



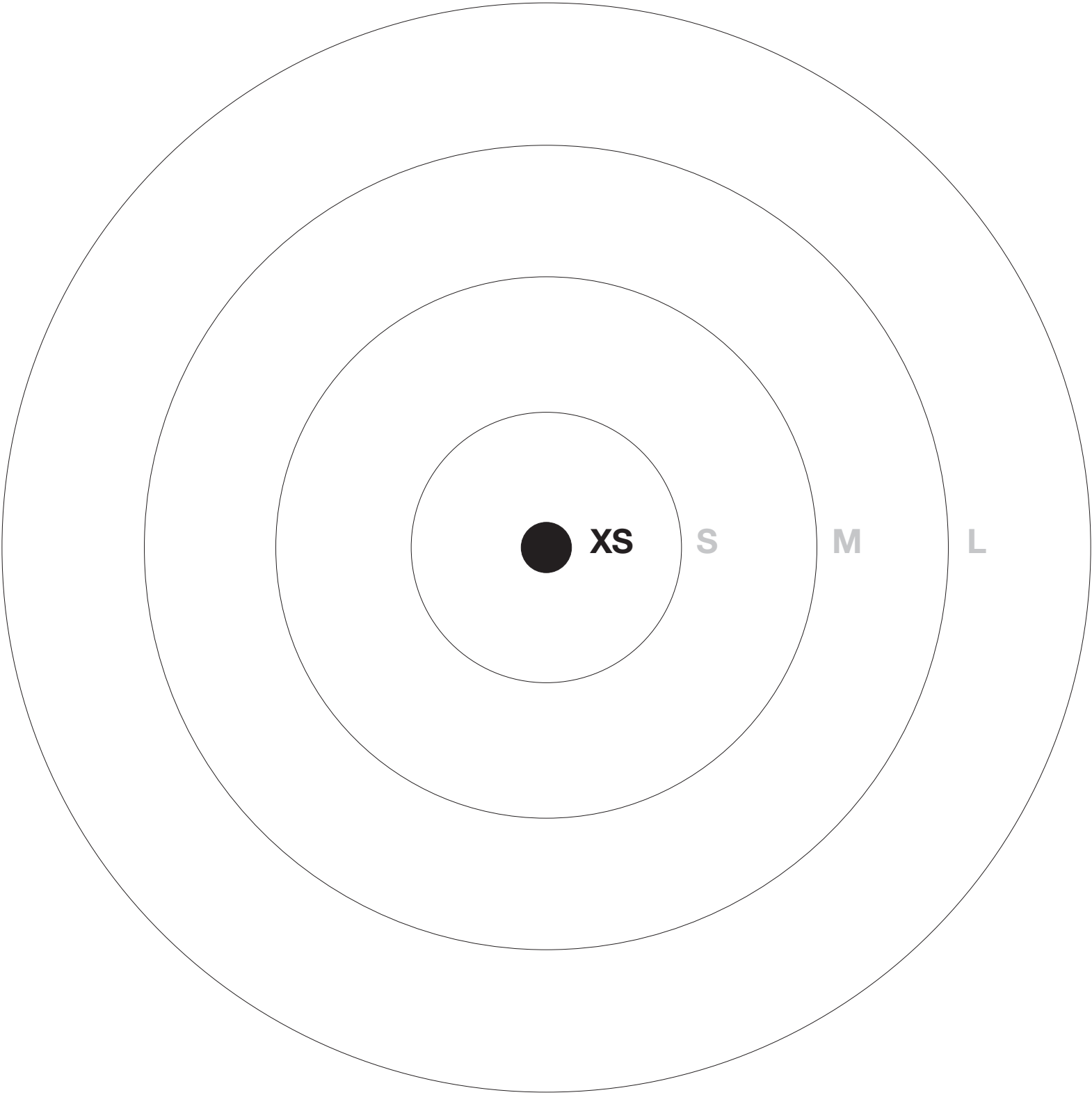
Cultart

Cultural Case Study

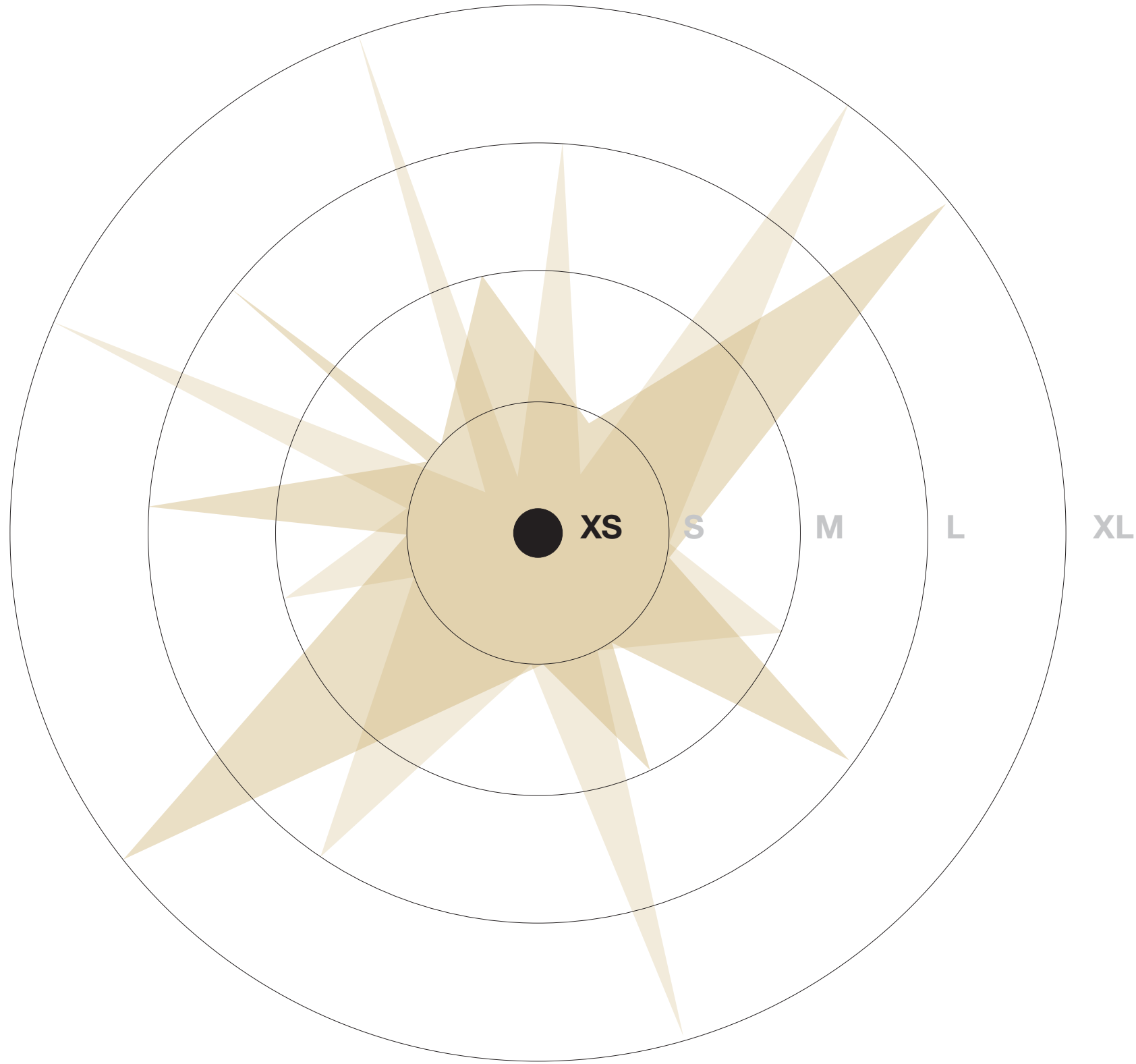
Valari

Who
we
are

Scale



Scale



Entity

Company

Network

Association

Sole Proprietorship

General Partnership

Limited Liability Partnerships (LLP)

Limited Liability Company (LLC)

