



GENERAL PRESENTATION

July 2021



 **MICHELANGELO FOUNDATION**
FOR CREATIVITY AND CRAFTSMANSHIP



MICHELANGELO FOUNDATION FOR CREATIVITY AND CRAFTSMANSHIP

Founded by **Johann Rupert** and **Franco Cologni**
in October 2016.

Johann Rupert is a leading South African
businessman and Chairman of the Swiss-based
luxury group Richemont International.

Franco Cologni is an Italian entrepreneur, author
and cultural authority and former Chairman of
Cartier International.

Laila Pozzo / © Michelangelo Foundation



WHO WE ARE

Our mission is to **champion craftsmanship, endorse and enable artisans to sell** their work, and to **sustain and grow their businesses** in the long-term.

We **identify, promote and perpetuate** fine craftsmanship, **strengthen its ties** to the world of **design**, and **usher it safely** into the future.



Nicolò Morales Artisan - Sara Ricciardi Designer © Laila Pozzo for Doppia Firma

Artisan from Bevilacqua - Susanna Pozzoli Photographer © Michelangelo Foundation



A UNIQUE COMBINATION OF FIVE STRENGTHS

INTERNATIONAL

We bring a multinational perspective to the field of fine craftsmanship.

EXCELLENT

We concentrate on the highest possible expression of craftsmanship and are shaping that definition.

CREATIVE

We are forging a dynamic and fruitful dialogue between the worlds of design and craftsmanship.

COLLABORATIVE

We are building a network to work non-competitively with like-minded actors who share our goals.

PRAGMATIC

We pursue projects that will expand business opportunities and promote job creation.

Summer School 2019 Basket Technology - Jenna Duffy©Michelangelo Foundation Passa ao Futuro



