

## 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	
<b>09:45 – 10:15</b>	<b>Welcome greetings and introduction</b> <b>Speaker: Mr. Giuseppe Teofilo, Director of the Pino Pascali Foundation</b> <b>Speaker: Representative of the JS (tbc)</b> <b>Speaker: Miss. Porzia Priscilla Raguso, Culture Councilor of the Municipality of Polignano a Mare</b>
<b>Contents and inputs</b>	<ul style="list-style-type: none"> <li>Brief presentation of the CRAFTLAB PLUS project and introduction to B2B.</li> </ul>
<b>Expected output</b>	<ul style="list-style-type: none"> <li>Information about the agenda of the day and upcoming cultural events by the Pascali Foundation.</li> </ul>
<b>10:15 – 10:45</b>	<b>Case study – Between Aesthetics and Concept</b> <b>Speaker: Mr. Giorgio Di Palma</b>
<b>Contents and inputs</b>	<ul style="list-style-type: none"> <li>“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.</li> </ul>
<b>Expected output</b>	<ul style="list-style-type: none"> <li>What is a challenge? It's about daring to reinvent, through creative design, a new path within a territory rich in historical artisanal heritage.</li> </ul>
<b>10:45 – 11:15</b>	<b>Case Study – The Story of ‘Piattini Davanguardia’</b> <b>Speaker: Ms. Annagina Totaro</b>
<b>Contents and inputs</b>	<ul style="list-style-type: none"> <li>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.</li> </ul>
<b>Expected output</b>	<ul style="list-style-type: none"> <li>The importance of financing young talents through projects.</li> </ul>
<b>11:15 – 11:45</b>	<b>Intervention of business operator from Albania</b> <b>Speaker: Erlind Fusha.</b>
<b>Contents and inputs</b>	<ul style="list-style-type: none"> <li>Erlind comes from a long line of ceramic artisans, with a family business that has been passed down through generations.</li> </ul>

Expected output	<ul style="list-style-type: none"> <li>Currently, Erlind is leading the business and innovatively exploring alternative uses of ceramics.</li> </ul>
11:45 – 12:15	<p><b>Intervention of business operator from Molise region</b> <b>Speaker: Mr. Michelangelo Chirico di Chirico Ceramiche d'Arte</b></p>
Contents and inputs	<ul style="list-style-type: none"> <li>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.</li> </ul>
Expected output	<ul style="list-style-type: none"> <li>A different vision from future generations of ceramists linked to tradition</li> </ul>
12:15 – 12:45	<p><b>Intervention of PUTECA Studio</b> <b>Speaker: Ms. Alessandro Ragno</b></p>
Contents and inputs	<ul style="list-style-type: none"> <li>Puteca Studio, a space in the heart of Polignano a Mare, created by a young designer and focused on artisanal production.</li> </ul>
Expected output	<ul style="list-style-type: none"> <li>What are the benefits of investing in tradition and cultural heritage?</li> </ul>
12:45 – 14:00	<b>Lunch break</b>
14:15 – 14:45	<p><b>The narration of the territory through design</b> <b>Speaker: Mr. Luigi De Palma and Martino Pinto Studio</b></p>
Contents and inputs	<ul style="list-style-type: none"> <li>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.</li> </ul> <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"> <li>The tradition as a strength.</li> </ul>
14:45 – 15:15	<p><b>Intervention of EX Frantoio Association - Grottaglie</b> <b>Speaker: Rosario Elia</b></p>
Contents and inputs	<ul style="list-style-type: none"> <li>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</li> </ul>

	<p>with the many artisan realities to disseminate new ways of experiencing craftsmanship.</p> <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>
<b>Expected output</b>	<ul style="list-style-type: none"> <li>The importance of creating a collective studio.</li> </ul>
<b>15:15 – 15:45</b>	<p><b>Intervention of Bertozzi &amp; Casoni</b> <b>Speaker: Mr. Paolo Bertozzi</b></p>
<b>Contents and inputs</b>	<ul style="list-style-type: none"> <li>Through hyperrealism, they create a visual and conceptual short-circuit for the viewer.</li> </ul>
<b>Expected output</b>	<ul style="list-style-type: none"> <li>A crucial testimony directly from one of the main figures who uses ceramics to create contemporary art pieces.</li> </ul>
<b>15:45 – 16:15</b>	<p><b>Speakers: Bogdan Darmanovic and Biljana Sekulic</b> <b>Shimmpo - To Inspire. To advance. To connect.</b></p>
<b>Contents and inputs</b>	<ul style="list-style-type: none"> <li>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.</li> </ul>
<b>Expected output</b>	<ul style="list-style-type: none"> <li>Behind the brand are two friends who share the same passion for the ceramics.</li> </ul>

<b>16:15 – 16:45</b>	<p><b>Intervention of Fondazione Dioguardi</b> <b>Speaker: Francesco Maggiore</b></p>
<b>Contents and inputs</b>	<ul style="list-style-type: none"> <li>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.</li> </ul>
<b>Expected output</b>	<ul style="list-style-type: none"> <li>The importance of multidisciplinary in the valorisation of contemporary ceramics.</li> </ul>
<b>16:45 – 17:15</b>	<p><b>Intervention of stakeholder Ceramiche Santopeccatore</b> <b>Speaker: Domenico De Palo</b></p>
<b>Contents and inputs</b>	<ul style="list-style-type: none"> <li>“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.”</li> </ul>

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<b>Expected output</b>	<ul style="list-style-type: none"> <li>• “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.”</li> </ul>
<b>17:15 – 18:00</b>	<b>Roundtable among business operators</b>
<b>Contents and inputs</b>	<ul style="list-style-type: none"> <li>• 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.</li> </ul>
<b>Expected output</b>	<ul style="list-style-type: none"> <li>• Inspiration, input, exchange of ideas, and best practices.</li> </ul>