Corporation

Small Business Corporation

Public Limited Company

Private Limited Company

Joint-Venture Company

One Person Company

Non-Government Organization (NGO) - Non Profit

Entity

Company

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Public Limited Company

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One Person Company

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Reach



Reach

Clients

Local

Techniques

Means of production

Ways of thinking

Bureocracy

Global

Collaborations & Institutions

Presentation



Location



i @valari.eu

e info@valari.eu

w www.valari.eu

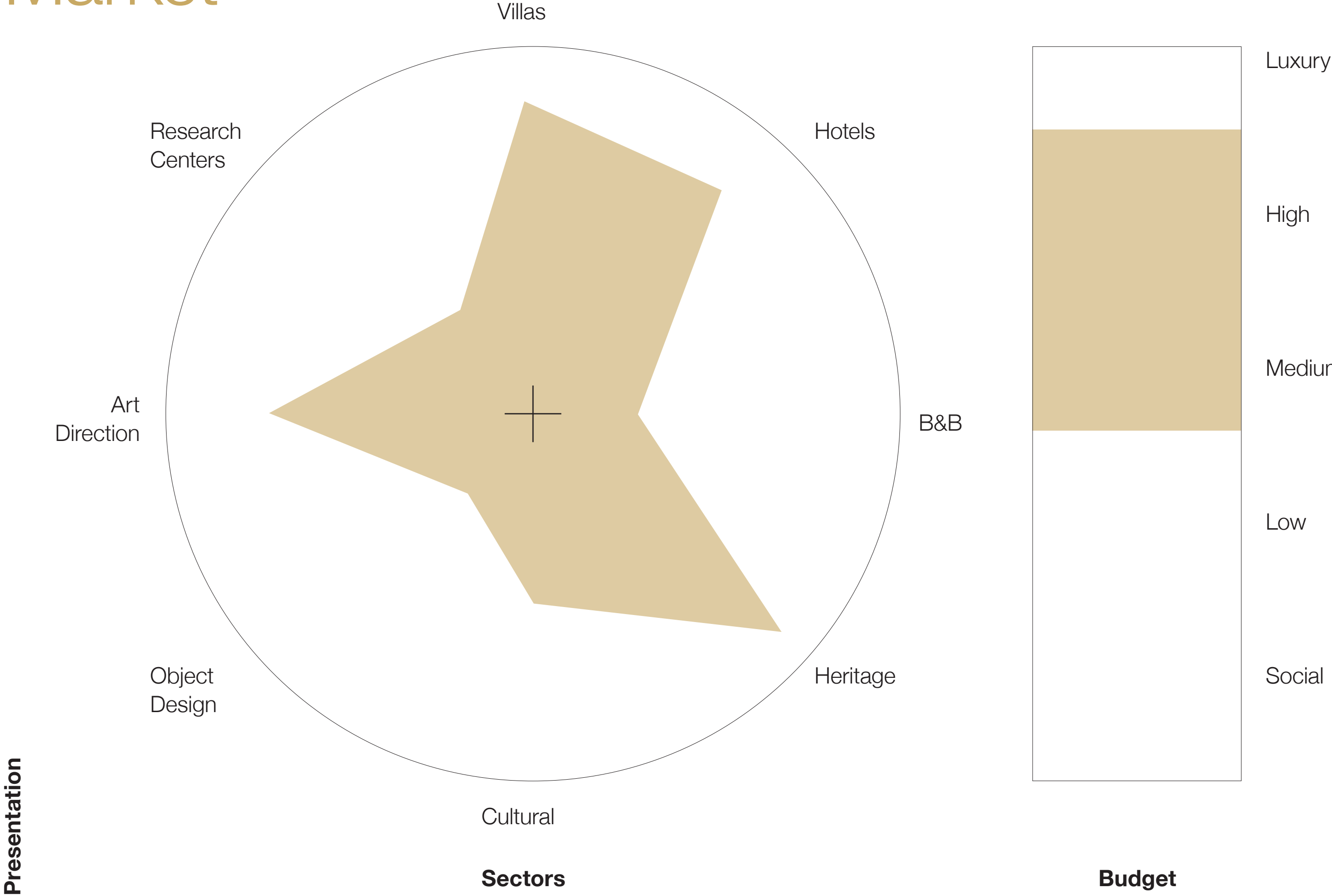
Site Office Ostuni

via F. Monsignor Tamborrino 5
72017 Ostuni BR, Italia

Creative Office Lecce

via G. Brunetti 2
73100 Lecce LE, Italia

Market



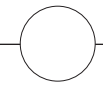
“What drives us is our passion for design, the idea of putting together modern lines and local craftsmanship”

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.

Historical



20**16**



20**17**

First website

To do lists (lots)

Zero income

Zero clients

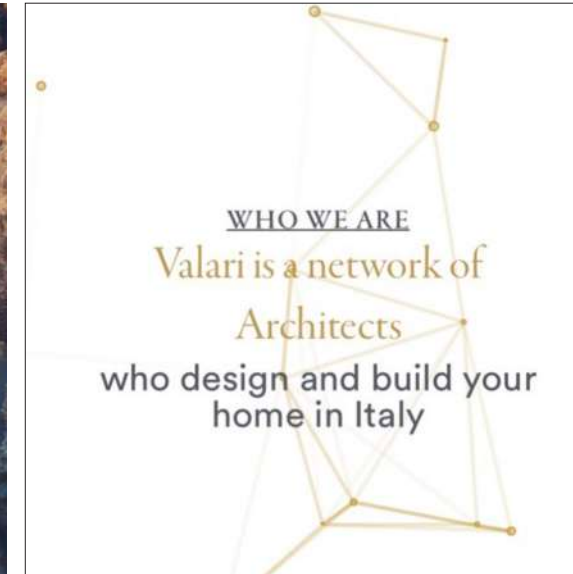
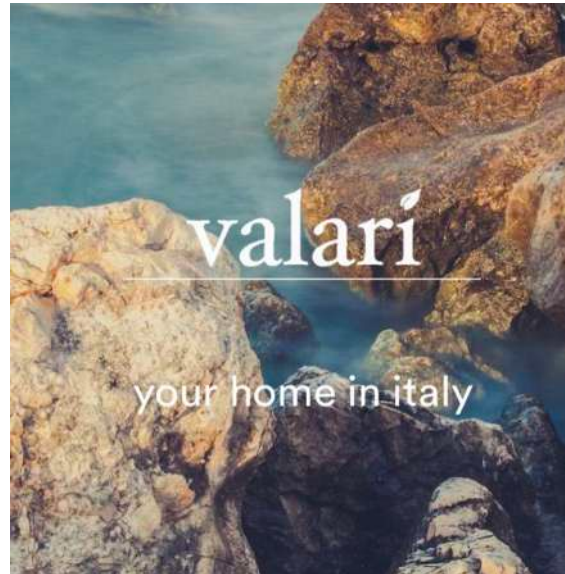
Traveling

