


artway of thinking 

## CREATIVE COLLECTIVE PROCESSES

EXTRACTED 2012-2014

### GINESTRA FABBRICA DELLA CONOSCENZA / CULTURAL CENTER

Since 2005 artway of thinking accompanied the development of Ginestra Factory of Knowledge in the conceptual, infrastructural and management phases. Maintaining the vision of developing an innovative cultural center where users will find an open library, a documentation center for participatory practices, laboratory spaces for the expression of contemporary languages. A place Live, Open, Participate, Reticular and Reconfigurable, where it is possible to experiment the production of contemporary art and cultural activities that uses participatory methodologies based on: learning by doing, teamwork, networking and interdisciplinary approaches. Along the journey artway of thinking trained more than 100 young people to become aware protagonists in the management and production of innovative and participatory cultural activities and spaces.

Time: 2005-2012

Place: Montevarchi, IT

Client: Municipality of Montevarchi

References: [www.fabbricaginestra.it](http://www.fabbricaginestra.it)

### CREATIVE NET

A creative process aimed at the realization of a public event/s. Developed in three phases: *Creative NET / cross meetings*, mutual sharing experiences between young cultural operators; *Creative NET / multidisciplinary workshop* with a focus on issues of cultural production, *Creative Net / participatory public event* that took the name of *CULTUS / Coltiviamo Cultura*.

Time: 2012

Place: Ginestra Fabbrica della Conoscenza, Montevarchi, IT

Client: Municipality of Montevarchi

References:

[www.fabbricaginestra.it/creative%20net%20workshop%20programma.pdf](http://www.fabbricaginestra.it/creative%20net%20workshop%20programma.pdf)

[www.fabbricaginestra.it/ginestra%20open%20call.pdf](http://www.fabbricaginestra.it/ginestra%20open%20call.pdf)

[www.fabbricaginestra.it/incontri-pubblici-di-creative-net](http://www.fabbricaginestra.it/incontri-pubblici-di-creative-net)

## NUOVE GENER-AZIONI

Experiential workshop aimed to form *Organisms of cultural production*, involving an interdisciplinary group of young's, throughout a creative process. The workshop transferred and gave them the opportunity to experiment with an interdisciplinary, inclusive and horizontal methodological model, based on the good practices for the regeneration of territories and the government processes of collective development. For Ginestra Fabbrica della Conoscenza we trained a group of young people to become the new facilitators within the cultural space.

### Background vision

The future is a common good, it is our responsibility to facilitate the process of inclusion so that young people will become responsible actors of social transformation. *Nuove Gener-Azioni* offers a platform to generate new cultural realities through experimentation with teamwork and interdisciplinary cooperation; reading complex systems; the understanding of universal values and the use of creative energy as essential tool to produce New.

Time: 2012

Place: Ginestra Fabbrica della Conoscenza, Montevarchi, IT

Client: Municipality of Montevarchi

References: [www.fabbricaginestra.it/creative-net](http://www.fabbricaginestra.it/creative-net)

## CÙLTUS COLTIVIAMO CULTURA

An event that involves the audience in a symbolic gesture that creates public awareness about cultural growth for City of Montevarchi. A cultural public event that united the historical center with Ginestra Fabbrica della Conoscenza, in their common root: *places of encounter and exchange*.

CÙLTUS arises from the exchange and sharing of knowledge and cultural practices experienced in the Creative-Net Workshop, attended by young people from various professional fields and places in Italy.

Time: 2012

Place: Montevarchi, IT

Client: Municipality of Montevarchi

References: [www.fabbricaginestra.it/creative%20net\\_flyerweb.pdf](http://www.fabbricaginestra.it/creative%20net_flyerweb.pdf)

## BIOS\_ BEING IN THE WORLD

The goal of the workshop was to define a common discourse around Socially Engaged Art Practice.

Starting from an empty narrative structure, a collective creative process was activated to allow for the emergence of core values and the construction of a common meaning of Socially Engaged Art Practice, thus creating grounding for coherent and efficient communication.

