

European Good Practices in Eco-creativity, natural fibres, short value chains

Digital Heritage

Lorena Vidas & Besnik Mehmeti

Municipality of Prato

5th RESET Seminar on
“Eco-creativity, natural fibres, short value chains”
Lodz, 17th October 2017

BACKGROUND

Digital Heritage activities have been developed within two major projects leaded by the Municipality of Prato:

TCBL - Textile and Clothing Business Labs – Horizon2020

- innovating and experimenting on new business models for in T&C industry
- core actions evolve around the network TCBL Business Labs - **Design**, Place and Making, coupled with Business Cases experimenting new business models for T&C sector in real world setting
- Prato sets the heritage based **Design Lab** and **Digital Heritage Business Case** with the aim to preserve the the 'know-how' of the district

CreativeWear – Creative Clothing for the Mediterranean Space – InterregMED

- the project aims to recover and valorize the design heritage and “making” knowledge of Mediterranean cultures and to bring new energy to creative clusters by reinforcing their innovation capacity
- The project sets 5 creative hubs, one of which is situated in Prato and is called **Heritage Hub** – aiming to capitalise on districts' heritage to inspire creativity and give new identity to T&C productions

APPROACH

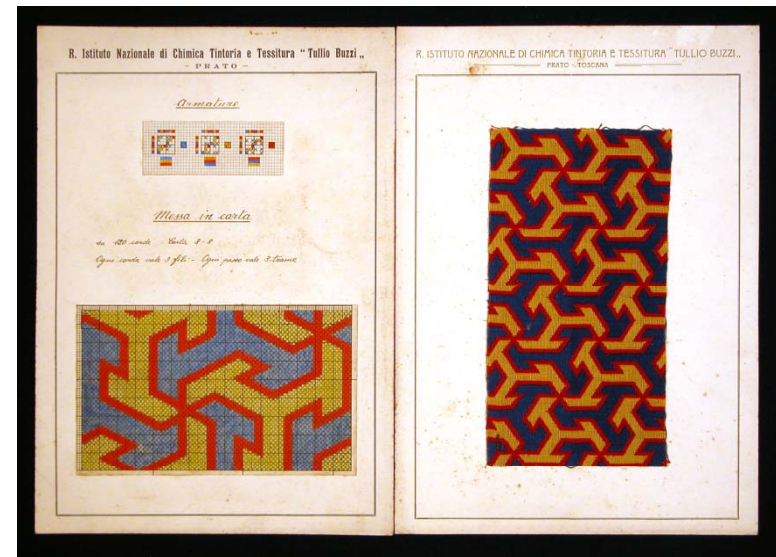
Local textile heritage as a source of inspiration and innovation



- Main objectives:
 - Boosting creativity in textile design through the enhancement of local heritage
 - Fostering new marketing and communication strategies focusing on quality / creativity / cultural added value and heritage marketing

