



D.T3.2.1

DEVELOPMENT OF TRAINING MATERIALS

February 2021

Description of the deliverable

First task will be to evaluate already existing training materials and to develop new ones including the need of ceramic CCIs

Content

Institutions, Museum archives, laboratories and Universities involved in the ceramic heritage, offer a variety of educational tools necessary to help the new entrepreneurs of ceramics. The research carried out at MIC Faenza includes several films related to ceramic production, video clips on ceramic workshops for young people/students and interviews with artists and designers.

Some materials have been produced ad hoc for the CERDEE project.

Materials produced:

The E-Book "Shapes and decoration from the Italian ceramic tradition"

The Webinar (two appointments)

The video-Tutorials (4 lessons for Art Curators)

Educational lab "Playing with Ceramics"



The E-BOOK “Shapes and decoration from the Italian ceramic tradition”



It is an important tool to support the ceramic designers and entrepreneurs researches. It has been created by MIC Faenza in collaboration with a teacher and a student of ISIA University, with the collaboration of a professional photographer. It collects the essential shapes and decorations belonging to the Italian ceramic tradition, a source of knowledge and inspiration for CCIs

Realization procedure of the training tool.

Identification of the necessary materials. Researches have been carried on at MIC, in the documental and photographic archives and ceramic galleries.

Realization of graphic ceramic shape belonging to the tradition.

Realization of graphic decorations representing the most popular patterns from the Italian tradition

Realization of a photographic campaign of significant and inspirational works.

A student and a teacher/tutor from ISIA realized the graphic and technical plant of the e-book. It is an *open source* to allow implementations. The e-book has been planned as a tool to be implemented by other partner ceramic traditions.

The e-book is supported by a research and study on the developing of training material carried on at MIC Faenza. This output has been developed taking into consideration the possible needs of entrepreneurs and designers. The materials used are of high quality, both the graphics and the photos.



The WEBINAR workshops - two appointments

1st webinar Title: *The territorial ceramic culture and the challenge of innovation: models, cases, tools*

link workshop:

<https://www.youtube.com/watch?v=iivLaWw8FZk>

<https://www.facebook.com/micfaenza/>



webinar

giovedì 30 aprile // ore 16.00-18.00



April 30th 2020 - from 4 to 6 pm

Format: webinar - workshop online

Title: The territorial ceramic culture and the challenge of innovation: models, cases, tools

Objective: Presentation of innovative trends and comparison with local experiences

Francesco Fullone (Founder Institute Bologna)

Business model design e open innovation

Business model design and open innovation

How to design innovative business models

Enrico Maioli (Enrico Maioli Studio, Ravenna)

Marketing digitale e strategie promozionali

Digital marketing and promotional strategies

Digital marketing for the ceramic field: innovative tools and virtuous cases

Federica Bubani (designer e ceramista, Faenza)

Testimony: To transform one must transform oneself



2nd webinar Title: *The innovation in the ceramic artistic and handicraft field*

link workshop:

<https://www.youtube.com/watch?v=MEMI614Im48>



Title: The Innovation in the ceramic artisan and artistic field: how to share practices, values and visions, for the construction of an open network

28th October 2020 - webinar appointment

Objective: presentation of virtuous cases and innovative tools useful for the creation of an integrated territorial system for the enhancement of ceramic culture and incubation of new "District" projects. Comparison with experiences of the territory.

4.00 p.m. Ivana Pais (University "Cattolica del Sacro Cuore" in Milan)

The value of the "community" for social and entrepreneurial innovation in the artisan and artistic field. How to activate communities: innovative tools and virtuous cases

4.30 pm Martina Lodi (ART-ER S. Cons. p.a., Emilia-Romagna)

Crowdfunding: the collaborative way to entrepreneurship. Useful tools to design and communicate a fundraising campaign

5.00 pm Livia Bertocchi (Bank "La BCC" Faenza)

Presentation of the project "Crowdfunding: the energy of the territory".

How to prepare and promote an effective project for stakeholders

At 17.20 Enea Mazzotti and Ilaria Biffara (Ceramists)

New collaborative forms. Testimonials of young ceramists



The VIDEO TUTORIALS

CURATORSHIP -Dr. Irene Biolchini

1st and 2nd educational about the curatorship of an exhibition of contemporary artists working with ceramics, carried on by an experienced professional of the field - The video-educational represents a testimony of how contemporary ceramics today offers different possibilities of employment. It is not only for craftsmen, artists and designers but also for curators, event organizers, gallery owners involved in the art market, art educational and so on.

3rd educational about managing an archives and promotion of artists involved in contemporary ceramics - The video testifies from a practical point of view how it is necessary to archive the artists' work and promote it. Many institutions and museums feel the necessity to collect the work of artists also through videos and interviews for a better communication. Many artists and designers need to learn how to collect and promote their works. This video-tutorial is an important tool.

4th educational about the curatorship of artists in residence in Museum and ceramic cultural centers. The video testifies how an artist can find inspiration, expertise and promotion for his work. Museums thus make themselves available to creatives, designers and artists, producing possibilities for new work.

The EDUCATIONAL LABS

The numerous **video-clips reporting workshops**, created at the MIC Educational Department, represent practical demonstrations of ceramic manipulations with didactic purposes and knowledge of local traditions. They aim to teach old techniques of ceramics to produce jugs, vases, lamps and other functional objects, commonly in use, from popular traditions, up to today.

The videos provide inspiration for possible educational workshops, both for museums and for cultural centres or private amateur workshops. They do not claim to solve technical problems, but they support the organization of educational projects on ceramics.