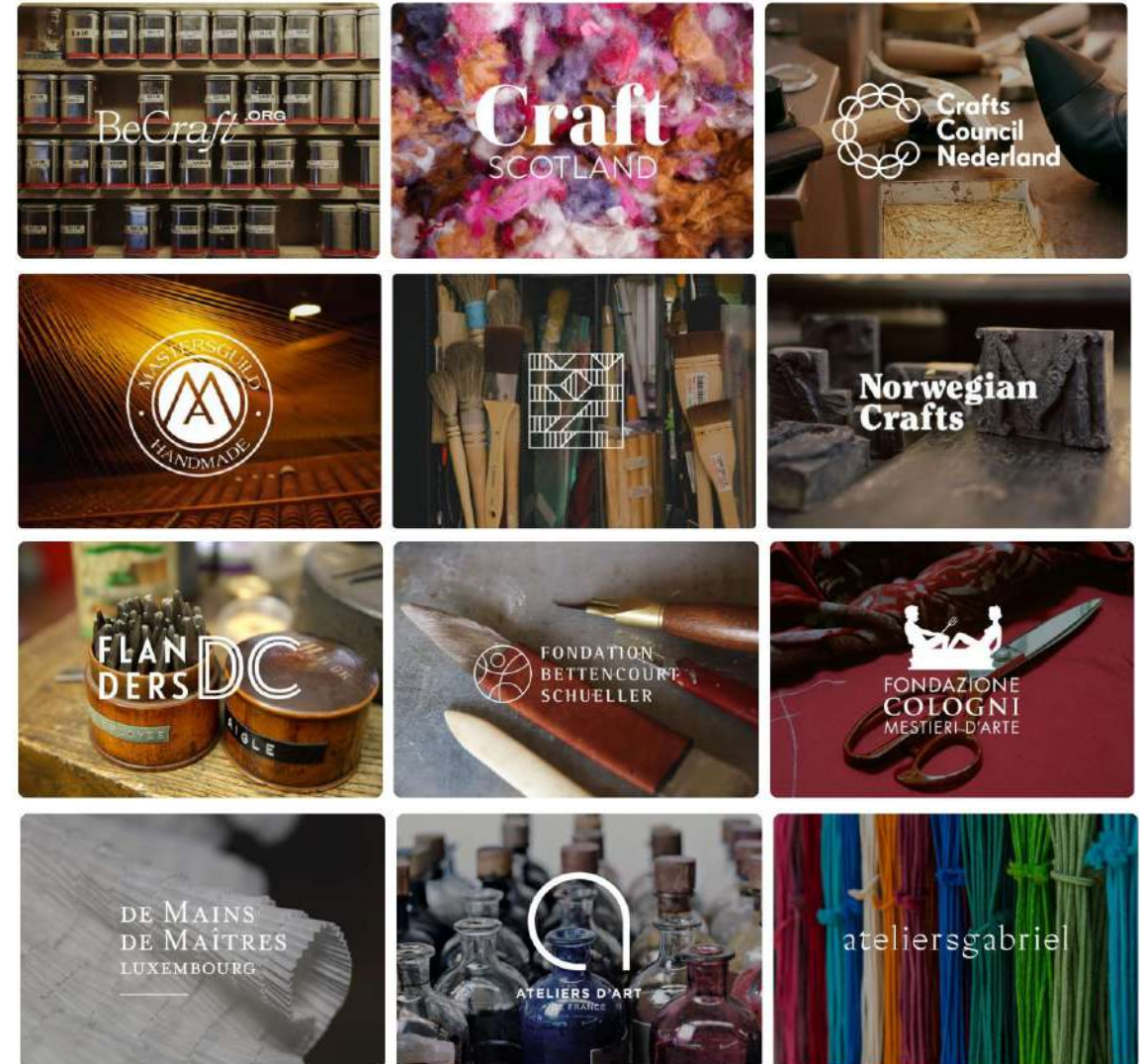
A PAN-EUROPEAN VISION FOR CRAFTS

Today, the Michelangelo Foundation **network** counts over **100 organisations** in over **30 European countries**.

An ambition to go beyond Europe in the next years.

OBJECTIVES

- ✓ Federate the key actors in a network
- ✓ Understand and be aware of local realities
- ✓ Build projects together
- ✓ Rely on our members to identify artisans, galleries, shops and museums
- ✓ Launch a European cultural movement around crafts together



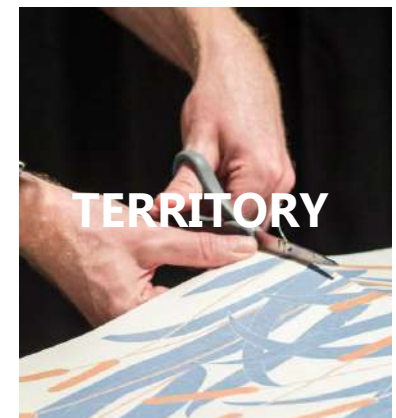
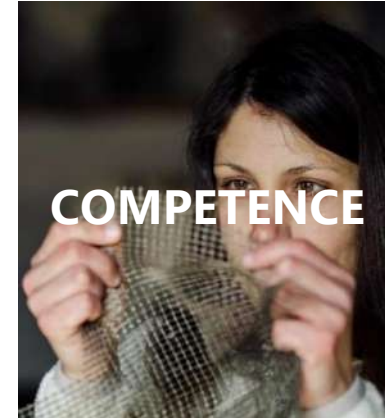
OUR VALUES

The master artisans we support all have one thing in common – they represent **excellence in their field.**

How do we define excellence?

According to **11 key criteria** established by researchers in the essential book about master craftsmanship, [The Master's Touch](#).

The criteria represent a **common language** to describe the **distinguished work of master artisans everywhere.**



OUR ACTIONS



OUR EVENTS



YOUTH DEVELOPMENT



DIGITAL PLATFORM



ARTISANS PROGRAMME



OUR PUBLICATIONS

HOMO FABER EVENT

An unprecedented international cultural event to showcase fine contemporary, traditional and rare craftsmanship and its link to the world of creativity and design.

An **extraordinary showcase** presenting the variety of **craftsmanship in Europe and Japan** with a focus on **transmission**.

