



ARTIGIANATO E PALAZZO

presents



under the patronage of
World Crafts Council Europe

16/19 September 2021

Corsini Gardens, Florence

CALL

The contest "**BLOGS & CRAFTS Young Artisans and the Web**", started in 2014 during the **ARTIGIANATO E PALAZZO** twentieth anniversary, is the result of "**A&P YOUNG 2010: young artisans and fashion**" experience, created for **Florens 2010 - International Week of Cultural and Environmental Heritage**. After the 2014 great success, it was decided to repeat the competition in the following years, achieving wide visibility in the press and on Social Media.

Each year, a special jury selects a minimum of **10 under 35 artisans**, inviting them at the exhibition for free and providing a specific show area entirely dedicated.

During this edition, for the first time, they will be housed at the **Stables of Palazzo Corsini**.

At the same time, it will be selected a group of **influencers**, operating in craftsmanship, lifestyle, fashion and tourism sectors, that will be hosted by **Starhotels** and that will illustrate all the show details and specific features.

For the **special edition "BLOGS & CRAFTS Europe"**, the young artisan selections will be **extended to all the European countries**, in collaboration with **the World Crafts Council Europe**.

The competition aim is to relaunch the exhibition in a more interesting perspective for the new generations, looking into the future and at the importance of the tradition and innovation union.

For this **8th edition**, a special Jury, composed of *Elisa Guidi World Crafts Council Europe President*, *Jean Blanchaert Homo Faber curator*, *Stefania Ricci Ferragamo Museum and Foundation Director* and *Elisabetta Fabri Starhotels CEO*, will select the competition winners.

To promote and add value to craftsmanship and Made in Italy, the collaboration with the **Ferragamo Foundation** will be renewed. Thanks to that, the contest winners will have the opportunity to visit the Salvatore Ferragamo Archive.



APPLICATION

SELECTION PARAMETERS FOR "CRAFTS"

Art. 1 - REQUIREMENTS

Admission is permitted only to all young artisans who do not exceed the age of 35.

Art. 2 - PARTICIPATION

The 10 selected young artisans will be hosted at ARTIGIANATO E PALAZZO free of charge, and they will be placed in a dedicated area that they will find pre-fitted.

During the 4 days event (from 16 to 19 September 2021), the attendance from 10 to 19.30, and the working skills demonstration in front of public are absolutely required.

Art. 3 - APPLICATION FORM

Interested parties must send the application form (ATTACHMENTS A / B / C), completed in its entirety and signed.

All documentation must be received, under penalty of exclusion, **no later than 21st May 2021**, and can be sent, together with the required photographic documentation (see attachment B), by e-mail to:

blogsandcrafts@artigianatoepalazzo.it

Art. 4 - ADMISSION

The Administration reserves the right to evaluate all the **application forms perceived within the time allowed of 21st May 2021 and to communicate the acceptance by May 28th 2021** to the under 35 artisans selected for this 8th edition of the Exhibition.

In addition, the 10 under 35 exhibitors selected for BLOGS & CRAFTS will also be able to participate at the selection for the "**Perseo Prize**" award, going to the best craftsman of ARTIGIANATO E PALAZZO.

The vote will be carried out through specific cards distributed during the four days event to the Artigianato e Palazzo public.



APPLICATION

SELECTION PARAMETERS FOR "BLOGS"

Art. 1 - REQUIREMENTS

Admission is permitted only to the influencers operating in the following sectors:

- Art and culture and crafts
- Lifestyle
- Tourism
- Events
- Fashion
- Food

Art. 2 – APPLICATION FORM

Interested parties must send the application form (ATTACHMENTS D), completed in its entirety and signed. All documentation must be received, under penalty of exclusion, **no later than 8th July 2021**, and can be sent by e-mail to: blogsandcrafts@artigianatoepalazzo.it

Art. 3 - PARTICIPATION

The selected influencers will be our guests on the night of Wednesday 15th or Thursday 16th September 2021 (only for not-residents in the Florence Province). The choice of the overnight stay date will be agreed together with the ARTIGIANATO E PALAZZO Organization.

To the winners will also be offered a dinner in a well-known Florentine restaurant serving contemporary cuisine.

Each **influencer** must:

- be present at the exhibition at specific times that have to be agreed with the ARTIGIANATO E PALAZZO Organization
- announce, after the competition win, their participation at ARTIGIANATO E PALAZZO on their own Social Network and / or on the their blog / site:
- illustrate the exhibition through their Social Networks (Instagram stories, posts with photos, videos, small interviews...)
- write a post summarizing their personal experience lived during the past days at ARTIGIANATO E PALAZZO, in which the essence and spirit of the exhibition is described
- arrange to have their own Internet connection, inside the Corsini Gardens in Florence.

N.B. No technical supports will be provided by the organization but power outlets will be available for recharging the devices.

Art. 4 - ADMISSION

The organization will evaluate the application forms perceived within the time allowed of 8 July 2021 and will communicate selected influencers their admission at the event by 12th July 2021.

with the support of

FONDAZIONE FERRAGAMO

STARHOTELS
L'ITALIA NEL CUORE

thanks to



2021 Organizing Committee

Stefano Aluffi Pentini, Jean Blanchaert, Benedikt Bolza, Marcantonio Brandolini d'Adda, Fausto Calderai, Nicolò Castellini Baldissera, Chiara Stella Cattana, Matteo Corvino, Maria de 'Peverelli Luschi, Costantino D'Orazio, Elisabetta Fabri, Maria Sole Ferragamo, Drusilla Foer, Bona Frescobaldi, Alessandra Galtruccio, Francesca Guicciardini, Alvar Gonzales Palacios, Ferruccio Laviani, Federico Marchetti, Alessia Margiotta Broglio, Martino di Napoli Rampolla, Carlo Orsi, Beatrice Paolozzi Strozzi, Clarice Pecori Giraldi, Natalie Rucellai, Maria Shollenbarger, Luigi Settembrini, Guido Taroni, Simone Todorow.

ARTIGIANATO E PALAZZO

XXVII edition

16/19 settembre 2021

opening hours 10 a.m. / 7.30 p.m.

Giardino Corsini

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Florence (Italy)

For more informations

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