SERVICES OFFERED TO COMPANIES

1. Company Storytelling and Narrative Development

The expert academic hosting programs help the company build a clear and professional story.
This includes:

- Company history and founder story
- Connection to the local territory
- Production specialization
- Materials and techniques
- Craftsmanship and innovation
- Sustainability practices
- Made in Italy positioning
- Con dentiality and client protection

Result: the company gains a strong narrative that can be used for students, tourists, institutions, buyers, and communication materials.



SERVICES OFFERED TO COMPANIES

2. Educational Visit Design

The expert academic hosting programs create structured visits for di erent audiences.

For design students, the visit can focus on production techniques, materials, process, product development, and design-to-prototype understanding.

For cultural tourists, the visit can focus on heritage, storytelling, artisan demonstrations, sensory material experiences, and the emotional value of Italian craft.

For professionals, the visit can focus on production capacity, quality control, innovation, technical expertise, and possible business collaboration.

Result: the company can host visitors professionally without improvisation or disruption.



SERVICES OFFERED TO COMPANIES

3. Workshops and Masterclasses

The expert academic hosting programs can transform the company's know-how into educational experiences.

Possible workshop themes include:

- Introduction to Italian footwear construction
- Leather quality recognition
- Footwear components and anatomy
- Material selection for designers
- Pattern-making demonstration
- Cutting, stitching, or finishing techniques
- From sketch to prototype
- Sustainability in leather and fashion production
- Craft, luxury, and brand storytelling

Result: the company can monetize its expertise while educating selected audiences.



SERVICES OFFERED TO COMPANIES

4. Academic Partnerships

The expert academic hosting programs supports the company in working with universities and design schools.

Services may include:

- Academic program outline
- Learning outcomes
- Student visit structure
- Faculty communication
- Assignment briefs
- Certi□cates
- Critique sessions
- Internship or talent-development pathways

Result: the company becomes a recognized partner for international design education.



SERVICES OFFERED TO COMPANIES

5. Cultural Tourism Product Development

The expert academic hosting programs can turn a company visit into a premium cultural tourism experience.

Possible formats include:

- Half-day company visit
- Full-day craft itinerary
- Private VIP experience
- Artisan demonstration
- Product customization activity
- Founder or master artisan meeting
- Behind-the-scenes Made in Italy tour
- Collaboration with hotels, travel agencies, and cultural operators

Result: the company enters the high-quality tourism market in a controlled, elegant, and brand-appropriate way.



SERVICES OFFERED TO COMPANIES

6. Visitor Management and Hosting

The expert academic hosting programs manage the visitor experience from beginning to end.
This includes:

- Welcome and introduction
- Safety brie ng
- Time management
- Translation or bilingual facilitation
- Explanation of production steps
- Moderation of questions
- Photography rules
- Coordination with artisans and sta
- Final discussion and questionnaire
- Feedback collection
- Certi cation for attendees or levels obtained

Result: the company can receive visitors without overloading internal sta or interrupting production.