9 April – 1 May 2022

At Fondazione Giorgio Cini, Venice
With Young Ambassadors Programme renewed



REMINDER OF 2018 EDITION

62'500 visitors in the course of **2 weeks**

480 artisans & designers from **35 European countries**

91 master artisans demonstrating their skills live

85 crafts & more than 300 techniques

900 artworks & images

16 exhibition spaces, over 4'000m²

13 curators

KEY ACHIEVEMENTS

Birth of an artisan community

Sense of discovery

Content diversity and quality

Enthusiasm from press and public

Magical venue and free access

Interactions with best-in-class artisans

F Merz / © Michelangelo Foundation



F Merz / © Michelangelo Foundation

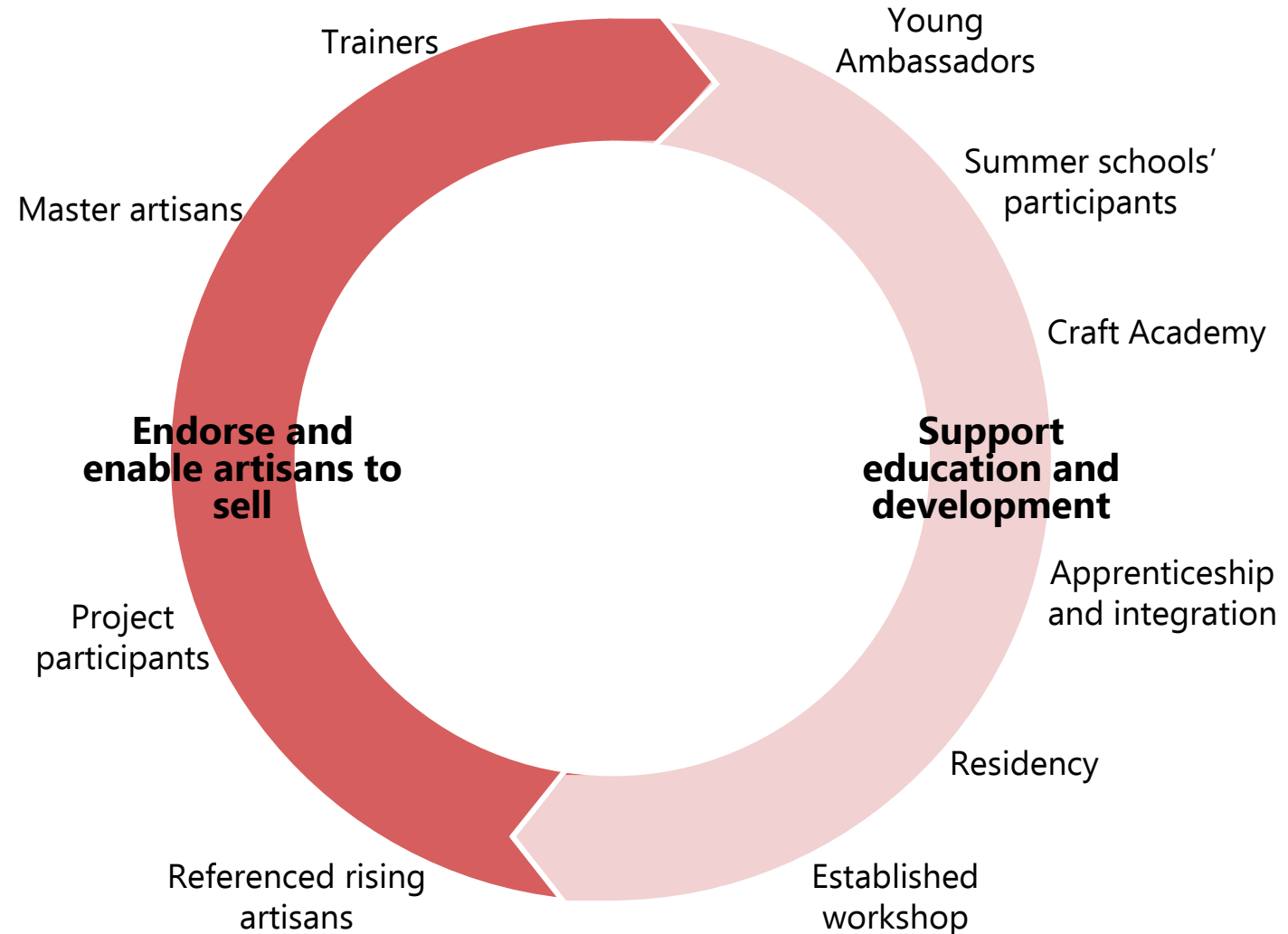


YOUTH DEVELOPMENT

Invest in the future of crafts.

