

ANNEX 4.1.3.4

Event agenda

“Insights on the creative business market of ceramics” Pino Pascali Foundation, Polignano a Mare, 09 July 2024

9:00 - 9:30 Registration and welcome greetings 9:30 Start of the meeting - Session 1 Moderator: Ms. Susanna Torres	
09:45 – 10:15	Welcome greetings and introduction Speaker: Mr. Giuseppe Teofilo, Director of the Pino Pascali Foundation Speaker: Representative of the JS (tbc) Speaker: Miss. Porzia Priscilla Raguso, Culture Councilor of the Municipality of Polignano a Mare
Contents and inputs	<ul style="list-style-type: none"> Brief presentation of the CRAFTLAB PLUS project and introduction to B2B.
Expected output	<ul style="list-style-type: none"> Information about the agenda of the day and upcoming cultural events by the Pascali Foundation.
10:15 – 10:45	Case study – Between Aesthetics and Concept Speaker: Mr. Giorgio Di Palma
Contents and inputs	<ul style="list-style-type: none"> “Through ceramics, Giorgio Di Palma enjoys transforming the useless into eternal, immortalizing moments.” The tale of an archaeologist who decided to return to his homeland, reviving tradition through innovation.
Expected output	<ul style="list-style-type: none"> What is a challenge? It's about daring to reinvent, through creative design, a new path within a territory rich in historical artisanal heritage.
10:45 – 11:15	Case Study – The Story of ‘Piattini Davanguardia’ Speaker: Ms. Annagina Totaro
Contents and inputs	<ul style="list-style-type: none"> Two young decorators win the PIN grant with the 'Piattini Davanguardia' project and haven't stopped since! Bringing a novelty to the territory, they position themselves not only as an interior design company but also as a vector of art for promoting local artists nationwide. They promote local ceramic art in a modern context, fostering conviviality that paradoxically transcends mere social interaction, with irony and charm.
Expected output	<ul style="list-style-type: none"> The importance of financing young talents through projects.
11:15 – 11:45	Intervention of business operator from Albania Speaker: Msc.Erlind Fusha, Artium Tirana & Poqeria Fiqiri Fusha
Contents and inputs	<ul style="list-style-type: none"> Sculptor and potter, deeply rooted in the legacy of Fiqiri Fusha Studio and Pottery. Their studio, a cherished family tradition, seamlessly intertwines the essence of cultural heritage with contemporary craftsmanship. At Fiqiri Fusha, they believe in the power of tradition. Their creations are not just

	<p>products but stories carved and molded with passion and precision. Each piece is a testament to this dedication to preserving the artistry of our ancestors while embracing the innovation of modern design.</p> <p>The mission is to bridge the past and the present, creating timeless prototypes that resonate with the soil, roots, and history of our land. They meticulously craft each item to reflect the spirit of our heritage, infusing them with a touch of modern elegance to ensure they meet the demands of today's market.</p>
Expected output	<ul style="list-style-type: none"> By engaging with our artisanal techniques and innovative approaches, participants will gain invaluable insights into the fusion of tradition and modernity.
11:45 – 12:15	Intervention of business operator from Molise region Speaker: Mr. Michelangelo Chirico di Chirico Ceramiche d'Arte
Contents and inputs	<ul style="list-style-type: none"> In the early seventies the Chirico brothers, both master ceramists, founded the "Chirico art workshop" where they created, for over twenty years, ceramics and porcelains with unmistakable "shapes" and exclusive "ornaments". The traditional typologies of Abruzzo and Campania majolica serve as "inspiration" for the many very fresh "reinventions" that are offered to an increasingly numerous audience of loyal buyers. Today, thanks to the initiative of Michelangelo Chirico, the "Chirico art ceramics" are once again on display in the historic production site in BOJANO in the province of Campobasso.
Expected output	<ul style="list-style-type: none"> A different vision from future generations of ceramists linked to tradition
12:15 – 12:45	Intervention of PUTECA Studio Speaker: Ms. Alessandro Ragno
Contents and inputs	<ul style="list-style-type: none"> Puteca Studio, a space in the heart of Polignano a Mare, created by a young designer and focused on artisanal production.
Expected output	<ul style="list-style-type: none"> What are the benefits of investing in tradition and cultural heritage?
12:45 – 14:00	Lunch break
14:15 – 14:45	The narration of the territory through design Speaker: Mr. Luigi De Palma and Martino Pinto Studio
Contents and inputs	<ul style="list-style-type: none"> After several years away from his homeland, he returns and rediscovers the landscape, architecture, art, history, and ancient traditions, which come alive in his work, blending with the more modern urban inspirations that permeate his upbringing. It is in the metropolises where he resides cyclically as a traveller or for work that his indomitable spirit recharges, but ritually, he is led back to where his roots lie. <p>Key strengths of his professional success are intuition, idea generation, design thinking, combined with hands-on craftsmanship in producing what happily earns him the titles of architect, artisan, designer e artist.</p>

