

# Project Title

Promote sustainable regeneration and resilience in the Tuscan inner area of Minucciano

## Tagline

PROGETTI inCOMUNE  
BAUHAUS4MED (B4M) PROJECT  
INTERREG EURO-MED 2021-2027

## Problem Statement

Minucciano's social and economic resilience is weakened by **population loss, seasonal tourism and fragile transmission of artisanal skills**. The territory needs place-sensitive, scalable tools that **convert local material and cultural assets** into year-round educational, economic and social opportunities while **reinforcing civic participation and intergenerational knowledge transfer**.

## Project Overview

The Bauhaus4MED project pilot of Regione Toscana involves the Region itself, the municipal leadership, the university design expertise, and local businesses to regenerate the area through participatory, low-impact interventions. The aim is to **translate quarry heritage and marble-sector know-how into a portfolio of actions** (such as new productive activities, economic development, educational kits, itinerant maker labs, digital platforms, sensory stops, circular material experiments and site-based installations) **designed to diversify livelihoods**, strengthen community identity and create replicable models for other Mediterranean inner areas.

## Turbulences

**Scattered tacit knowledge:** Craft gestures and quarry practices are concentrated in a few practitioners, risking loss without structured transmission. Marble waste is a daily issue to be tackled.

**Seasonality and limited reach:** Touristic offers cluster in peak months; without year-round formats, local benefits remain episodic.

**Capacity constraints:** Municipal teams, schools and small workshops have limited time and budgets to run outreach without simple, replicable toolkits and modest incentives.

## Bold Vision

Redevelop Minucciano as a **living laboratory** where heritage, circular design and community learning converge. The pilot combines editorial outputs, classroom modules, digital platforms, low-tech installations and small-scale circular production to create continuous cultural programming and local income streams. Packaged as replicable templates and supported by regional dissemination, regional and municipal coordination, and university engagement, the initiative aims to enhance new productive activities, economic development and maintain skills local, extend visitor stays, and position the pilot as a transferable model across the B4M network.

## Key Actors/ users

**Regione Toscana:** pilot coordinator, dissemination and replication support.

**Municipality of Minucciano:** pilot site, local node governance and integration with planning.

**University of Florence (DIDA):** design research, student engagement and prototyping.

**Students** of the University of Florence (DIDA) proposing their ideas in the form of projects.

**Local businesses** (e.g., Garfagnana Innovazione, Migra, Minucciano Marmi, Enel): site hosts and technical collaborators.

**Artisans and makers:** co-designers, supporting prototype development and micro-entrepreneurship.

**Citizens:** beneficiaries and co-creators through events, voting and participation and citizens participating in the competition and votation.

**School teachers and pupils:** primary delivery channel for educational modules.

**Members of the evaluation committee** who evaluate the project votes and proposals

## My What If Statement

What if as a  
Local resident or  
Visitor

I could  
access renovated,  
welcoming public  
spaces and  
activities,

With  
accessible  
installations,  
platforms and  
services

So that  
I can participate in  
local culture, learn  
practical skills and  
feel part of a  
resilient community

## Key Learnings

**Participation matters:** strong citizen engagement during co-design increases local ownership and relevance.

**Modularity works:** short lesson packs and portable kits fit school timetables and artisan schedules.

**Low-tech first:** tactile, hands-on activities ensure inclusivity; digital layers should be optional enhancements.

**Replicable templates scale impact:** packaged toolkits and evaluation templates make transfer across the B4M network feasible.

## **Common Themes**

The pilot revealed recurring opportunities across activities: the value of circular material practices; the role of storytelling and design in reactivating identity; the importance of accessible public spaces; and the potential of participatory governance to strengthen resilience. These patterns can guide future municipal projects across the region, especially in rural and inner areas facing similar demographic and economic pressures.

## **Contributions to a Future Toolbox**

The pilot generated transferable tools: participatory formats (World Café, hybrid voting), templates for circular material reuse, guidelines for inclusive public-space design, and governance models linking municipalities, universities and local enterprises. These methods proved effective in fostering co-creation, ensuring community ownership and enabling scalable, place-based innovation.

# NEB Values

## BEAUTY

Design Excellence - Emotional Connection  
Cultural Revitalization - Enhanced Public Spaces

**AMBITION I: to activate**

**AMBITION II: to connect**

**AMBITION III: to integrate**

The pilot enhances the aesthetic and emotional quality of Minucciano through design excellence and context-sensitive interventions. Urban furniture and public elements made from marble waste blend functionality with artistic value, reinterpreting local heritage in contemporary forms. The revitalisation of lakeside spaces strengthens the emotional bond between residents and their landscape, creating places for gathering, contemplation and recreation. Design Excellence: the initiative focuses on creating visually appealing urban furniture and design elements from marble waste, blending functionality with artistic value. Emotional Connection: the project fosters a sense of pride and belonging among residents while offering visitors a memorable, emotionally enriching experience. Cultural Revitalization: the initiative celebrates the local marble heritage, transforming industrial waste into cultural assets. Enhanced Public Spaces: the creation of cycle paths, picnic areas, and artificial beaches improves the quality of life for residents and tourists, offering spaces for recreation, relaxation, and social interaction.

## Sustainable

Waste Reduction and Circular Economy - Environmental Regeneration  
Climate Resilience - Sustainable Tourism

**AMBITION I: to repurpose**

**AMBITION II: to close the loop**

**AMBITION III: to regenerate**

The pilot promotes sustainability by transforming marble waste into durable public elements and design components, reducing landfill pressure and supporting a circular local economy. The regeneration of the Gramolazzo lakeshore integrates ecological criteria, improving biodiversity, water quality, and landscape resilience. The initiative aligns with EU climate goals by encouraging low-impact production, responsible resource use, and awareness of renewable energy. Slow, eco-friendly infrastructures such as cycling paths, hiking trails and small bathing areas support a model of sustainable tourism that enhances the territory while minimising environmental impact and helping supralocal adaptation. The creation of eco-friendly slow infrastructures (e.g., cycling routes, hiking trails, and meditation areas support a mode of sustainable tourism that enhances the territory while minimising environmental impact.

