

# Introduction into cultural Innovations

Group A

# STRATEGY OUTLINE

- Context
- VALARIA DESIGN ACADEMY & CO.
- Conclusions

# Context

- Short summer high season
- Valuable traditions, which can get more advertisement abroad
  - Lack of qualified staff

# Our aim

How to use optimally the winter season and attract new talents who want to expand their knowledge and apply it in accordance with the creative views of Valari (and as a result - expanding markets, promoting collaborations and attracting investors); how to involve local artisans into the world of Valari and the region of Puglia.

SOLUTIONS

Valari  
Design  
Academy  
& CO

What?

An anual intern-apprenticeship  
in Valari Studio.

When?

October – February

Where?

In Valari Studio, Lecce, Salento

Who?

National and International

Designers

(Architect, Interior Designer, Product Design,  
Applied Arts, Woodwork , Other materials)

# Courses

## Opportunities of the Academy

1. Design studies in English
2. Practical courses in collaboration with Artisans from the region (Exp: wood craftsmen and cimentine etc.)
3. Apprenticeships on site – learning about the manufacture process of cultures typical for the territory (olives, wine)
4. *\*If Erasmus is funding, short trainings abroad*

Why?

**Personal creativity meets tradition**

How many?

10 places with Taxes/Semster

*0-10 – study grants\* (if funded by E.U. and/or Erasmus)*

# Possible Partners and Sponsors

## Sponsors

Creative Europe

Erasmus

Salento Municipality

## Partners

Design Universities (National + International)

Other Maserias

Other Local NGO that focus on promoting local traditions and craftsmanship

# Conclusions

## Why is attractive for them?

Limited places for students

Exclusive possibility to dive into the cultural heritage of Lecce

Inherit the unique craftsmanship and manufacturing of previous generations.

## Why is it attractive for Valari?

Educating inovative artists whilst creating job opportuiniies.

Preserving traditions.

Generating revenue.

Creating activities for the winter season.



# Group A

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