Quite fun

Casa nei mandorli







20**18**

Second website

Cold calling everyone

First project built

Still very low budget

At times extenuating

Casa La Pineta







2019



2020

Found first big investor

Started Masseria Belvedere

Finished in 2020

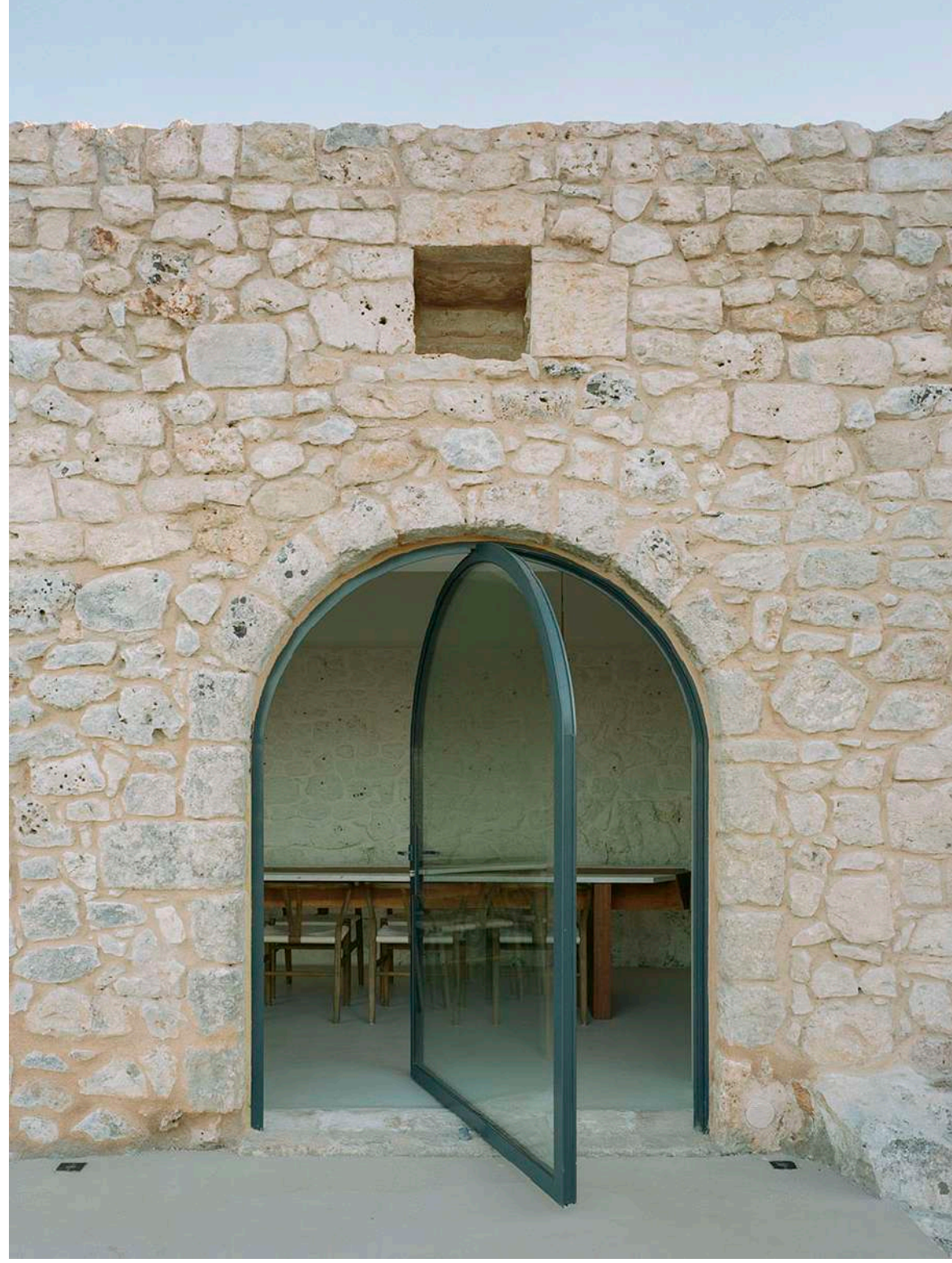
Big stop

Masseria Belvedere

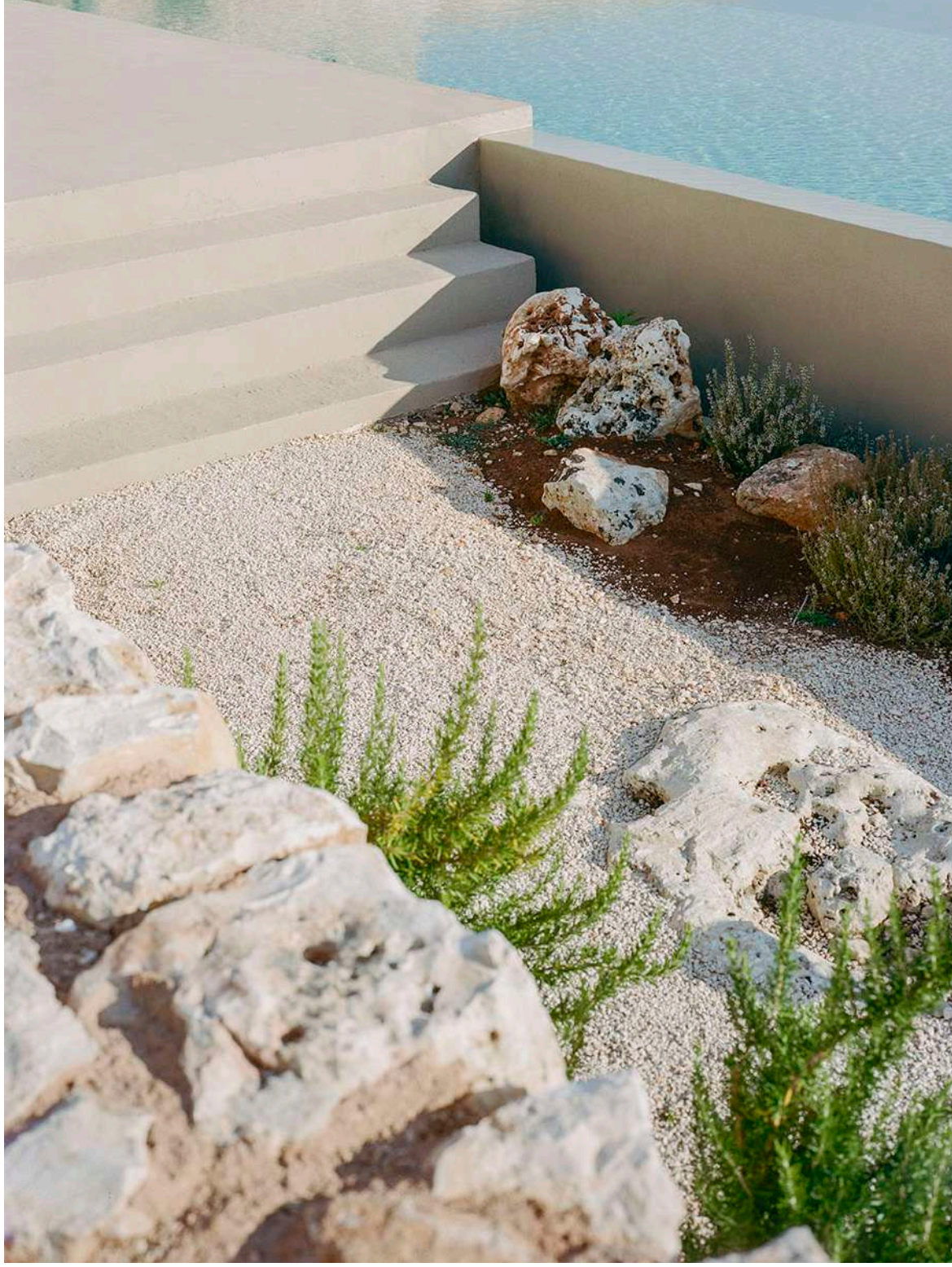


Masseria Belvedere