Time: 2012

Place: Chicago, USA

Client: Art Institute of Chicago

In collaboration with: Love Difference, Snark Space Making

References: <http://vimeo.com/44501405>

[www.facebook.com/snarkspacemaking/posts/391724484226518](http://www.facebook.com/snarkspacemaking/posts/391724484226518)

## MH 32/UNCONVENTIONAL REAL ESTATE

Designing a new strategic vision for MH Real Estate Agency, using our co-creation methodology and a lean management approach. A process that involved all the workers of MH to redefine their vision, mission, system management and control, in order to define a new business model that could lead the company to better position itself in there all estate market.

Time: 2012

Place: Milano, IT

In collaboration with: TOBE business engineering SRL

Client: MH Alma 1989 SRL

## IRECOOP MAPPING HUMAN RESORCES

IRECOOP is a center for Education and Training for cooperative development, for IRECOOP we developed a process of participatory human resources mapping, where the 90 workers of the coop using customized software developed and shared their history of work, throughout mapping the potentialities, competences, need, visions and values. This tool and process helped IRECOOP to identify a new strategic plan based on the potentiality and personal needs of their workers.

Time: 2013

Place: Bologna, IT

In collaboration with: ToBE Business Engineering SRL

Client: IRECOOP Emilia-Romagna

## XLAMITALIA

XLAMITALIA is an interdisciplinary research and design group dedicated to promote sustainability build and living, which components are professional members of artway of thinking.

The group works to: disseminate the culture of building wooden structures; manage the processes of urbanization upgrading high sustainability, co-building and we-economy; coordinate innovative projects in Italy and abroad such as: customizing social housing and low cost modular wooden building; organize and structure training course sin the field of green building, wood construction and management co-creation social living.

Time: 2014

Members: artway of thinking, OpenQuadra, Studio Globark

## EUROPEAN FUNDS

### RESEARCH AND METHODOLOGY

#### **METHODS / PROCESSES OF CHANGE**

Methods is a research project, started in 2004. It is a participatory and interdisciplinary methodologies bearing on complex systems, focusing on the individual and their growth. In its fifth edition, the search provides a program of international workshops aimed to compare and share methods from different disciplines that facilitate the processes of transformation of both the collective and the individual.

Time: 2010

European fund: **LIFELONG LEARNING PROGRAMME GRUNDTVIG**

Artway role: Co-curator, workshop manager and coordinator of the editorial unit

Place: Italy – Biella – Fondazione Pistoletto

Partnership: Love Difference

References: <http://methodsprocessesofchange.wordpress.com/>

### SOCIAL INCLUSION

#### **INCLUSION REFUGEES NETWORK AND CONCENTUS**

A project aimed to raise awareness on the condition of asylum seekers and refugees in Italy and Europe in order to achieve a better and more effective integration of the asylum seekers in society and labor market. The activities implemented an exchange of good practices among the partners in terms of: methods and techniques to engage and integrate/reintegrate asylum seeker; improving the synergy between Local, National and European stakeholders; comparisons of national legal and social frameworks; improving initiatives for language, orientation, training, psychological support; innovative way of raising awareness; a National and European public campaign was delivered to acknowledge the difference between clandestine, immigrant, asylum seekers and refugees.

Inclusion Refugees Network was part of the transnational working group Concentus, along with other projects, such as Aspire (UK), Bridge (Germany), Miedzkulturowe Centru Adaptacji Zawodowej (Poland).

Time: 2005-2007

European fund: EQUAL II PHASE Italy and EQUAL CONCENTUS in Europe

Artway role: Project and executive management in dissemination, mainstreaming and public campaign (communication strategies/educational/promo format)

Place: Italy, Poland, UK Gran Britain, Germany

Partnership: IT S2 MDL 350 (Italy), UKgb-146 (UK Gran Britain), PL-8 (Poland), DE-x84-76051-20-20/308 (Germany)

References: [www.elifict.altervista.org](http://www.elifict.altervista.org)

[http://ec.europa.eu/employment\\_social/equal\\_consolidated/data/document/etg5-2007-transnat\\_en.pdf](http://ec.europa.eu/employment_social/equal_consolidated/data/document/etg5-2007-transnat_en.pdf)

[www.erfaplazio.org/corsi-e-attivita/attivita/item/50-progetto-equal-inclusion-refugees-network/50-progetto-equal-inclusion-refugees-network.html](http://www.erfaplazio.org/corsi-e-attivita/attivita/item/50-progetto-equal-inclusion-refugees-network/50-progetto-equal-inclusion-refugees-network.html)