OBJECTIVES

- ✓ Establish crafts as a relevant career choice
- ✓ Shift the image of craft for it to be relevant for younger generations
- ✓ Create and animate a community
- ✓ Encourage young people to fulfil their potential, broaden horizons and spark vocations
- ✓ Contribute to training and transmission
- ✓ Build our pool of makers and develop a forum for our young community
- ✓ Work locally with network members and our community
- ✓ Educate new generation to encompass crafts in their vision



YOUNG AMBASSADORS PROGRAMME

Bring Homo Faber Event to life by involving applied arts and design students.

OBJECTIVES

- ✓ Provide a unique international opportunity for students to learn, meet and connect with the crafts community at peer and professional level
- ✓ Extend theoretical knowledge of craft and improve soft skills
- ✓ Identify young talents
- ✓ Make possible a deep understanding and a unique experience for visitors
- ✓ Make craft culturally and career wise relevant for the young community



REMINDER 2018 EDITION

A shared experience and opportunity for **105 Young Ambassadors** from **26 top institutions** of applied arts and design throughout Europe in **15 countries**.

"Observing glyptic master Philippe Nicolas at Homo Faber, gave me the confidence to go back to my first love of this craft. After the event I applied to Cartier glyptic and 6 months later I joined the team. I always say that Homo Faber changed my life, it opened my eyes and gave me hope for my future and the future of craftsmanship." Young Ambassador, Roberta, Italy



Homo Faber 2018 ©Michelangelo Foundation

Susanna Pozzoli_Young Ambassadors_Lola Moser©Michelangelo Foundation



SUMMER SCHOOL PROGRAMME

A **new educational initiative** to **fund** selected **young artisans** and **designers** to take part in **intensive short courses** staged by members of our network **around Europe.**

An opportunity to participants to extend their knowledge and skills.

A place for master artisans to share their knowledge and know-how with young talents

A moment focused on knowledge exchange between master artisans, young talents and designers

Pieces created during the course may form part of future international exhibitions staged by the foundation

Summer School 2019 - Aubusson_Tapestry_Lola Moser©Michelangelo Foundation



REMINDER 2019 EDITION

In 2019, the foundation organised seven courses as part of its inaugural Summer School Programme

IN BRIEF

7 courses on 7 crafts: basket weaving, tapestry, glass blowing, gilding, stone and wood carving, etching and printing

Organised with **6 network members**

In **France, Portugal** and the **UK**

50 participants

About **15 master artisans**

Over **15 pieces** created **collaboratively**

Discover the videos [here](#)

Strictly confidential. For internal use only.



Josep Safont - Young Ambassador - Lola Moser©Michelangelo Foundation

Summer School 2019 London_ Woodcarving Marco Kessler©Michelangelo Foundation



Students Summer School 2019 - Portuguese Basket Technology Jenna Duffey©Michelangelo Foundation

APPRENTICESHIP PROGRAMME

LAUNCH IN 2022

An **integration programme** and **mini-master** to **facilitate** the **first steps** of **young artisans** into the **professional world** while **permitting master artisans** to **train apprentices**.

A mobility scheme developed at a European level first.

For master artisans and artisanal companies and young professionals, graduates and young people that wish to enter artisanal professions or have started their journey but had to stop for various reasons (asylum seekers and disenfranchised young people).

Developed with network members and social organisations working with asylum seekers and disenfranchised young people.

Identified partner countries include Greece, Italy, Spain, Ireland.