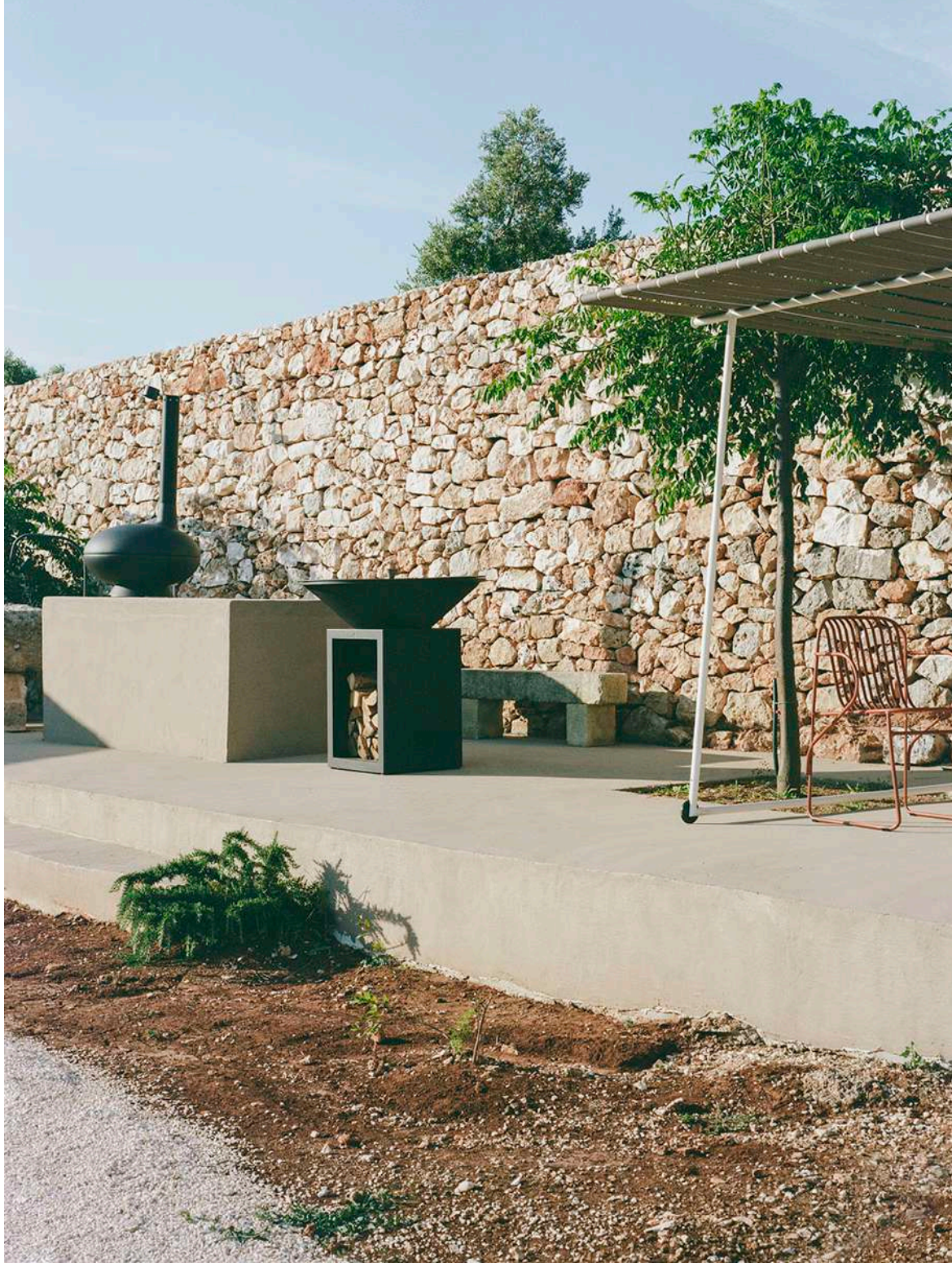




Masseria Belvedere



Masseria Belvedere







20**21**



20**22**



20**23**

















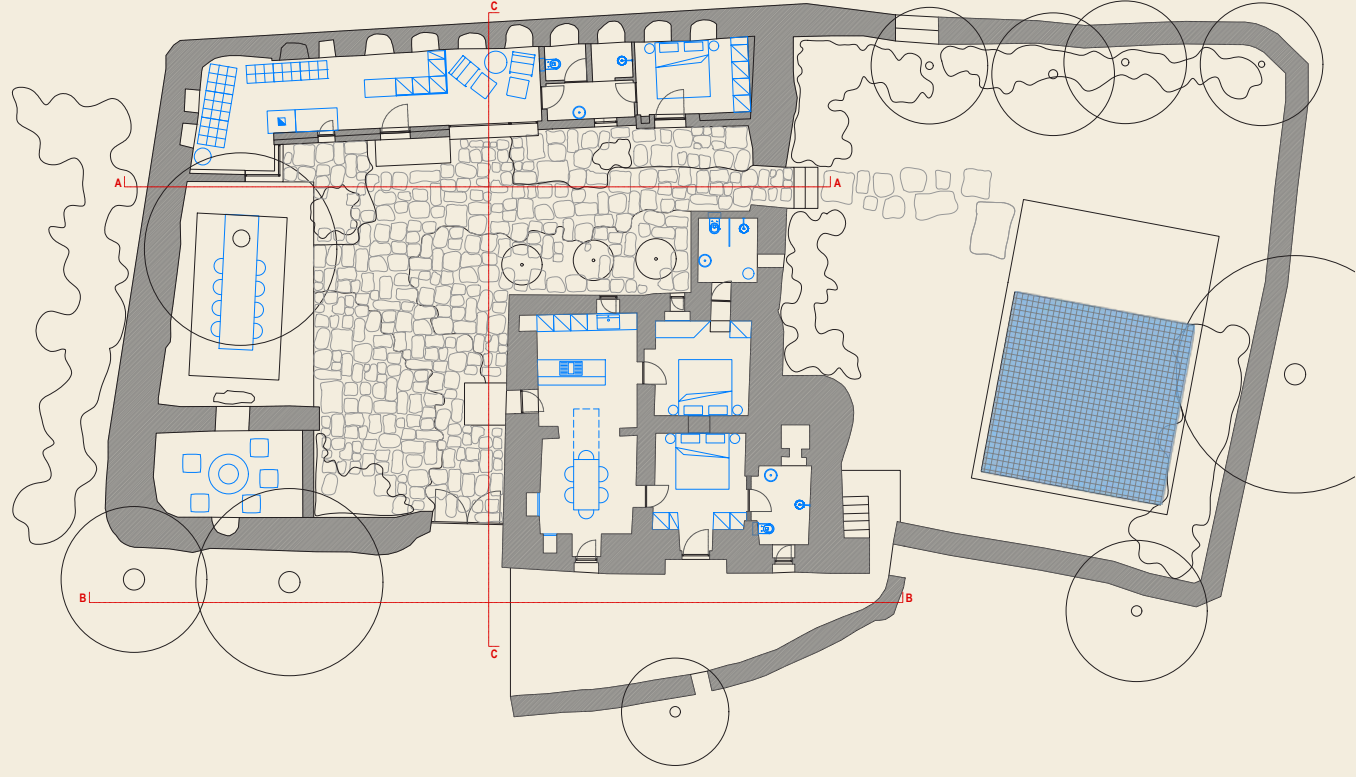




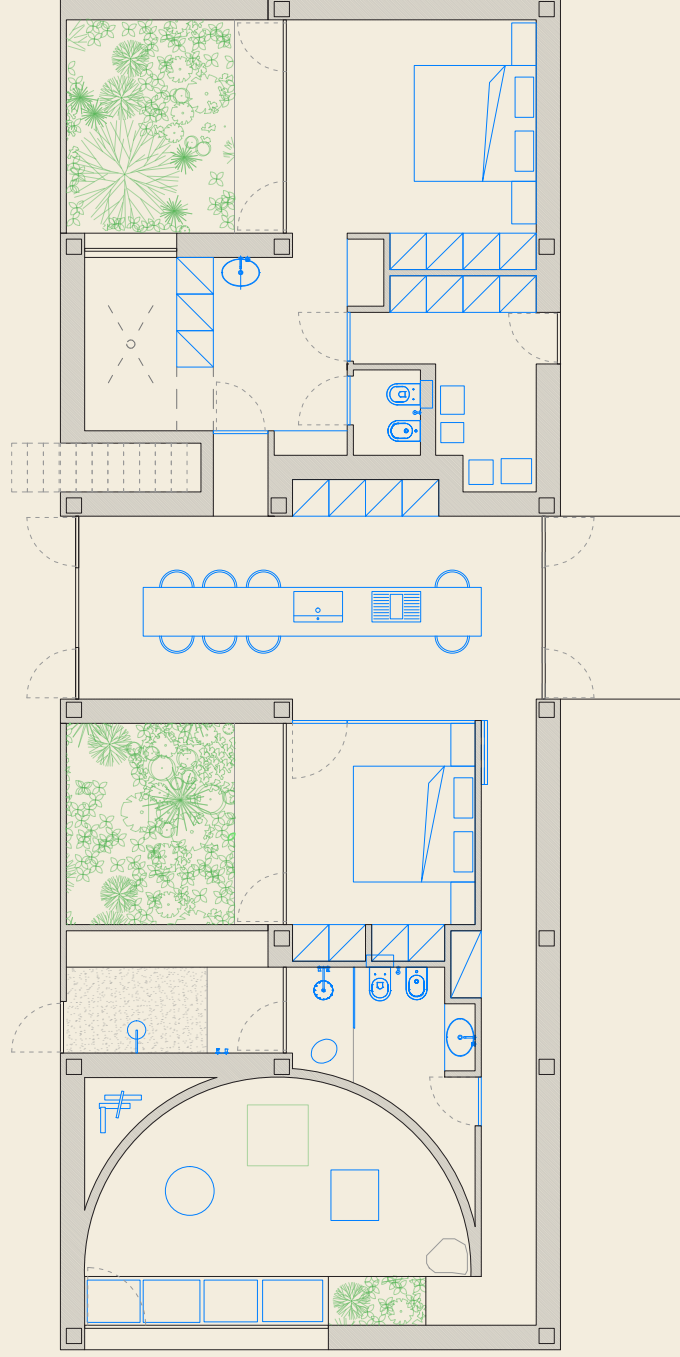




Trulli delle Guadiane

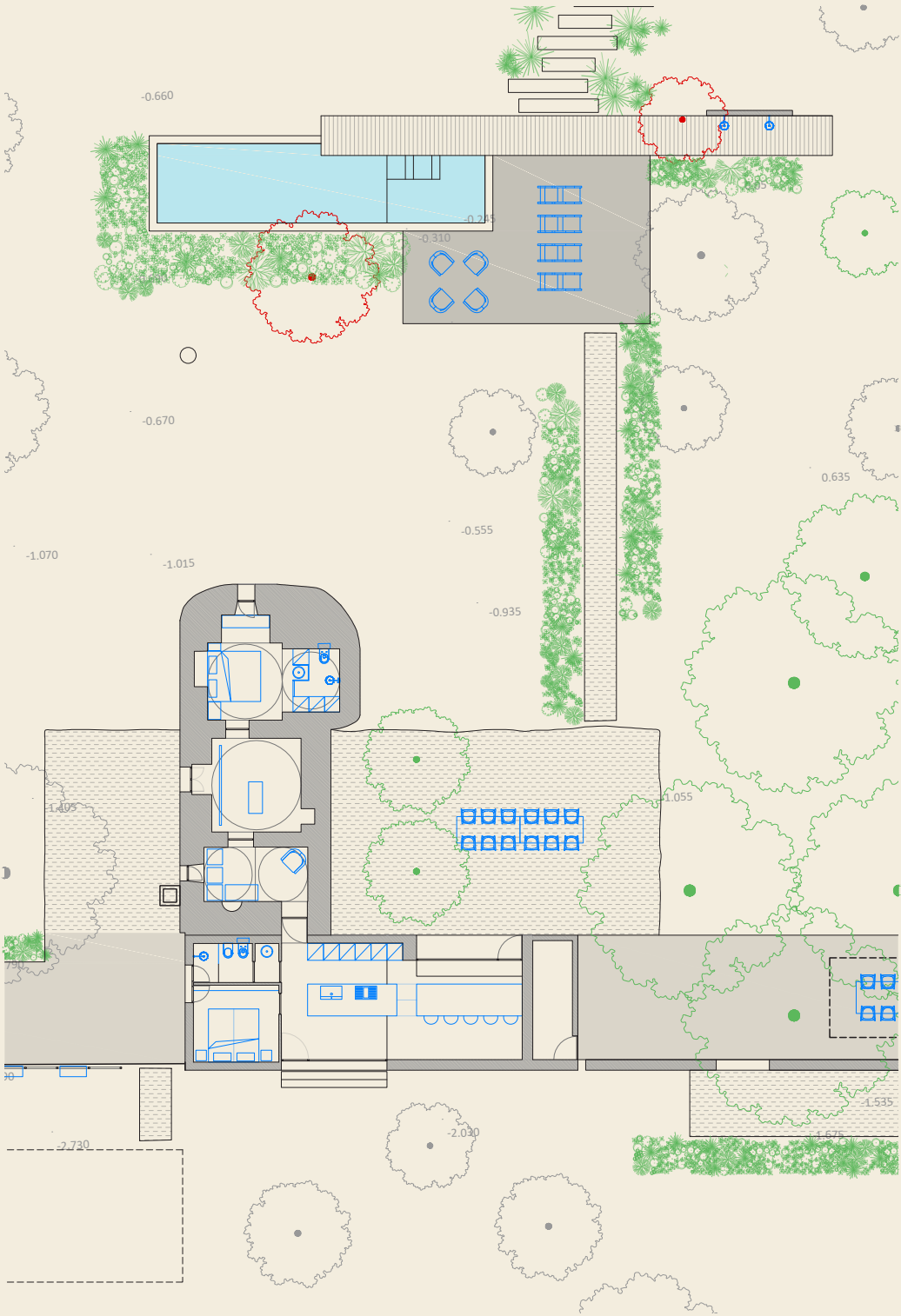


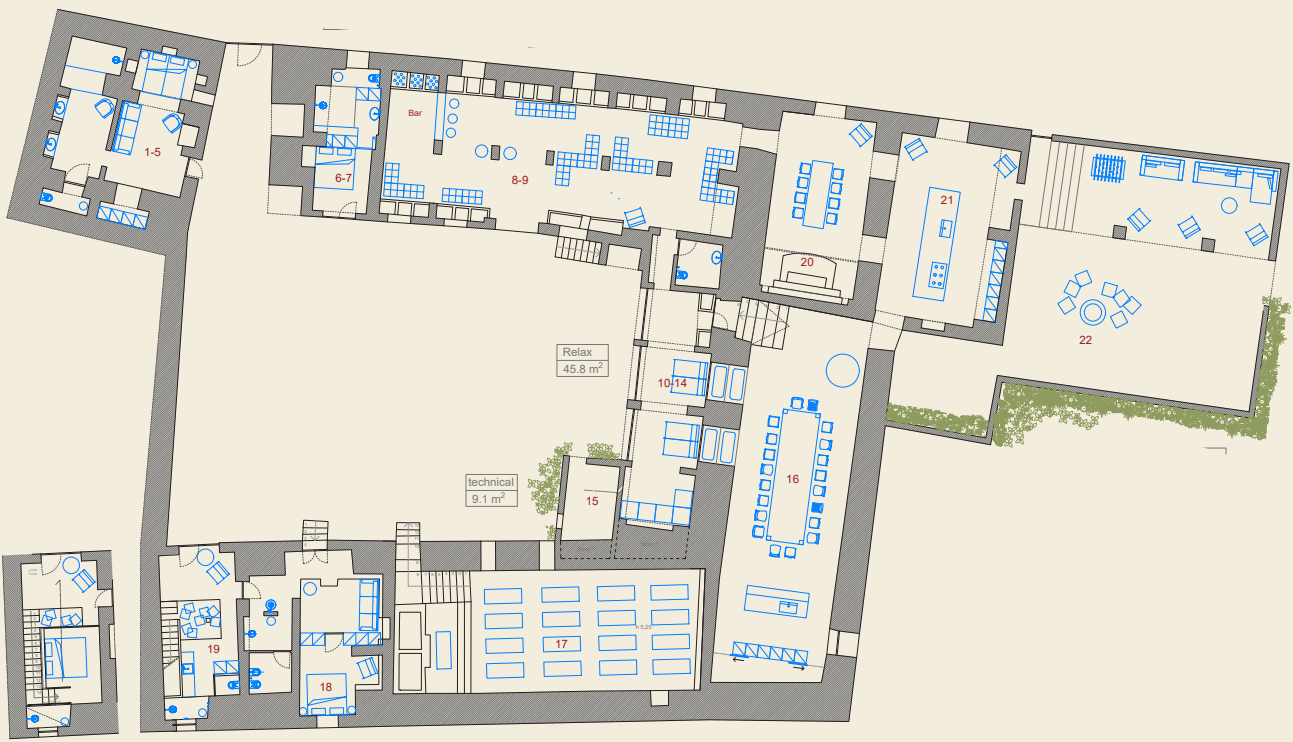
Casa Pozzo Cucu'





Trulli Guarini





Masseria
Ciminiera

Break