GOALS

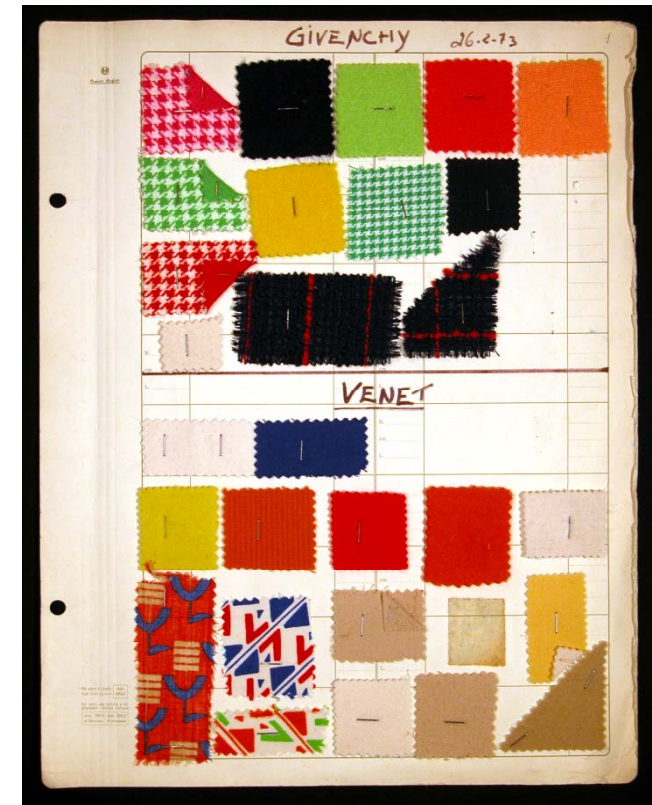
- Raise awareness and strengthen skills on archive preservation and enhancement
- Provide shared tools and methodologies
- Offer technical and creative advise
- Support testing / pilot activities in:
 - archives digitization
 - creative re-interpretation of textile heritage
 - new marketing strategies based on heritage marketing



GOALS

Main activities

- › development of a cataloguing software for museum and company archives
 - › cataloguing campaign
 - › software training
- › development of small scale collections inspired by local heritage
- › marketing and communication activities and media tools inspired by a creative and marketing team: focus on heritage brand marketing / product story telling and high territorial added value
- › testing online marketing and sales campaigns



WORKING PLAN

▸ Phase 1: Set - up (Feb - Jul 2017)

- Awareness raising activities on archive preservation and enhancement
- Terms of reference for platform design
- Prato Textile Museum, PIN, 3-4 textile enterprises work to co-design platform
- Starting a cataloguing campaign at the Prato Textile Museum

WORKING PLAN



Feb – April |2017 Student experimental activity
INSIDE THE HISTORICAL ARCHIVE
in collaboration with Marangoni Institute



February 2017 Workshop
RE/COLLECTION: APPROACHING THE ARCHIVE, in
collaboration with Lottozero / textile laboratories

WORKING PLAN

▸ Phase 2: Experimenting (Aug - Dec 2017)

- Development of a cataloguing software for museum and company archives
- Software training for companies
- Design consulting to textile companies (design for sustainability)
- Marketing and communication activities and media tools: focus on heritage brand marketing / product story telling and high territorial added value