## Together

Accessibility for All - Affordability - Participatory Governance  
Design for All - Social Equity:

**AMBITION I: to include**

**AMBITION II: to consolidate transform**

**AMBITION III: to**

The pilot strengthens social inclusion by ensuring that new public spaces — paths, picnic areas, lakeside facilities — are accessible to all age groups and abilities. By offering free or low-cost amenities, it reduces socio-economic barriers and supports community wellbeing. Participatory governance is central: residents, students, businesses and institutions co-designed priorities and evaluated proposals through hybrid voting. The initiative promotes social equity by creating opportunities for young people, artisans and marginalised groups within the local production chain, reinforcing community cohesion and shared responsibility for the territory. The initiative ensures that redeveloped spaces, such as cycle paths, picnic areas, and beaches, are accessible to everyone, including people with disabilities, families, and elderly residents. By integrating cultural memory, natural beauty and thoughtful design, the project elevates everyday environments and reinforces a shared sense of belonging.

# NEB Working Principles

## Participatory process

**Ambition II: to co-develop**

**AMBITION I: to consult**

**AMBITION II: to co-develop**

**AMBITION III: to self-govern**

The pilot is grounded in an inclusive and iterative participation model. A World Café brought together citizens, associations, professionals and students to identify needs and visions for Minucciano. These insights informed the idea contest, the excellent work done by the young designers under the supervision of the DIDA professors, and the promotion of local community's evaluation of received project ideas through both in-person and digital voting. Public events onsite created spaces for dialogue, feedback and collective reflection. The process strengthened trust, ensured alignment with local priorities, and empowered the community to shape the direction of territorial regeneration.

## Multi-level engagement

**Ambition II: to work across levels**

**AMBITION I: to work**

**AMBITION II: to work across levels**

**AMBITION III: to work globally**

The initiative connects municipal action with regional strategies and academic expertise, forming a governance ecosystem capable of scaling beyond Minucciano. Cooperation between Regione Toscana, the Municipality, the University of Florence, local enterprises and the B4M network enables knowledge exchange, resource sharing and coordinated planning. This multi-level structure supports replication in other Mediterranean inner areas and positions Minucciano as a top noded demonstrator of integrated rural innovation.

## Transdisciplinary approach

**Ambition I: to be multidisciplinary**

**AMBITION I: to be multidisciplinary**

**AMBITION II: to be interdisciplinary**

**AMBITION III: to be beyond-disciplinary**

The pilot brings together design, architecture, material science, environmental studies, social sciences and local craftsmanship. Students, researchers, artisans, businesses and citizens collaborated around a shared problem definition, merging diverse skills and perspectives. This transdisciplinary approach enabled solutions that are technically feasible, culturally grounded and socially meaningful, demonstrating how complex territorial challenges benefit from cross-sector creativity and integrated thinking.

# SOHAM

Regione Toscana - Comune di Minucciano (Lucca)



Interreg  
Euro-MED



Co-funded by  
the European Union

BAUHAUS4MED



Sveučilište u Zagrebu  
An International Institute  
University of Zagreb  
Faculty of Architecture



Platoniq  
Foundation



Regione Toscana



# Project Overview

**SOHAM** addresses sustainability through a **circular design** approach, using marble processing waste to create a functional and innovative design element. The idea stems from the desire to create a space dedicated to immersive meditation, encouraging individuals to reflect on their inner well-being. Discarded marble materials are used to craft an **ergonomic seat** designed to support outdoor practice.

The concept of SOHAM is rooted in the relationship between **silence, well-being, and nature**. Silence – understood as an element that enhances sensory perception and facilitates inner reflection – becomes the starting point for designing a space dedicated to immersive meditation. The SOHAM seat is designed to support correct posture, improving circulation and user comfort throughout the meditation session.



## Problem Statement

*Minucciano faces gradual depopulation and limited economic diversification while its cultural and natural assets remain under-com-municated; the town needs new, place-sensitive channels that reconnect residents, visitors, and everyday practices with meaningful opportunities for wellbeing and local value creation.*

## Turbulences

- Local knowledge, traditions, and everyday practices are dispersed across people and places, so the town's identity and attractions struggle to reach potential visitors, partners, and funders.
- Visitor flows concentrate in short periods; limited services, coordination, and year-round programming reduce the area's appeal for longer stays and steady local income.
- Young people lack diversified local jobs, training, and creative pathways; this weakens intergenerational transmission of skills and reduces the community's capacity to innovate and retain talent.

## Bold Vision

To embed mindful, circular design into everyday public life, by creating a network of place-based meditative seats crafted from recovered marble that invite people to stop, reflect, and reconnect with the landscape. SOHAM will pair ergonomic, site-fixed seating with a subtle system of natural cues inspired by the four elements, and a small-scale program of guided practices, workshops, and residencies that animate each installation.

## Where We are Now:

The SOHAM concept is authored by Gabriela Caballero Villa and Aurora Giuntini, two students at the Department of Architecture of the University of Florence (DiDA)

At the NEB Festival held in Gramolazzo on 14 June 2025 the idea was awarded with the First prize overall and Citizens' choice Award.

*Pilot status: now in its prototyping phase*

## How did we get here?

II semester 2024:

- a B4M local node was created in Minucciano, with the involvement of 4-Helix stakeholders.
- thanks to an agreement between the Tuscany Region and DiDA, a group of international students was engaged in an idea contest, after a study visit onsite.

I semester 2025:

- all concept designs were presented to the local population in a public event and then voted by a jury of experts (weighted 60%) as well as by the citizens themselves (weighted 40%) through a combined online and offline polling system.

II semester 2025:

- private funds were mobilised to support the prototyping phase.

**What if...**

# What if...

As a **Resident or Visitor**

I could find a quiet place nearby to pause, breathe, and reconnect with myself

With an ergonomic meditation seat made from recovered marble

So that wellbeing, reflection, and contact with nature become part of my everyday experience.



# Who will benefit?

## Target Groups

- **Residents and wellbeing-seekers** could access quiet, thoughtfully designed places for meditation and reflection, discovering new ways to reconnect with silence, nature, and their own rhythms through a seat that supports posture and comfort.
- **Visitors and slow-travellers** could experience Minucciano through restorative pauses along trails and viewpoints, encountering sensory elements inspired by the four natural forces that deepen their connection with the landscape.
- **Young people and new comers** could explore creative and professional opportunities linked to circular design, eco-resins, and marble reuse, finding new reasons to stay, return, or invest their skills locally.
- **Local artisans and makers** could gain visibility and new commissions by experimenting with marble waste, ecological resins, and handcrafted finishes that blend tradition with innovation.
- **Cultural and social organisations** could host guided practices, workshops, and seasonal activities around the installations, strengthening community life and promoting a culture of mindfulness.
- **The Municipality of Minucciano** could activate other dispersed natural areas through a coherent system dedicated to wellbeing and circularity, reinforcing the town's identity as a place of silence, nature, and mindful living.