Pro
gra
m



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.

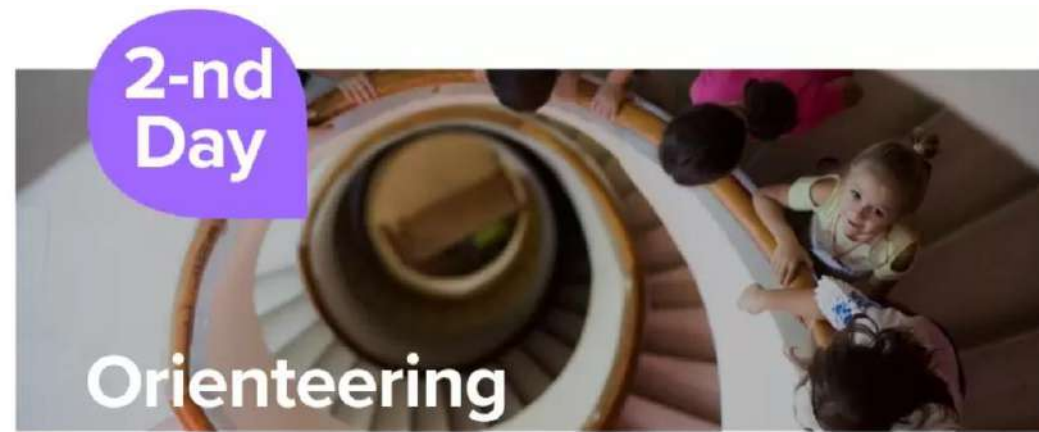
12:30 - 2:30 p.m. lunch break

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

Out
put

5 Benchmark Topics:

- Group A (M1) Intoduction 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 Comunication

to be addressed by the groups in their business plan strategy

DELIVERABLES:

