14.30 -17.30 Final drafting of project work on architecture and design

The 5 groups will be given the afternoon to complete the project work which will include a summary, a strategy outline and text, and an optional presentation on the 'assigned topic.





25 NOVEMBER

10:00 - 12:30 PRESENTATION OF THE FINAL WORK

From 10:00 to 11:00 groups will present project work in 15 minutes, then greetings

12:30 Buffet

Team Lecce

The CNA – National Confederation of Crafts and Small and Medium Enterprises – of Lecce is one of the largest associations in the South. CNA is the national general system and unified representation of small businesses, their entrepreneurs, small and medium-sized enterprises, and their associated forms. The CNA formulates strategies for the artisan sector and SMEs, recognizing the centrality of the market in a modern economic system where the quality, identity, and values of artisan entrepreneurship, are affirmed in a modern culture of know-how. It also has experience with the development of ICT-based learning solutions concerning youth unemployment: with a new pedagogical model that focuses on the labor, crafts, and entrepreneurship, and forms of learning related to it.



[Marcello De Giorgi](#)



[Anna Maria Greco](#)



[Alessandra Tornese](#)





Locations and important information

All needed information about your stay in Lecce is additionally presented by our partners CNA LECCE in the "Participants info pack"

THANK YOU

For being part of Cultart.

Manage locally, art globally!