# Key Learnings

The project shows that silence and wellbeing can become territorial resources. When people are offered spaces that encourage pausing, breathing, and reconnecting with nature, Minucciano's landscape becomes not only a backdrop but an active catalyst for inner balance and mindful presence.

**SOHAM** demonstrates that circular design can unlock new forms of value. By transforming marble waste into a refined, ergonomic meditation seat, the project proves that discarded materials can support innovation, aesthetics, and environmental responsibility at the same time.

It also reveals that wellbeing can be a driver of rural regeneration. By creating spaces for meditation and reflection, the project opens new opportunities for guided practices, creative residencies, and year-round activities that diversify the local economy.

# NEB Values

## Beautiful – Ambition: To Contemplate

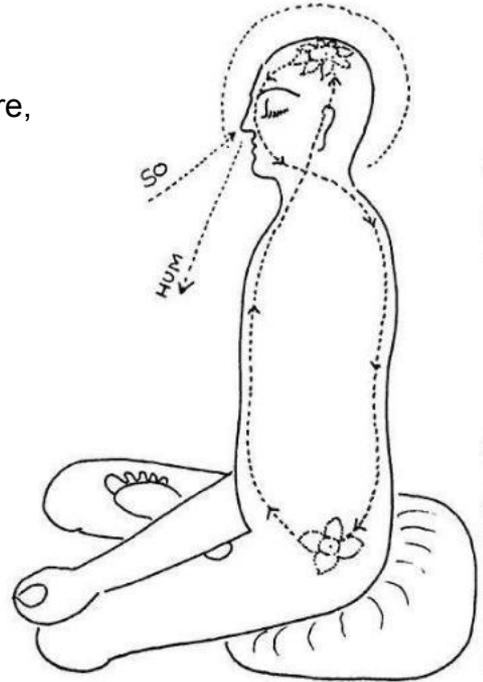
- SOHAM reveals the quiet beauty of Minucciano by shaping spaces where silence, posture, and landscape come together. The meditation seat, crafted from marble waste and eco-resins, blends into its surroundings with a refined, tactile presence that invites stillness and sensory awareness. Through minimal forms and natural sound cues, the project transforms ordinary outdoor corners into places of calm, depth, and introspection.

## Sustainable – Ambition: To Regenerate

- The project embraces circular design by repurposing marble processing waste into a durable, ergonomic object that supports wellbeing. By reducing reliance on synthetic materials and using eco resins derived from renewable resources, SOHAM lowers environmental impact while demonstrating how discarded materials can gain new life and meaning. This approach strengthens local resource cycles and promotes a culture of mindful, low impact design.

## Together – Ambition: To Restore

- SOHAM creates shared spaces where residents, visitors, and newcomers can gather around practices of mindfulness, reflection, and connection with nature. Through guided sessions, sensory elements, and community-led activities, the project fosters a renewed sense of belonging and encourages intergenerational exchange around wellbeing and local materials.



# NEB Working Principles

## **Participatory Process** **Ambition: To Engage**

- 4-Helix Stakeholder Involvement
- Consultation of the Local Population
- Circularity-driven Design

## **Multi-Level Engagement** **Ambition: To Liaise**

- Local B4M Node as starting point & network hub
- Regional Government as prime motor (with B4M)
- Now building links with the European NEB hub

## **Transdisciplinarity** **Ambition: To Merge**

- Material science with environmental psychology
- Young and seasoned designers
- Ergonomic research with circular production

# Common Themes

- Living with landscape and natural rhythms
- Circularity of materials and mindful design
- Community, memory, and contemporary wellbeing
- Outdoor sociality and the culture of slow public space
- Sustainable regeneration and territorial resilience



# Lessons Learned



- SOHAM demonstrated that silence is an active design material. When treated not as emptiness but as a resource that sharpens perception and supports inner balance, silence becomes a powerful driver for shaping public spaces that promote wellbeing and mindful presence.
- It also revealed that circular design can generate both environmental and cultural value.

# Sharing for the Future

What knowledge can contribute to the B4M Toolbox

## **Place based material and sensory knowledge**

- How to transform marble processing waste into a refined, durable object that supports wellbeing, demonstrating that circular design can be both technically robust and emotionally resonant.
- How to integrate silence, posture, and natural cues into outdoor spaces to create environments that enhance focus, perception, and connection with the landscape.
- How to design meditative installations that remain fixed in place yet feel open, welcoming, and deeply rooted in the identity of Minucciano's quarry territory.

## **Wellbeing as a driver of regeneration**

- How practices of mindfulness and slow presence can activate dispersed natural areas, turning quiet corners and trails into meaningful public spaces.
- How to pair circular materials with sensory design to create experiences that attract visitors year-round while supporting local artisans, guides, and cultural operators.
- How to build community literacy around wellbeing, helping residents recognise silence, nature, and everyday rhythms as shared assets for the future of the territory.

# The Traces of Marble

Regione Toscana - Comune di Minucciano (Lucca)



**Interreg**  
Euro-MED



Co-funded by  
the European Union

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Sveučilište u Zagrebu  
Arhitektonski Fakultet  
University of Zagreb  
Faculty of Architecture



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zavod



IFLA EUROPE  
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**Platoniq**  
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HELLENIC REPUBLIC  
REGION OF CENTRAL MACEDONIA



Regione Toscana



ILLUMINO  
EUROPE  
MARCHÉ

MINISTRO DEL TERRITORIO, DEL AMBIENTE  
E DEL PATRIMONIO CULTURALE  
DEPARTMENT OF TERRITORY, ENVIRONMENT  
AND CULTURAL HERITAGE



# Project Overview

**The Traces of Marble** is the title of the book through which the project comes to life: marble tells its story by becoming the core of the narration, not just a character in history. The enhancement of intangible heritage between marble and the social context is the goal around which the work has been carried out, particularly creating a visual narrative around the theme of valuing intangible know-how (“knowing how to do”) in direct connection with people, the context, and the material.