1. Summary

Text



2. Strategy outline

Diagram
Infographic
Bullet points

3. Strategy

Text



4. Presentation

Pdf presentation



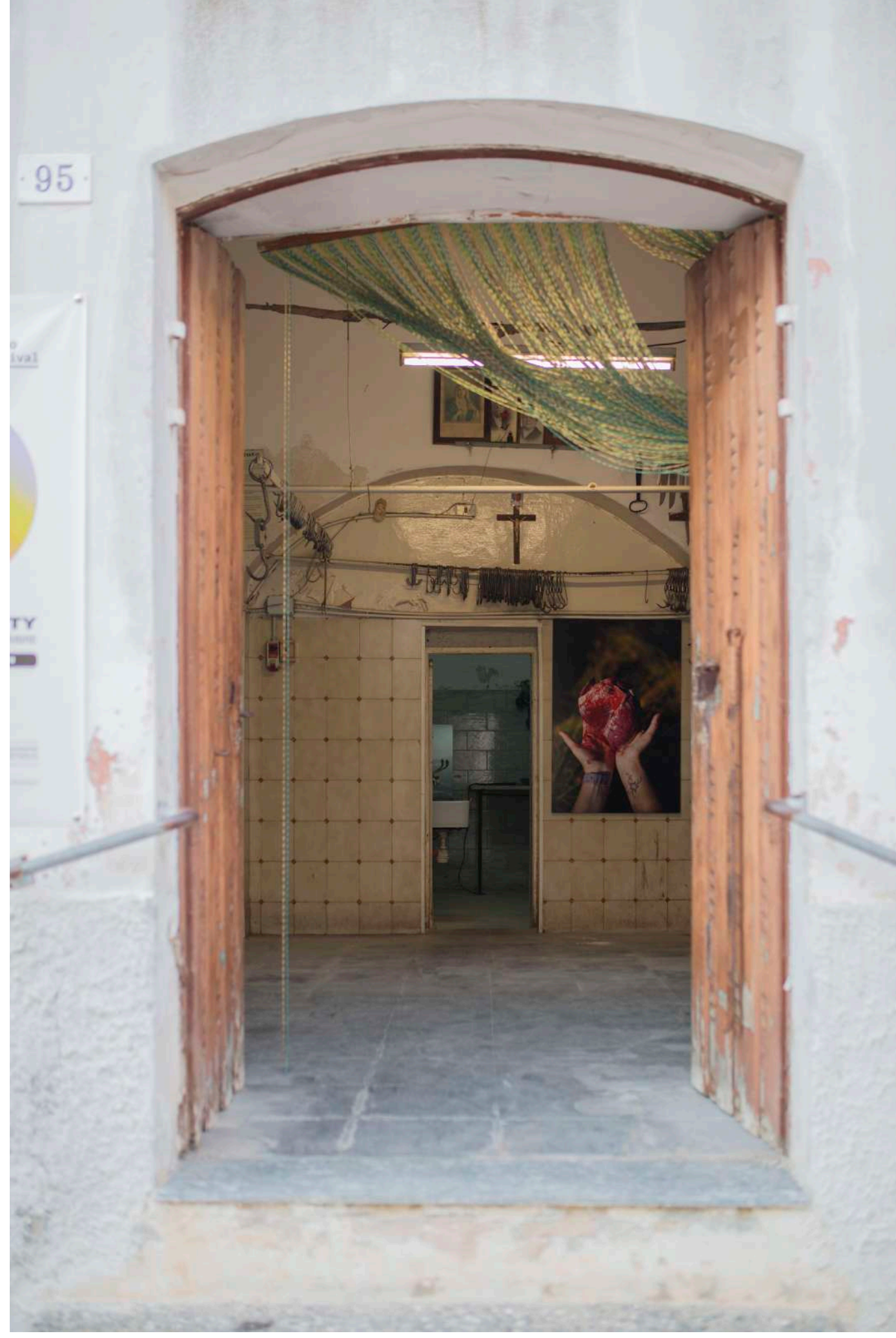
5
Groups

Group A / M1

Yeast Photofestival, Matino

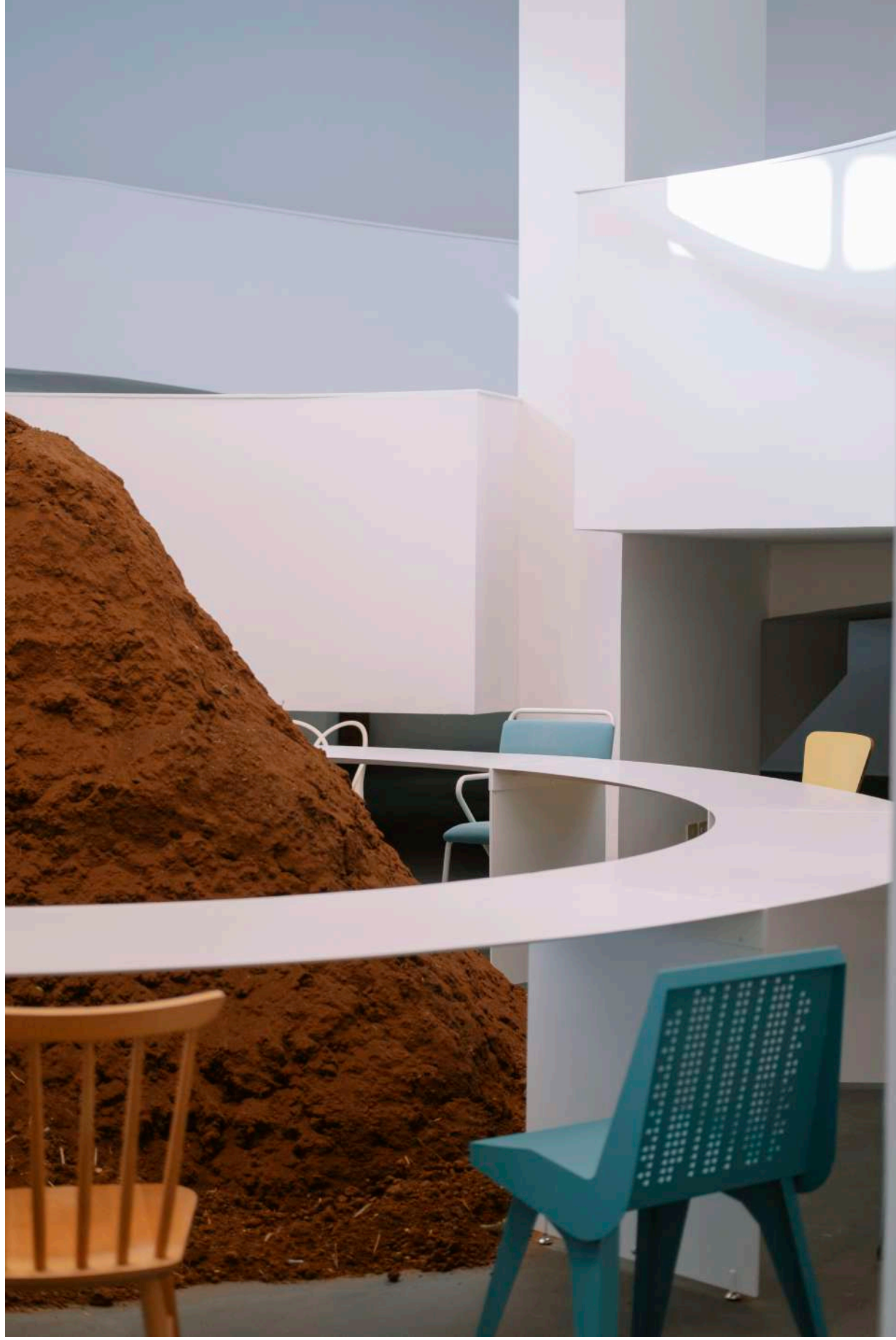


Yeast Photofestival, Matino











IUAV Wave, Venice



Group B / M3

Management &
Administration of CCS
enterprises

human resources

where to find and how to attract a talented and motivated team

cashflow

which type of clients can sustain an 8 people office in the South of Italy so that we can have enough resources to dedicate to cultural projects which are typically at a loss

return

how can cultural projects be monetized in non-economical terms

software & instruments

which softwares can be used to innovate the CCS management and its production

Group C / M8

Design thinking,
Presentation practice and
digital creativity

design thinking

how can Architecture produce “change by design”

users or clients?

user experience mapping

new trends in hospitality industry

experiential design

new typologies

intersections between cultural and hospitality

Group D / M9

dwell



JULY 21, 2022

ARCHITECTURE, HOMES, HOTELS, TRAVEL



Masseria Belvedere, Carovigno, Puglia, Italy



<https://thecoolhunter.net/masseria-belvedere-carovigno-puglia-italy/>

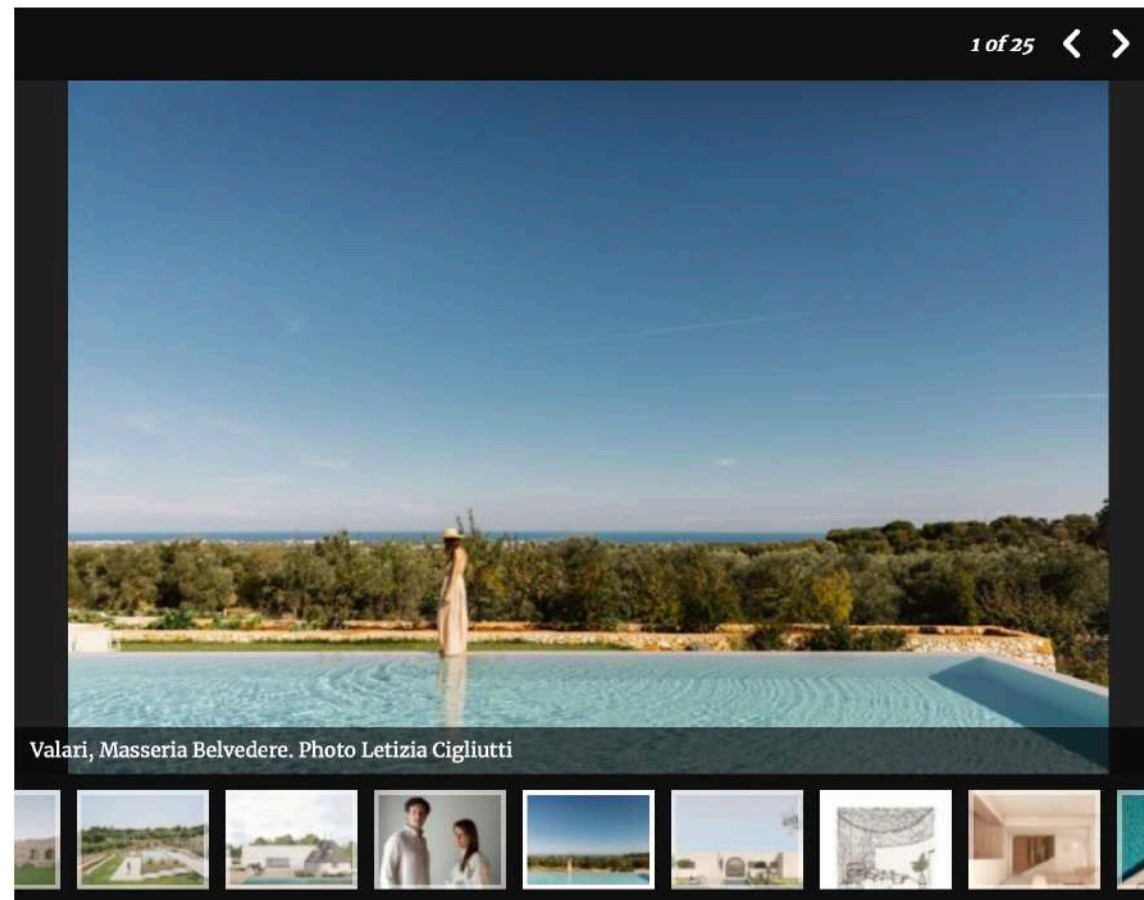
Home > progetto > architettura > Da masseria a hotel di lusso: il progetto di Studio Valari in...