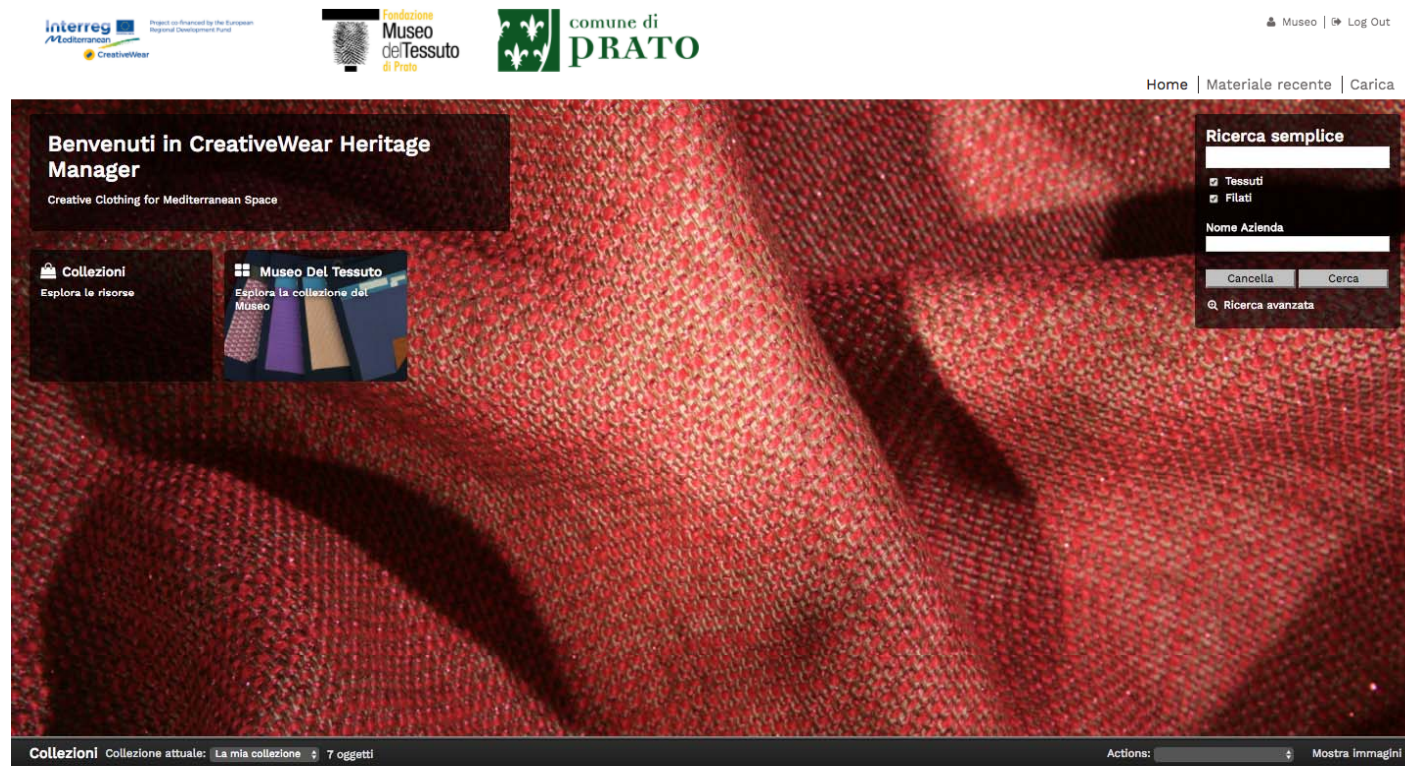
WORKING PLAN

▸ **Phase 3: Scaling up and out the TCBL community** (Jan 2018 onwards)


- Development of small scale collections inspired by local heritage
- Installation of software in companies outside Prato
- Software training for companies (guidelines and webinars)
- Testing online marketing and sales campaigns

THE HERITAGE MANAGER


<https://creativewear.interreg-med.eu/en/external-database/>





THE HERITAGE MANAGER




Project co-financed by the European Regional Development Fund





Museo | Esci

Home | Materiale recente | Carica



> Anteprima a pieno schermo

Strumenti

Informazioni sul file	Dimensione file	Opzioni
Original JPG File 3594 x 5400 pixels (19.41 MP) 30.4 cm x 45.7 cm @ 300 PPI	554 KB	Scarica
Low resolution print 1331 x 2000 pixels (2.66 MP) 11.3 cm x 16.9 cm @ 300 PPI	720 KB	Scarica
Screen 532 x 800 pixels (0.43 MP) 4.5 cm x 6.8 cm @ 300 PPI	118 KB	Scarica
Anteprima Anteprima a pieno schermo	118 KB	Vedi

[Aggiungi alla collezione](#) [Rimuovi dalla collezione](#)
[Condividi](#) [Trasforma](#)

Ricerca semplice

☒ Tessuti
☒ Filati

[Cancella](#) [Cerca](#)




[Ricerca avanzata](#)

Dettagli della risorsa

ID della risorsa 26	Accesso Accesso libero	Compilatore Museo	Keywords cardato, quadrettato	Nome Azienda Binicocchi	Codice Articolo Dorina 400	Collocazione deposito	Posizione scala G 16.01. L 5-7
Anno di Creazione 1960-1965	Anno di Stagione -	Stagione autunno/inverno	Composizione Lana, Mohair, Poliammide	Categoria Merceologica cardato	Design quadrettato	Destinazione d'Uso abbigliamento femminile	Descrizione tessuto a fili ortogonali
Osservazioni tessuto quadrettato ottenuto per nota di colore	Peso 440 gr	Armatura batavia da 4					