The narration through words and illustrations for educational purposes aimed at young people plays a very important role with the goal of making this reality known. **The book is designed for children around 8-10 years old** and aims to develop skills that help them face and better understand some mechanisms related to marble and its role. The book is divided into two parts: the first is a **story** section with some tales and illustrations, while the second is a **workshop** section, supporting the execution of manual activities. The recurring elements are **play and curiosity**, aiming to fascinate and therefore, impress.



## Problem Statement

Minucciano faces gradual depopulation and limited economic diversification while its cultural and natural assets remain under-communicated; the town needs new, place-sensitive channels that reconnect residents, visitors, and everyday practices with meaningful educational, creative, and economic opportunities.

## Turbulences

- Intangible knowhow related to marble and traditional craft practices is currently dispersed among individual artisans and small workshops, risk of fading away rather than being effectively transmitted to younger generations.
- Cultural offers are often episodic and geared to peak seasons; without accessible educational formats, the territory struggles to attract sustained interest from families, schools, and slow-travellers.
- Young people lack structured, place based learning and hands on activities that link curiosity to local livelihoods, reducing incentives to stay, train, or build careers locally.

## Bold Vision

Situate a children's illustrated book and workshop kit at the core of a wide educational ecosystem: a narrative object telling the story of marble becomes a practical tool for schools, family visits, and maker workshops. By translating intangible know-how into accessible narrative and practice, the project seeds long term interest in local crafts, creates new learning pathways and stimulates interest in micro entrepreneurship.

## Where We are Now:

The Traces of Marble concept is authored by Laura Coppioni and Marco Altemura, two students at the Department of Architecture of the University of Florence (DiDA).

At the NEB Festival held in Gramolazzo on 14 June 2025 the idea was awarded the 2nd prize.

*Pilot status: now in its prototyping phase*

## How did we get here?

II semester 2024:

- a B4M local node was created in Minucciano, with the involvement of 4-Helix stakeholders.
- thanks to an agreement between the Tuscany Region and DiDA, a group of international students was engaged in an idea contest, after a study visit onsite.

I semester 2025:

- all concept designs were presented to the local population in a public event and then voted by a jury of experts (weighted 60%) as well as by the citizens themselves (weighted 40%) through a combined online and offline polling system.

II semester 2025:

- private funds were mobilised to support the prototyping phase.

**What if...**

# What if...

As a Young Learner or Aspiring Maker

I could discover craft gestures and creative careers through playful practice

With guided workshops where participants design “their own marble” using drawing, texture exercises, and simple fabrication demos led by local artisans

So that curiosity becomes a pathway to hands-on skills, mentorship, and longer term interest in the territory’s material culture.



# Who will benefit?

## Target Groups

- **Residents and families** could access playful, place-based learning that turns walks and visits into moments of discovery, helping children and adults recognise the value of local material culture and craft.
- **Visitors and slow-travellers** could enjoy guided workshops and interactive stops that make quarry history tangible, offering meaningful experiences that extend stays beyond seasonal peaks.
- **Teachers and schools** could adopt ready made curriculum modules and laboratory kits that link science, art, and local history, enabling hands on, cross disciplinary lessons for primary classes.
- **Young people and aspiring makers** could access mentorship, workshops, and simple fabrication exercises that translate curiosity into practical skills and potential creative pathways.
- **Local artisans and cultural organisations** could run itinerant labs and co-design sessions, gaining visibility while transmitting intangible know-how through direct contact with children and families.
- **The Municipality of Minucciano** could use the book and workshop programme to activate schools, trails, and community events, strengthening heritage education and long-term cultural tourism.

# Key Learnings

The project shows that narrative objects can transmit craft knowledge. A well-designed book and workshop kit make intangible skills visible and teachable, turning stories into practical learning moments that children can repeat and share.

It reveals that playful, place-based education builds attachment. Hands-on labs and drawing exercises help young learners recognise material processes and local gestures, fostering curiosity and a sense of belonging to the quarry landscape.

It confirms that schools and families are powerful distribution channels. Ready-made curriculum modules and itinerant workshops allow the book contents to reach children and embed heritage learning into everyday routines.

The project also proves that heritage education can seed creative pathways. Early exposure to material literacy and maker gestures opens routes to mentorship, local apprenticeships, and small creative enterprises that help retain talent and revive traditional know-how.

# NEB Values

## Beautiful – Ambition: To Tell

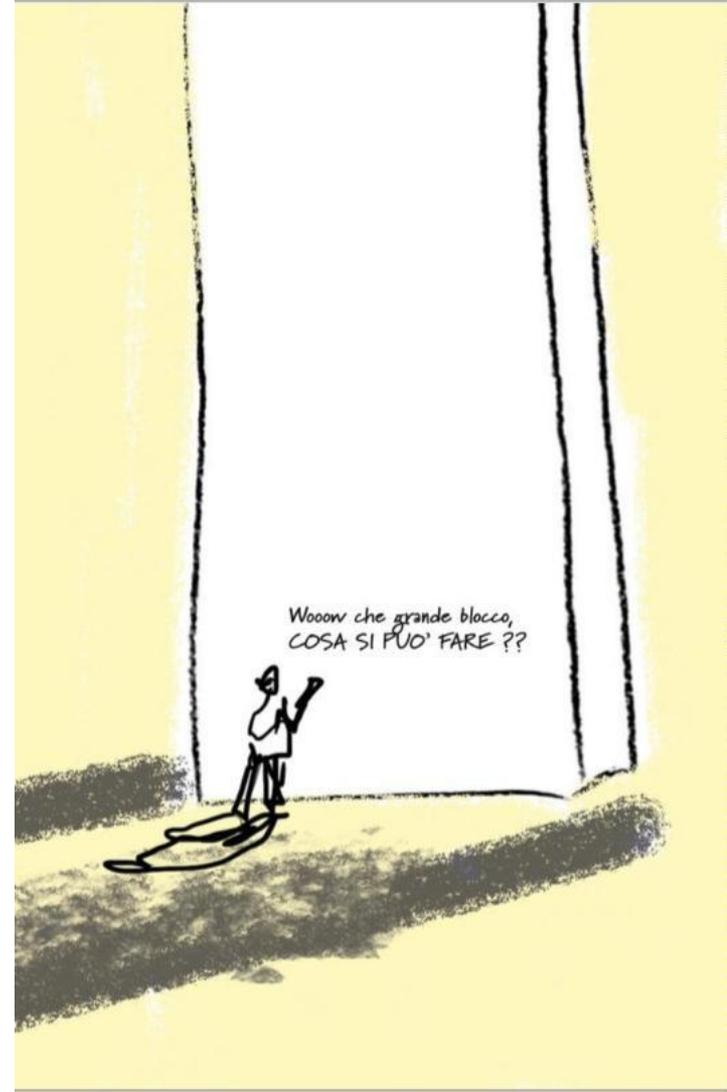
- A children's book and illustrated narrative make marble the protagonist, turning material traces into stories that spark curiosity and visual imagination.