progetto architettura professioni e professionisti who's who

Da masseria a hotel di lusso: il progetto di Studio Valari in Puglia

By **Giulia Mura** - 9 Settembre 2022

LONDRA – LECCE, ANDATA E RITORNO. A PROPOSITO DI HÔTELLERIE, HOSPITALITY E STORICHE MASSERIE SALENTINE, ABBIAMO INCONTRATO I SOCI FONDATORI DI VALARI. CHE, DA BRAVI CERVELLI IN RIENTRO, HANNO MESSO A FRUTTO LE ESPERIENZE MATURATE ALTROVE. ECCO IL PROGETTO MASSERIA BELVEDERE



Valari, Masseria Belvedere. Photo Letizia Cigliutti

Federica Russo e Nicolò Lewanski, coppia nella vita e nel lavoro, dopo esperienze professionali e formative importanti a Roma, Rotterdam, New York e Londra, sono tornati a Lecce. Nella città pugliese i due progettisti, insieme all'architetto Domenico Sasso, hanno dato

I PIÙ LETTI



Giornata Mondiale della Gentilezza. Ecco i gesti gentili nelle opere d'arte...

12 Novembre 2022



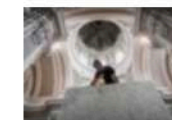
Viaggio a Marsiglia, la città più interessante del momento in Europa

12 Novembre 2022



Compaiono opere di street art in Ucraina e sembra proprio Banksy

11 Novembre 2022



Intervista a Jago: artista del marmo (e della comunicazione!)

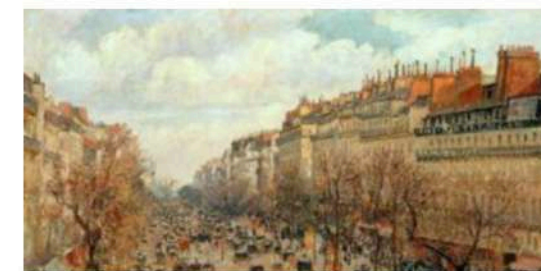
15 Novembre 2022



Al Palazzo Reale di Milano inaugura la grande mostra su Hieronymus...

8 Novembre 2022

EDITORIALE



Marcel Proust e la letteratura della memoria a 100 anni dalla morte

Nicolò Lucarelli 17 Novembre 2022

Clients presentation

Story

Whilst living in London our thoughts were often with Puglia, where Federica is originally from. Thus we realized, why not taking an interest in the territory. The first few years from a distance, then in 2020 moving back to Lecce

Vision

We deliver experiential projects with a focus on design. Our core project values are local craftsmanship, a relation with the landscape and a drive towards modern design and geometry meeting the ancient buildings of Puglia

Value

We come from different worlds. As we refined our relation through the years, we are now an experimented bridge between the main hubs of the global village and the best craftsmanship of Puglia, and aim to offer world class project management and local sourced craftsmanship

Mission

We aim at designing the next generation of Puglia hospitality design - learning from the best in class, and innovating the field when the opportunity arises

Ethos

"Let me take you to the shores of a mountain lake. The sky is blue, the water is green, and everything is imbued with the deepest peace. The mountains and clouds are reflected in the lake, and so are the houses, farmhouses and chapels! They stand there as if not created by human hand. As if they had come out of God's workshop. Like the mountains and trees, the clouds and the blue sky. Everything emanates beauty and peace...

But what is that? A jarring note in all this peace. Like a meaningless shriek. In the midst of all these farmhouses, built not by farmers but by God, there stands a villa. Is it the work of a good or a bad architect? I do not know. All I know is that peace, calm and

beauty are no more. (...) Farmers do not do this. Nor does the engineer building a railway on its banks or ploughing deep furrows into the transparent surface of the water with his ship. The farmer has marked out the spot where he wants to raise his new house and has dug out the earth for the foundation walls. Next it's the bricklayer's turn. If there is clay in the vicinity, there will be a brickyard producing bricks. If not, you can use the same stone that was used to build the pier. And while the bricklayer is laying brick upon brick, stone upon stone, the carpenter is busy setting up his job-site next to him. Listen to the merry axe blows ring out! He is building the roof. What kind of roof? He doesn't know. It's only a roof."

We feel Adolf Loos has best expressed the type of design that is true to the roots of Puglia's design culture.

A certain luxury that comes from the simple things. In this line of thought, tradition meets modernity, materiality meets craftsmanship.

A degree zero of thought, a baseline from which we can all raise in our simplicity and reconnect, with others, with nature.

Adolf Loos, *Architecture*, 1909

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.

Words

Territory is the place of the project where we constantly test the instances of contemporaneity and those that seek origins.

Artisans are the means and our most important allies for the project to strike a balance between innovation and manual knowledge.

Transformation is the exchange between our heritage of knowledge coming from abroad and what we deal with here, it is the method of the project and perhaps our mission, to reinvent the territory, the production and thus, ultimately, ourselves.

BIO

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.

Entrance, MOMA PS1 YAP 2015 and 2nd place at the 2017 Antepavilion by the Architecture Foundation.

BIO

Nicolò Lewanski is a Valari Co-Founder. A Graduate of Columbia University, prior to co-founding Valari Nicolo 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. Nicolo 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.