SOCIAL INCLUSION

## WELCOME IN VENICE

A program of socio-cultural activities in the Porto of Venice (commercial and tourist), aimed to facilitate dialogue and relations between the local community and more 300 thousand seamen(workers) in transit every year. The project aimed to make visible the economic and cultural potentiality that the relationship between the two communities could generate. Through cultural and educational activities involving: schools, media, commercial activities, local community and the 122 ethnic seaman's communities, a dialogue with the City of Venice and the Port Authority started to give value to this social reality. A place for cultural exchange and primary service aid for seamen in transit was open "Seamen's Club/ Stella Maris Friends and a Coop PASS PORT, run by young people, is still delivering the service and maintain the open dialogue between the two communities.

Time: 2003-2005

European fund: URBANITALIA-EUROPEAN REGIONAL DEVELOPMENT FUND

Artway role: Project and executive management

Place: Venice

Commissioned by: Stella Maris Friends Association

In collaboration with: Port Authority of Venice, ITF, University of Cardiff, Pass Port Coop

References: [www.stellamarisfriends.org/programma.html](http://www.stellamarisfriends.org/programma.html)

[www.comune.venezia.it/flex/cm/pages/ServeBLOB.php/L/IT/IDPagina/6295](http://www.comune.venezia.it/flex/cm/pages/ServeBLOB.php/L/IT/IDPagina/6295)

[www.artway.info/aot/archives/archivio\\_progetti/20\\_urban\\_apriamo\\_i\\_muri/index.html](http://www.artway.info/aot/archives/archivio_progetti/20_urban_apriamo_i_muri/index.html)

[http://issuu.com/artwayofthinking/docs/welfare\\_marittimo/1](http://issuu.com/artwayofthinking/docs/welfare_marittimo/1)

REGIONAL, RURAL AND URBAN DEVELOPMENT

## REGAIN THE LOCAL CULTURE

The program named "Regain the local culture. The water, the stone, the wine: navigation between Vicenza and Padua hills" aimed to reevaluate and restore the rivers Retrone, Bacchiglione, Bisatto and the Battaglia canal that join Vicenza to Padua in order to make them again navigable by small boats, for tourist and recreational purposes. The project was conceived as a new opportunity to develop tourist economy along the river's axis, for which an infrastructural plan and new economic activities were designed to make it sustainable.

Time: 2001

European fund: QCS 2000-2006, FERS, BEI

Italian funds: PRUSST PROGRAM

Artway role: Project management

Place: Bacchiglione river (Provinces of Padua and Vicenza)

Partner: Regione Veneto, Genio Civile di Padova e Vicenza, Consorzi di Bonifica Riviera Berica e Euganeo Este, GAL Colli Berici, GAL Patavino, Associazioni di Categoria.

References: [www.laserenissima.net/shop/pdf/SINTESI.pdf](http://www.laserenissima.net/shop/pdf/SINTESI.pdf)

REGIONAL, RURAL AND URBAN DEVELOPMENT

## LEADER II FOR THE BERICI HILLS

A strategic plan aimed to bring a new vision and economical strength to the inhabitants of the 16 towns that form the Berici Hills. A participatory process was set to define a shared and united identity of the Berici Hills. Two main tourist itineraries were designed: one narrating the history of agriculture, from products to gastronomy; the other the history of the stone from the quarries to the Palladio villas and its use in contemporary industrial design. 28 projects were activated to sustain these itineraries: bed and breakfast, restaurants, tourism services, sport and cultural activities and new agricultural plantations were implemented, especially by young people and women.

All of the new economic activities have been accompanied by training.

A new local development agency was set up in order to identify and develop new sustainable social, cultural and environmental, agricultural and commercial projects.

This project received an award in 2000 from CEREC (European Committee for Business, Arts and Culture) and Financial Times.

Time: 1997-2000

European fund: LEADER II

Artway role: Project and Executive Management

Place: 16 towns in the Berici hills (Vicenza)

Commissioned by: GAL/Gruppo di Azione Locale.

Partners: Consortium "Colli Berici - Basso Vicentino", Trade Associations, 16 local, Public Authorities, Vicenza Province.