## Sustainable – Ambition: To Teach

- By using storytelling and simple workshops, the project preserves intangible know-how and encourages low-impact, educational reuse of local material culture.

## Together – Ambition: To Pass On

- The book and itinerant labs connect artisans, schools, families, and visitors, creating shared learning moments that strengthen intergenerational transmission.



# NEB Working Principles

## **Participatory Process** **Ambition: To Engage**

- 4-Helix Stakeholder Involvement
- Consultation of the Local Population
- Circularity-driven Design

## **Multi-Level Engagement** **Ambition: To Liaise**

- Local B4M Node as starting point & network hub
- Regional Government as prime motor (with B4M)
- Now building links with the European NEB hub

## **Transdisciplinarity** **Ambition: To Merge**

- Material science with art education
- Young and seasoned designers
- Storytelling with hands-on experimentation

# Common Themes

- Narrative as pedagogy
- Playful, hands-on learning
- Place-based education
- Low-tech digital augmentation
- Intergenerational transmission and local activation



# Lessons Learned



- Framing craft gestures and quarry practices as a narrative lets children and aspiring makers grasp complex processes through characters, images, and step-by-step activities, turning abstract heritage into repeatable learning moments.
- Introducing material practices to children supports artisan visibility and can stimulate small-scale enterprises that help retain talent.

# Sharing for the Future

What knowledge can contribute to the B4M Toolbox

- Place-based narrative and hands-on knowledge**
- How to turn quarry stories and craft gestures into an illustrated learning object that children can read, draw, and experiment with, making intangible know-how accessible and repeatable.
  - How to design a compact laboratory kit and simple classroom modules that translate observation, texture study, and basic fabrication into age-appropriate activities.
  - How to pair low-tech digital overlays with tactile exercises so the book remains a physical learning tool while gaining interactive depth.

- Education as cultural activation**
- How school programmes and itinerant workshops can distribute heritage learning year-round, reducing seasonality and embedding material literacy into curricula.
  - How early, playful exposure to craft gestures can create mentorship links between artisans and pupils, seeding local apprenticeships and micro-projects.
  - How a narrative toolkit can be adapted for festivals, family trails, and museum education to amplify reach and sustain community engagement.

# ARDE - Outdoor Lamp

Regione Toscana - Comune di Minucciano (Lucca)



**Interreg**  
Euro-MED



Co-funded by  
the European Union

**BAUHAUS4MED**



Sveučilište u Zagrebu  
Anatomical Institute  
University of Zagreb  
Faculty of Architecture



Grad Sarajevo  
City of Sarajevo



**Platoniq**  
Foundation



**Regione Toscana**



# Project Overview

**ARDE** is the concept of an outdoor lamp born from the intersection of contemporary design and cultural heritage. Inspired by the rich folk traditions of Minucciano, the lamp pays tribute to an ancient ritual that still sparks the collective imagination: the **Natalecci**. This evocative ceremony takes place annually on the night of December 24th, when the village of Gorfigliano comes alive with spectacular bonfires steeped in symbolic meaning.

The ARDE lamp honors this cultural legacy with an evocative and refined design. Its form deliberately echoes the shape of juniper berries and chestnut poles, both essential in the construction of the Natalecci. Designed for outdoor use – such as along the picturesque shores of **Gramolazzo Lake**, as shown in the picture – it emits a warm, enveloping light reminiscent of ritual bonfires, conveying a sense of welcome, continuity, and protection.



## Problem Statement

Promoting sustainable tourism in the Minucciano area of inner Tuscany builds on the regeneration and valorisation of all existing points of interest, including the Gramolazzo lake. This artificial basin created in the 1950s at the service of a hydropower plant, has been recently targeted by public investments (cycling lanes, picnic areas, artificial beaches, etc.) to improve its attractiveness for the general public.

## Turbulences

- Absence of a lighting infrastructure prevents from a more extended fruition of the lake environment, notably in the evenings/nights.
- Lighting installations must be made with natural and/or recyclable materials, to preserve the appearance of the site and send a coherent message to visitors.
- More than 70 years of disconnection between the lake (considered as an industrial infrastructure, not even for public use) and the population, suggest leveraging on historical traditions and cultural heritage.

## Bold Vision

To visibly evoke Minucciano's Natalecci ritual with an original solar powered lighting system, composed of marble made structures, shaped as juniper berries and chestnut poles, similar to the bonfires of the ancient tradition, to be placed all along the shores of the Gramolazzo Lake. This innovative infrastructure, beside ensuring night time fruition of the promenade and its surroundings, will help strengthen local identity, foster community engagement, and promote sustainable tourism.

## Where We are Now:

The ARDE concept is authored by Carolina Fioretti and Amira Eldhazawy, both students at the Department of Architecture of the University of Florence (DiDA)

At the NEB Festival held in Gramolazzo on 14 June 2025 the idea was ranked 3rd among all participants.

*Pilot status: now in its prototyping phase*

## How did we get here?

II semester 2024:

- a B4M local node was created in Minucciano, with the involvement of 4-Helix stakeholders.
- thanks to an agreement between the Tuscany Region and DiDA, a group of international students was engaged in an idea contest, after a study visit onsite.

I semester 2025:

- all concept designs were presented to the local population in a public event and then voted by a jury of experts (weighted 60%) as well as by the citizens themselves (weighted 40%) through a combined online and offline polling system.

II semester 2025:

- private funds were mobilised to support the prototyping phase.

**What if...**

# What if...

As a **Visitor**

I could **experience the Natalecci ritual's atmosphere every evening, not only on December 24th**

With **warm, bonfire-like lighting, interpretive signage, and occasional live rituals**

So that **evening accessibility, safety, and cultural legibility of the landscape are significantly improved**



# Who will benefit?

## Target Groups

- **Urban planners** could deploy a coherent lighting strategy around Lake Gramolazzo that links sites and narratives
- **Private funders** could seed an installation that proves heritage led placemaking also delivers measurable returns
- **Tourists** could feel the warmth and story of the Natalecci any night they walk the shores of the lake
- **Local residents** could reclaim the lakeside as a safe, meaningful meeting place for all ages
- **Designers/artists** could translate ritual language into a series of site-specific light works
- **The Municipality of Minucciano** could catalyze a night time economy without heavy infrastructure costs
- **Conservationists** could protect nocturnal ecology while enhancing human use
- **Tourism operators** could offer curated, low-impact night experiences that tell a local story

# Key Learnings

ARDE translates a local ritual into a functional object that connects heritage, place-making, and sustainable technology, proving that design can both honor tradition and activate underused landscapes.