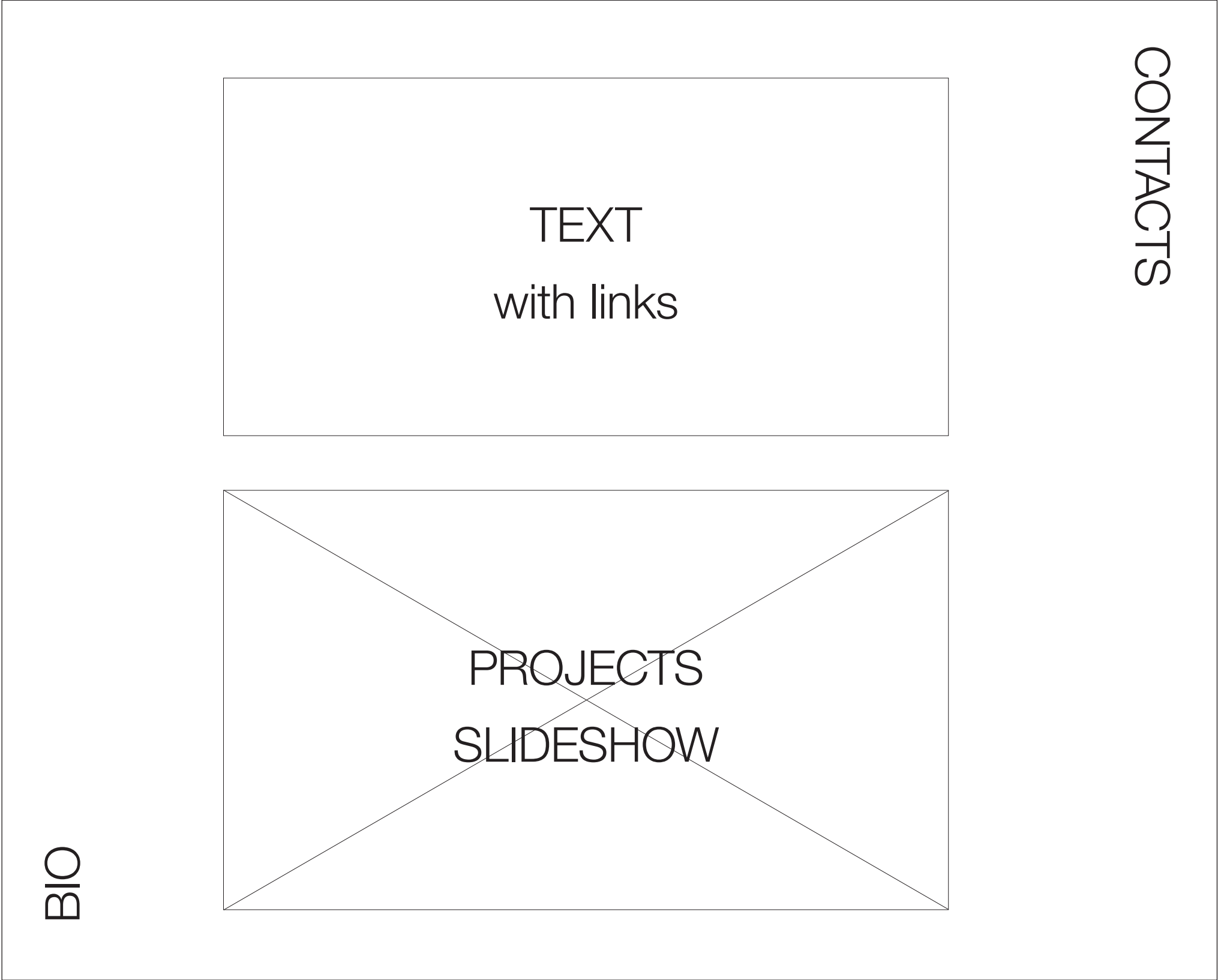
Domenico Sasso is co-founder of Valari. Architect with about 30 years of experience strongly rooted in the Apulian territory has always been actively engaged in the recovery and restoration of major monuments in the field of culture and tourism for both Public Entities, Diocese and private. Currently project manager of numerous projects of structures of notable historical and artistic value of public and ecclesiastical interest, specialized in bioarchitecture he takes care with particular attention to issues related to environmental sustainability. UNESCO award for the accurate and elegant restoration of the Ex-Municipal Slaughterhouse of Ostuni.

Group E / M10

valarí

your home in italy

New website



LoveFrom,
is a creative
collective.

We are
designers
architects
musicians
c1

We make stuff
your grandma
prolly *won't*
understand.
We lean into
the *future*.
We've got a
yacht load of

Valentino Borghesi is thinking what to write next

<https://www.lovefrom.com/?ref=onepagelove>

ABOUT HIM

Valentino is an italian multidisciplinary designer temporary based in Italy. He is passionate about designing products people will use everyday, improving them by failing, learning and iterating. He loves to create new visual languages, to fight for proper user experience and to find the straightest way to go from A to B. As former professional cyclist he knows the importance that every detail has in order to achieve something. He was Creative Director at [TripRebel](#) and now is available for freelancing projects.




8 months ago | More

 Antonio Visceglia [+ Follow](#)

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Editing
Chiara Castracane

☒ Autoplay next video



valari.eu

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1,515 following

Valari


Progettista architettonico

Architecture studio exploring Puglia through design - international know how and Italian craftsmanship - based in Lecce and Ostuni


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Press




Yeast Stor...




CMCC




Ex Convento



Masseria



Spaces



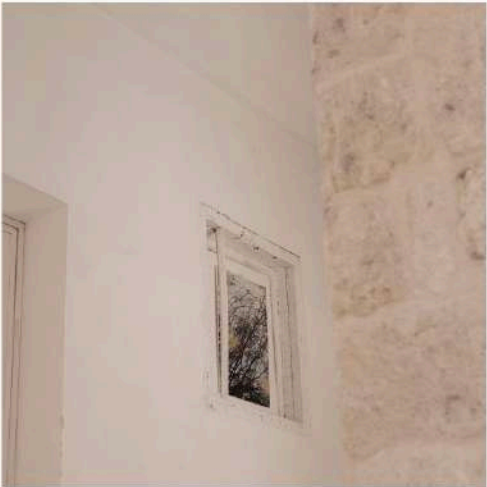
Sketches

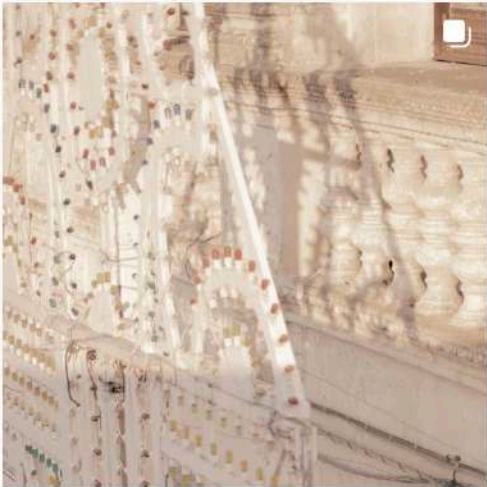
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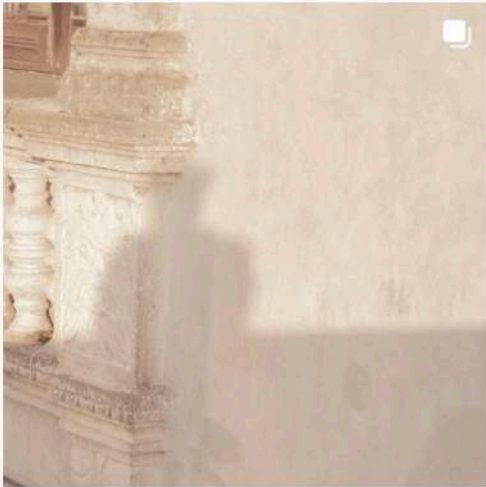
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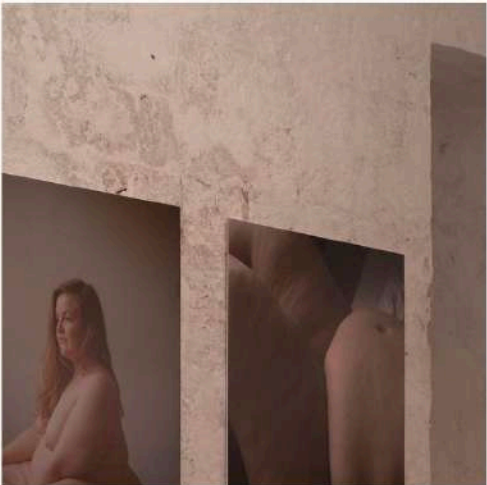
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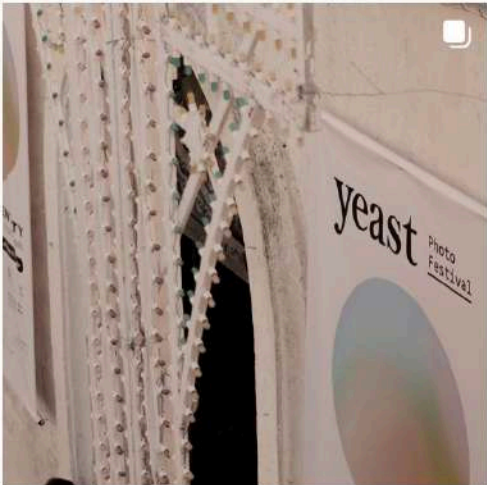
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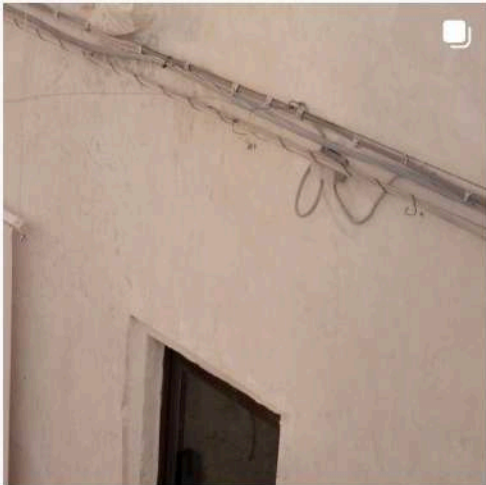


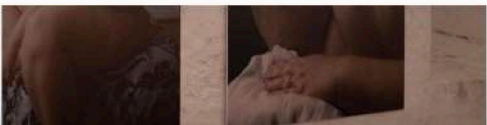





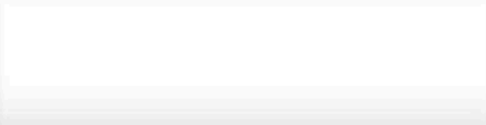












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