Collezioni Collezione attuale: Museo Del Tessuto 7 Oggetti
Azioni: Mostra Immagini



THE HERITAGE MANAGER





Museo | Log Out

Home | Materiale recente | Carica




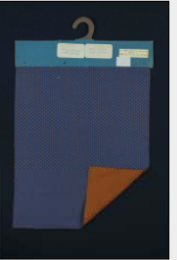



Hai trovato:
7 risorse

Visualizza:
 


Ordine:
Collection order 


Per pagina:
48 

Actions:



Collezioni

Collezione attuale: **La mia collezione**  7 oggetti


Actions:  Mostra immagini

Ricerca semplice

☒ Tessuti
☒ Filati

Nome Azienda

Cancella Cerca

 Ricerca avanzata

PILOT ENTREPRISES

Company	Production	Description
Marini Industrie	Fabrics	Historical textile factory in Prato, founded in 1945, now at the third generation of family. Today, the company brings together 4 brands and produces over 500 samples for each season. It is distinguished by the high quality of the products and the research carried out in close collaboration with the style offices of the great international fashion brands. The company archive has been preserved since the Seventies.
Inseta	Fabrics	A company dedicated to research and innovation both aesthetically and technologically. Fabrics are the result of 100% Italian processings and special finishing. The peculiarity of production lies in the use of a wide range of raw materials, fibers and yarns, and in the ability to perform complex high-level creative processes. The great variety of fabric produced makes it necessary to keep them for research purposes.
Lan. Bisentino	Fabrics	Active since 1944, the mill is engaged in the traditional production of woolen fabrics. Today, the company renews its traditional production thanks to stylistic research, use of technology in the finishing process and the use of high quality raw materials: Australian and New Zealand virgin wool, South African mohair, Peruvian alpaca and Mongolian cashmere. The company also produces accessories such as scarves and plaid.
Lan. Faliero Sarti	Fabrics	A family business that stands out in the district of Prato for having specialized since the 1949s in the production of high fashion fabrics and pret-a-porter. It produces fabrics with the use of natural fibers of particular natural origin such as wool, cashmere, angora, silk, linen. It has an archive of over 26,000 samples from the company's origins to date, perfectly preserved and documented.

WHERE ARE WE?

Company	Production	Description
Be.mi.va	Yarns	It is one of the first companies to produce, from the Prato district, fancy yarn for knitting. Born in the 1960s as a winter weaving yarn company, in the 1980s it specializes in high quality products for the emerging knitwear industry launched in the collections of Italian fashion designers. Today, the company produces high-quality yarns from complex fantasies boasting a rich and heterogeneous archive.
Ilaria Manifattura Lane	Yarns	Company active since 1967 in the production of high-quality yarn for knitting, weaving and needlework. It is distinguished for full-cycle production management, which allows it to control all stages of working processes and to guarantee the quality of products and processes. It is also distinguished for the choice of raw materials and for its social and environmental responsibility.
Industria Italiana Filati	Yarns	Born from activities in the textile industry since 1897, the company has been producing yarns since the 1960s and is now at the third generation family. In Italy it produces entirely knitwear, in Romania produces needle yarns. Since 2016 it has started to make weaving and jersey yarns to meet the new needs of the mills.
Trafi	Special fabrics	It was founded in 1982 as a yarn dyeing company with "astro dyeing" technique, which allows dyeing in four different colors to get a fancy yarn. From this beginning, the company has always developed new techniques to obtain products with special features: multicolor dyeing of fabrics, yarns and dresses; needle fabric and other innovative treatments.



European Union
European Regional
Development Fund

Thank you for your attention!



Project smedia