Successful cultural translation requires visible, respectful cues rather than literal replication.

A careful use and respectful integration of natural materials (marble) with modern technology is essential to balance human experience with ecological sensitivity.

Pilot installations at different scales (small and large units) allow testing of siting, durability, and user behavior before wider rollout.

Measuring social uptake (attendance, local business impact) will help validate cultural and economic benefits.

# NEB Values

## Beautiful – Ambition: To Evoke

- ARDE translates the Natalecci's symbolic forms into a refined marble and warm-light language, creating a poetic, site-specific aesthetic that resonates emotionally with place.

## Sustainable – Ambition: To Save

- ARDE runs on solar panels, warm spectrum LEDs, durable materials, and a modular, serviceable design to minimize energy use, maintenance, and ecological impact.

## Together – Ambition: To Unite

- The lamps act as shared focal points that foster intergenerational transfer, cultural participation, local stewardship, and social cohesion.



# NEB Working Principles

## **Participatory Process** **Ambition: To Engage**

- 4-Helix Stakeholder Involvement
- Consultation of the Local Population
- Heritage-driven Design

## **Multi-Level Engagement** **Ambition: To Liaise**

- Local B4M Node as starting point & network hub
- Regional Government as prime motor (with B4M)
- Now building links with the European NEB hub

## **Transdisciplinarity** **Ambition: To Merge**

- Professionals from multiple sectors/disciplines
- Young and seasoned designers
- Infrastructure with folklore, industry with tourism

# Common Themes

- Living with landscape and natural materials
- Rituals of light, seasonality, and collective memory
- Craft, symbolism, and contemporary reinterpretation
- Outdoor sociality and the culture of shared public space
- Solar resilience and climate adaptation



# Lessons Learned



- The project revealed that heritage driven design can carry far more social and territorial weight than expected, especially in a rural context where symbols matter as much as infrastructure.
- Implementation challenges do exist and are emerging along the way, across the design, technical and social dimensions.

# Sharing for the Future

What knowledge can contribute to the B4M Toolbox

## Place-based design knowledge

- How to translate local rituals and symbols into contemporary design without folklorizing them.
- How to work with local stone, wood, and craft traditions in ways that respect both heritage and modern fabrication.
- How to design for outdoor sociality, where public life extends into evenings and across seasons.

## Heritage as a driver of regeneration

- How a single symbolic object can activate memory, identity, and belonging.
- How to pair physical design with ritual-based programming (e.g., micro rituals, seasonal gatherings).
- How to involve elders, artisans, and cultural custodians in co-design.

# Materia Fondente

Regione Toscana - Comune di Minucciano (Lucca)

**Interreg**  
Euro-MED



Co-funded by  
the European Union

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Af



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Regione Toscana



SVILUPPO  
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MINISTERO DEL BENE URBANO, TERRITORIO  
E INFRASTRUTTURE  
RISORSE REGIONALI E SVILUPPO REGIONALE



# Project Overview

**Materia Fondente** explores the potential of **marble dust** – a by-product of the stone industry – as a flux in ceramic glazes, proposing an innovative and sustainable approach to managing industrial waste. The extraction and processing of marble generate large quantities of waste, including fine powders that, if not properly handled, can pose an environmental concern. This by-product represents a challenge in industrial waste management but can be transformed into a valuable resource through circular economy practices.

Through an experimental method based on **Ian Currie's grid** – a system that allows the testing of 35 variations of a ceramic formula – the project investigates the behaviour of marble dust in terms of fusibility and its effects on glazed surfaces. This methodology enables the analysis of the material's physical and chemical properties and assesses its compatibility with the **ceramic glazing process**, providing a scientific basis for integrating marble waste into ceramic production.



## Problem Statement

The stone industry in Minucciano generates large quantities of waste that are difficult to manage and environmentally problematic, yet this by-product when reduced to the dimension of dust, holds untapped potential as a resource for sustainable innovation in ceramics.

## Turbulences

- Marble waste is produced in large volumes, and without alternative uses it remains an environmental burden for the territory.
- Traditional ceramic glazes rely on newly extracted calcium carbonate, increasing ecological impact and resource depletion.
- The marble and ceramic sectors operate separately, missing opportunities for material synergies and joint innovation.

## Bold Vision

To transform marble dust from an overlooked industrial by-product into a catalyst for circular innovation by developing a new generation of ceramic glazes that embrace the material's natural impurities as aesthetic and functional assets, creating a replicable model where waste becomes value, craftsmanship meets scientific experimentation, and the marble territory of Minucciano evolves toward a more sustainable, expressive, and resource-aware future.

## Where We are Now:

The Materia Fondente concept is authored by Victoria Sabba, a student of the Department of Architecture of the University of Florence

At the NEB Festival held in Gramolazzo on 14 June 2025 the idea was awarded the prize for the most sustainable concept and with the fourth award

Pilot status: *prototype available*

## How did we get here?

II semester 2024:

- a B4M local node was created in Minucciano, with the involvement of 4-Helix stakeholders.
- thanks to an agreement between the Tuscany Region and DiDA, a group of international students was engaged in an idea contest, after a study visit onsite.

I semester 2025:

- all concept designs were presented to the local population in a public event and then voted by a jury of experts (weighted 60%) as well as by the citizens themselves (weighted 40%) through a combined online and offline polling system.

II semester 2025:

- private funds were mobilised to support the prototyping phase.