Expected output	<ul style="list-style-type: none"> The tradition as a strength.
14:45 – 15:15	Intervention of EX Frantoio Association - Grottaglie Speaker: Rosario Elia
Contents and inputs	<ul style="list-style-type: none"> The Ex Frantoio APS association was founded at the end of 2021 and sets itself as its basic foundation that of artistic and technological contamination, networking with the many artisan realities to disseminate new ways of experiencing craftsmanship. <p>The intrinsic skills of the association allow us to cover fields ranging from design to production, from photography and videomaking to marketing, from craftsmanship to industrial production, to artistic residencies</p>
Expected output	<ul style="list-style-type: none"> The importance of creating a collective studio.
15:15 – 15:45	Intervention of Bertozzi & Casoni Speaker: Mr. Paolo Bertozzi
Contents and inputs	<ul style="list-style-type: none"> Through hyperrealism, they create a visual and conceptual short-circuit for the viewer.
Expected output	<ul style="list-style-type: none"> A crucial testimony directly from one of the main figures who uses ceramics to create contemporary art pieces.
15:45 – 16:15	Speakers: Bogdan Darmanovic and Biljana Sekulic Shimmpo - To Inspire. To advance. To connect.
Contents and inputs	<ul style="list-style-type: none"> The first Montenegrin handmade brand of authentic ceramic tableware. It was founded in 2020 as a combination of love for clay and gastronomy, under the name and work of the academic sculptor Bogdan Darmanovic. Designed in the artistic workshop, inspired by the natural beauty of Montenegro, made of the best quality clay and glazing, reflected in the textures and colors of the products. This is how the first collections were created named: Zeta river, Lake Skadar, Black Lake, Adriatic Sea, etc.
Expected output	<ul style="list-style-type: none"> Behind the brand are two friends who share the same passion for the ceramics.

16:15 – 16:45	Intervention of Fondazione Dioguardi Speaker: Francesco Maggiore
Contents and inputs	<ul style="list-style-type: none"> First as creative director of Kiasmo with Vincenzo D'Alba, today as co-founder of Maiseami with Michela Rondinone, for over ten years he has been engaged in exploring new possible declinations of the use of ceramics in the field of art , fashion, design and architecture.
Expected output	<ul style="list-style-type: none"> The importance of multidisciplinary in the valorisation of contemporary ceramics.

16:45 – 17:15	Intervention of stakeholder Ceramiche Santopeccatore Speaker: Domenico De Palo
Contents and inputs	<ul style="list-style-type: none"> “After the expulsion from Eden, Adam and Eve set foot on earth still intoxicated with the divine, but forced into the worldly, they finally become human trapped in an eternal ambivalence between holiness and sin...from their offspring comes a closed society that we know well: the country. Squares, stones, tools, sayings, gestures, customs, everything takes shape from: good hands and gossips.”
Expected output	<ul style="list-style-type: none"> “A vision that goes beyond the simple creation and sale of designer ceramic objects, but embodies a desire for beauty in the tradition of the most authentic Made in Italy.”
17:15 – 18:00	Roundtable among business operators
Contents and inputs	<ul style="list-style-type: none"> Sharing knowledge and insights regarding the realm of art and design. New entrepreneurs: exploring strategies and models to achieve financial sustainability and the utilization of technology through the exploration of innovative creative methods.
Expected output	<ul style="list-style-type: none"> Inspiration, input, exchange of ideas, and best practices.