



CD-ETA
Interreg Europe



European Union
European Regional
Development Fund

CD-ETA - Collaborative Digitization of Natural and Cultural Heritage

Good practices of digitalization of natural and cultural heritage as an anti-pandemic measure

Florence - 01/03/2022

Digital artisan shops and immersive experience

Project context

Elisa Guidi
Architect
Artex Coordinator

**Artex - Center of Artistic and Traditional
Craftsmanship in Tuscany**

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*Centro per l'Artigianato
Artistico e Tradizionale
della Toscana*

Florence
01/03/2022

Steps of the project

From craftsmanship to digital and beyond



1 Crafts and digitals in Covid-19

Analysis of the relationship between artistic craftsmanship and new technologies, ITCs, enabling technologies, also in light of the pandemic situation. How can they be useful to the sector?

2

Innovation Webinar

Online seminars aimed at artistic craft companies with experts from different sectors including digital, technologies, marketing, brand identity and SDGs.

3

Crafting Europe & iAtelier Online

Experimental design path between designer and craftsman with the development of prototypes that include enabling technologies.

4

The pilot project of ExMateria

Thanks to the synergy between UniFi - Engineering Department, two designers and a craftsman, the experimentation and the pilot project were activated.

VALORIZATION → RESILIENCE → INNOVATION → ENHANCEMENT

Crafts & Digital Technologies

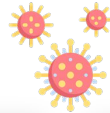
Which inputs for the sector?



Survey for the evaluation of post Covid-19 impacts on the Tuscan Artistic and Traditional Crafts sector.

May-September 2020

Impact of COVID-19



- <60% of reduction in turnover
- increase in the use of digital technologies

How to re-start



- relaunching the sector through tax breaks and new markets
- need for professional training in the digital environment

Innovation Webinar

Online seminars for craft SMEs



WEBINAR artex Centro per l'Artigianato Artistico e Tradizionale della Toscana Protezione per la Toscana Filmazione

dell'**INNOVAZIONE**

REALTÀ AUMENTATA / REALTÀ VIRTUALE
Applicazioni per l'Artigianato Artistico

15 Luglio 2021 / ore 17.00 su Zoom



Multicanalità come
nuovo approccio al mercato
per l'**Artigianato Artistico**

WEBINAR dell'**INNOVAZIONE**

29 Giugno 2021
ore 17.00 su Zoom

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WEBINAR artex Centro per l'Artigianato Artistico e Tradizionale della Toscana Protezione per la Toscana Filmazione

dell'**INNOVAZIONE**

SUSTAINABLE DEVELOPMENT GOALS

Opportunità di innovare in modo sostenibile

3 Novembre 2021 / ore 17:00 su Zoom



WEBINAR dell'**INNOVAZIONE**

6 Ottobre 2021
ore 17:00 su Zoom

BRAND IDENTITY

Identità reale | identità virtuale
della **bottega** | nel **web**

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Crafting Europe

New Models for European Crafts

Promoted by Creative Europe, the Crafting Europe project arises from the need to develop new attitudes in the artistic crafts sector, promoting the integration of ICT technologies into the traditional production system.



3 years
8 countries
9 partners



iAtelier Online

CRAFTINGEUROPE
New Markets for European Crafts

Co-funded by the
European Union
artex
Centro per l'Artigianato
Artistico e Tradizionale
della Toscana





Craftsman
Franco Cicerchia



Designer
Giulia Giovannini



Designer
Lisa Forte



Presentazione progetto

etrusca ·

augmented tableware

Designed by

exmateriã

Franco Cicerchia
Giulia Giovannini
Lisa Forte



Tutor - Coordinator
Gabriele Goretti



Group Tutor
Danilo De Roberto



Thank you for the attention!

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Enrico Paolucci

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