**What if...**

# What if...

As a **Local Industry Actor**

I could **turn a costly by-product into a valuable material stream**

With a **scientifically tested method (Ian Currie's grid) that proves compatibility between marble dust and ceramic glazes**

So that **circular economy practices strengthen both sectors (marble and ceramics) and reduce environmental impact.**



# Who will benefit?

## Target Groups

- **Ceramic designers and artisans** could access a new palette of glazes derived from marble dust, unlocking unique textures and chromatic variations that embrace material impurities as expressive qualities.
- **Marble industry operators** could turn a costly waste stream into a valuable input for another sector, reducing disposal challenges and strengthening circular economy practices.
- **Ceramic manufacturers** could reduce their dependence on virgin calcium carbonate by adopting a scientifically tested, sustainable alternative that maintains fluxing properties.
- **The Municipality of Minucciano** could promote the area as a hub of sustainable material innovation, linking heritage, industry, and contemporary craft.
- **Local communities** could benefit from reduced waste accumulation and lower extraction pressure on natural resources.
- **Social investors** could support new creative products emerging from existing industries, strengthening identity and fostering sustainable innovation rooted in place.

# Key Learnings

The project demonstrates that marble dust, traditionally treated as an industrial waste, can become a technically reliable and aesthetically rich ingredient in ceramic glazes when approached through systematic experimentation.

The Currie grid method proved essential for understanding how marble dust behaves as a flux, offering a replicable scientific framework that other territories and industries can adopt to test waste-based materials.

Embracing the natural impurities of marble dust revealed unexpected chromatic and textural qualities, showing that what is usually considered a flaw can become a distinctive expressive asset.

Moreover, the partial or total substitution of calcium carbonate with marble dust maintains fluxing properties, reducing reliance on virgin raw materials and lowering environmental impact.

# NEB Values

## Beautiful – Ambition: To Reveal

- The project uncovers the hidden aesthetic potential of marble dust, transforming its natural impurities into unique colours, textures, and surface qualities that enrich contemporary ceramic expression.

## Sustainable – Ambition: To Reuse

- By replacing virgin calcium carbonate with marble waste, the project reduces extraction impacts, diverts industrial by-products from disposal, and demonstrates a circular, low-impact approach to material innovation.

## Together – Ambition: To Connect

- Implementation links marble quarries, ceramic studios, researchers, students, and local institutions in a shared experiment, creating new synergies between industries and fostering a culture of collaborative, place-based innovation.



# NEB Working Principles

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## **Multi-Level Engagement** **Ambition: To Liaise**

- Local B4M Node as starting point & network hub
- Regional Government as prime motor (with B4M)
- Now building links with the European NEB hub

## **Transdisciplinarity** **Ambition: To Merge**

- Professionals from multiple sectors/disciplines
- Young and seasoned designers
- Scientific knowledge with craftsmanship

# Common Themes

- Living with landscape and natural materials
- Circularity and resource awareness
- Craft, symbolism, and contemporary reinterpretation
- Outdoor sociality and shared material cultures
- Climate adaptation and sustainable production



# Lessons Learned



- Materia Fondente showed that waste based substitutions can maintain technical performance, proving that marble dust can partially or fully replace calcium carbonate without compromising fusibility.
- However the size of needed investments to hit the market are incompatible with a small sized start up enterprise, therefore broader alliances are being searched.

# Sharing for the Future

What knowledge can contribute to the B4M Toolbox

## Place-based material knowledge

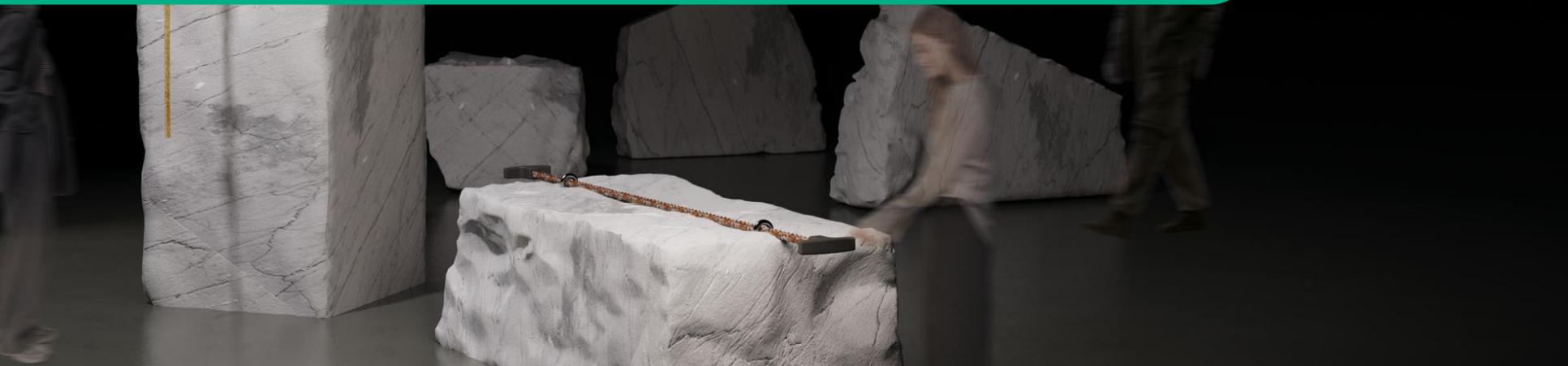
- How to work with locally abundant industrial by products and transform them into new material resources.
- How to integrate geological identity into contemporary design, allowing the territory's mineral composition and impurities to shape aesthetic outcomes.
- How to build material literacy across sectors, helping communities understand the value, behaviour, and potential of what is usually treated as waste.

## Circularity as a driver of innovation

- How a waste stream can become a functional substitute for virgin raw materials without compromising performance.
- How to use scientific methods to validate waste-based materials and create replicable protocols for other industries and regions.
- How to design processes that embrace variability, turning impurities, inconsistencies, and unpredictability into expressive and functional assets.

# S-TOOLS - The sound of the quarry

Regione Toscana - Comune di Minucciano (Lucca)



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# Project Overview

**S-TOOLS** aims to revive the roots of the quarryman's craft, telling its story through **sound** – the environment and the traditional operations of the quarries as they were once performed. From this intent, the idea arose to create **two installations** for the community which, through the sounds of quarry work, such as block cutting with a helical wire and squaring the marble, would narrate the story of the quarrymen.

To further strengthen the connection between these pieces and the history of the craft, the designers imagined a **unique path in which urban furnishings alternate with historical storytelling stops**, accompanied by reference points that help form a mental image of the surrounding landscape. This landscape is deeply connected to the narrative being presented.



## Problem Statement

Promoting sustainable tourism and cultural vitality around the Gramolazzo Lake and the surrounding quarry landscape requires new ways to make the quarrymen's craft legible, meaningful, and accessible to residents and visitors. Despite recent public investments, the area remains under-activated for cultural engagement and everyday use.

