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Design Thinking, Presentation Practice, and Digital Creativity

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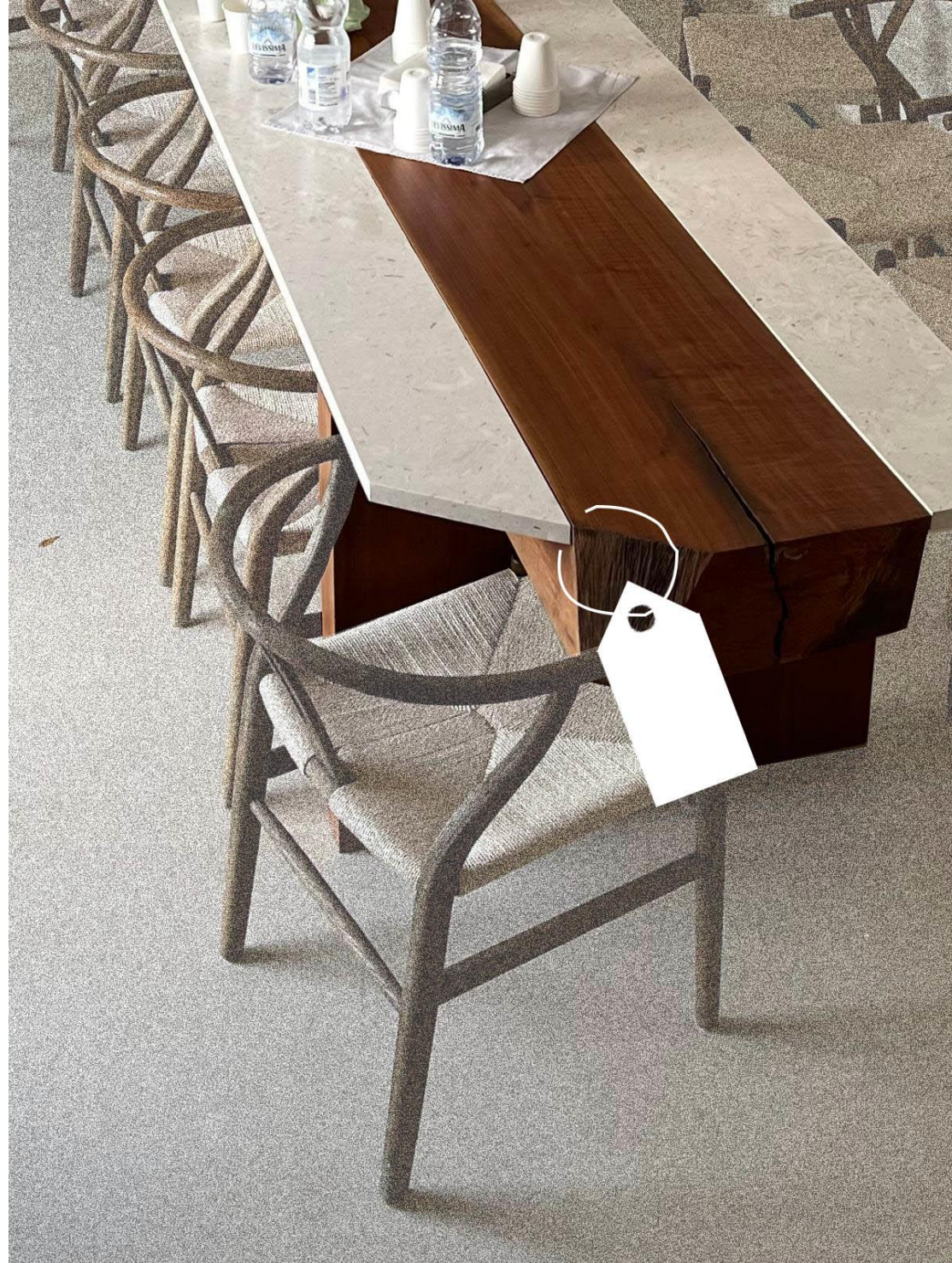


why puglia?



effortless, slow pace, stress-free

artisanship recognition



*_visible artisanal signature on the
designed pieces*

*_virtual/printed catalogue of the
behind the scenes people and their
work*

implementation of foreign elements



_higher evaluation of the property
_preferred lodging option

implementation of foreign elements



*clear distinction between old/traditional/original
and new/innovative/additional*

climate-control interventions



*_improvement of living conditions
_creation of local market for similar technologies*

user oriented design



*_higher evaluation of the property
_preferred lodging option*

critical usage of the artificial



*balance between wild/native/natural
and tamed/artificial*

sentimental value