Renzo & Leonardo Scarpelli Artisans©Guido Cozzi



HOMO FABER GUIDE



EXPERIENCE

HOMO FABER GUIDE A CURATED PLATFORM

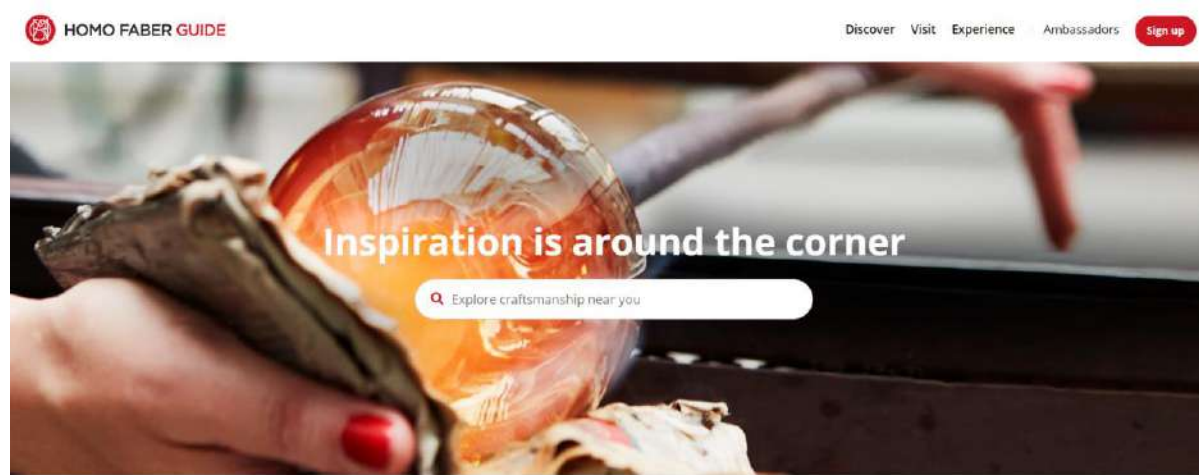
An original **digital platform** to help users find a selection of the **best craftsmanship** in **Europe**.

A geolocalised tool and **search engine**.

Accessible on homofaberguide.com or via the **app** (Apple Store and Google Play Store).

Free of charge for the user and participants.

Curated by the **Michelangelo Foundation**.



Artisans & Manufacturers

Discover master artisans, rising talents, ateliers and manufacturers



New artisans this week
Meet our newcomers



Crafts
An impressive variety of skills



Materials
A diverse array from ceramics to wood



Objects
Masterpieces of our makers



THE OBJECTIVES

- ✓ Connect **art enthusiasts, collectors, clients, galleries, curious travellers** and **designers** with the continent's crafting excellence
- ✓ Highlight a selection of the best **master artisans** and **rising stars** across Europe
- ✓ Give the possibility to **discover crafts** through **visits** to museums, galleries, and shops and participative **experiences**
- ✓ Offer **expert advice** through recommendations by **ambassadors**
- ✓ Provide a **communication tool** for artisans



CONTENT (June 2021)



Over **1000** artisans, **124** ateliers & manufacturers, **156** museums, **260** galleries & shops, **431** experiences in **30** countries

Recommended and **endorsed** by our **international network** and about **30** city ambassadors

New content added every week

NAVIGATE THE GUIDE

Access via **website** or application on **Google play** and the **Apple Store**.

www.homofaberguide.com

Possibility to create a personal account to:

- ✓ **Like** your favourite artisans / places
- ✓ **Save** your favourite artisans / places
- ✓ **Share** your recommendations



Series of Oak furniture - Navid Gholipour Artisan@lovenlight design



© Rogan Brown

ARTISANS PROGRAMME A DIGITAL TOOL TO ASSESS EXCELLENCE

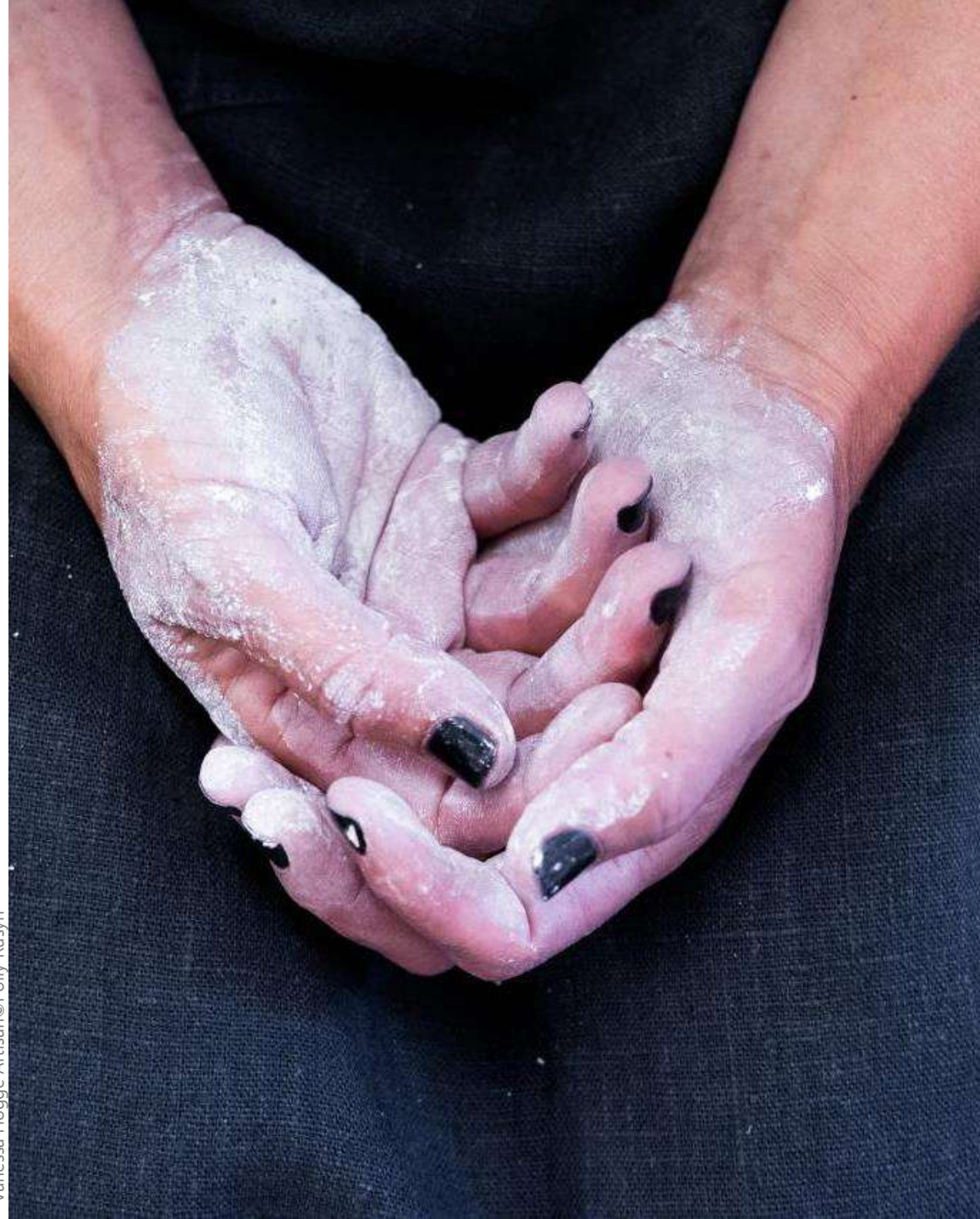
The Master's Touch Evaluation Tool **enables** our **network members** and **artisans to self-assess** and **recommend** on the **11 criteria for excellence** defined in the Master's Touch book.

Measures to what extent an **artisan fulfils the criteria** based on a **questionnaire**

Offers a **unique profiling** of an artisan's skillset, identifying the **areas of expertise** and where there is **scope for development**

Accessible via our **website**, soon in **20+ European languages**

Vanessa Hogge Artisan©Polly Rusyn



ARTISANS PROGRAMME DOPPIA FIRMA

A project that brings designers and artisans together to create unique **co-signed objects**.

5 editions since 2016, over 75 creative couples, presented at the Salone del Mobile.



Pleat_José Vieira Artisan_Christian Haas Designer ©Laila Pozzo-MFCC FCMA Living



Albura Bottega Ghianda Artisan Patricia Urquiola Designer©Laila Pozzo-MFCC FCMA Living_1900070

OUR PUBLICATIONS

The Master's Touch

The Master's Touch, originally published as "Il valore del mestiere" and written by Alberto Cavalli, with Giudita Comerci and Giovanna Marchello, lays the groundwork for a **common language** to describe the **distinguished work of master artisans everywhere**.

Art Work

The authoritative essays collected in this volume attempt to address the many relevant topics, along with the motivations and aims that contemporary art conservators must take into account in their work.

Crafts, Today's Anthology for Tommorow's Crafts

This anthology brings together 65 texts on craft, published from the 1970s to the present day, and drawn from many different countries.





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ANY QUESTIONS ?

Let's stay in touch!

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