## Turbulences

- Paths, viewpoints, and lakeside areas are not yet organised into a coherent visitor experience, limiting opportunities for meaningful encounters with the quarry landscape.
- The specialised skills, songs, and working gestures of quarry workers are at risk as intergenerational transmission weakens and younger people move away.
- Installations must respect the landscape and craft traditions while using durable, site-appropriate materials and interaction modes that do not compromise ecological or cultural integrity.

## Bold Vision

To create a sequence of site-sensitive sound and sculptural installations that narrate the quarrymen's work, frame key views, and reactivate the lakeshore and surrounding path as a story-rich public realm. Two interactive sculptures will embody the "filisti" and the "quadratori" - reproducing the helical-wire cutting and chiselling gestures through sound, material presence, and tactile interaction - while a series of framed totems and urban furnishings will guide visitors along a curated route that highlights Mount Pisanino, Lake Gramolazzo, and the Museum of Identity.

## Where We are Now:

The S-TOOLS concept is authored by Jacopo Fillini and Simone Giannini, two students at the Department of Architecture of the University of Florence (DiDA)

At the NEB Festival held in Gramolazzo on 14 June 2025 the idea was ranked 5th among all participants.

*Pilot status: now in its prototyping phase*

## How did we get here?

II semester 2024:

- a B4M local node was created in Minucciano, with the involvement of 4-Helix stakeholders.
- thanks to an agreement between the Tuscany Region and DiDA, a group of international students was engaged in an idea contest, after a study visit onsite.

I semester 2025:

- all concept designs were presented to the local population in a public event and then voted by a jury of experts (weighted 60%) as well as by the citizens themselves (weighted 40%) through a combined online and offline polling system.

II semester 2025:

- private funds were mobilised to support the prototyping phase.

**What if...**

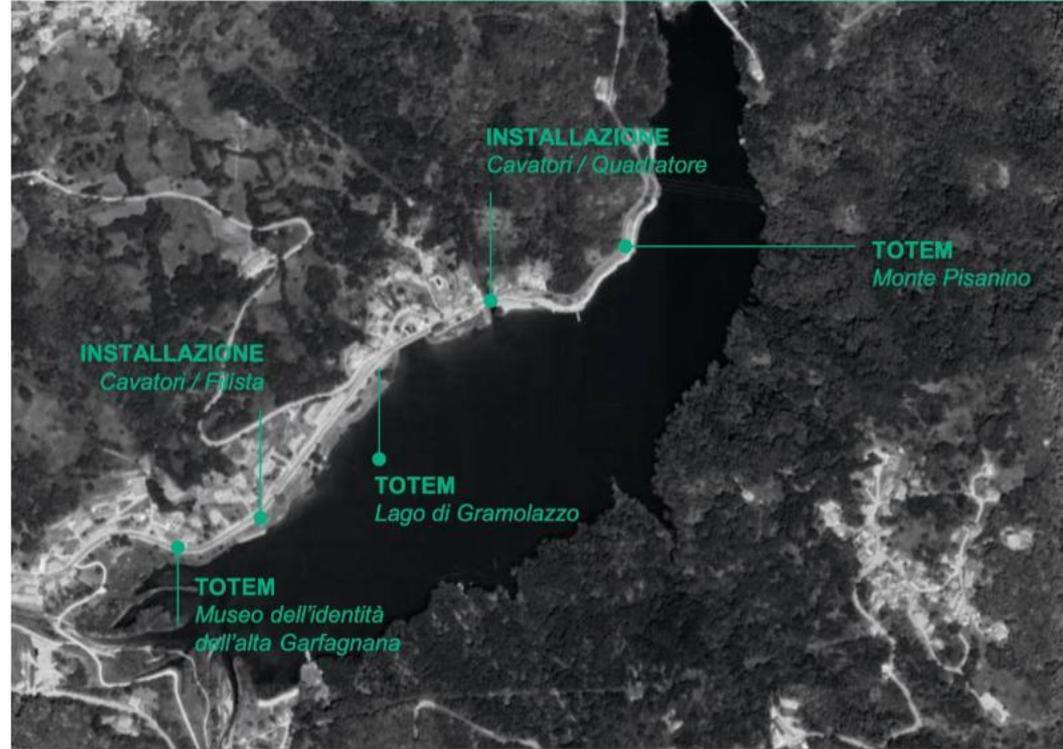
# What if...

As a Visitor

I could experience the quarrymen's world any day of the year, not only through memories or museum displays

With interactive sound sculptures, narrative stops, and landscape frames that reveal how marble was cut, shaped, and moved

So that the craft, its gestures, and its atmosphere become tangible, immersive, and part of my encounter with the territory.



# Who will benefit?

## Target Groups

- **Urban planners** could deploy a coherent system of sound-based installations and narrative totems that link sites, viewpoints, and stories across the quarry landscape and the lakeshore.
- **Heritage custodians** could rely on a tangible, interactive pathway that makes quarry knowledge accessible, supports interpretation, and strengthens the transmission of local memory.
- **Tourists** could encounter the quarrymen's craft through immersive sounds, gestures, and landscape frames, gaining a deeper understanding of the town's identity as they move through the territory.
- **Local residents** could reclaim the lakeside and quarry surroundings as meaningful public spaces where stories, skills, and community identity are shared and celebrated.
- **Designers, artists and makers** could experiment with marble, sound, and interaction to create site-specific works that translate traditional gestures into contemporary forms.
- **The Municipality of Minucciano** could activate a culturally rich route that strengthens territorial identity, supports sustainable tourism, and enhances the everyday experience of the area.
- **Tourism operators** could offer curated, low impact experiences that connect visitors with the quarry's history, the landscape, and the community's living heritage.

# Key Learnings

The project shows that heritage-driven design can activate a landscape in ways that conventional infrastructure cannot. By translating quarry gestures and sounds into interactive installations, S-TOOLS demonstrates how intangible knowledge can shape public space and strengthen territorial identity.

It reveals that successful cultural transmission requires interpretation, not replication. The project transforms the work of “filiisti” and “quadratori” into contemporary forms that respect tradition while making it accessible to new generations and visitors.

Planned installations highlight that material authenticity matters. Using marble and site-specific forms anchors them in the landscape, ensuring that the narrative remains coherent with the territory’s history and craft culture.

The project leverages storytelling routes to reconnect fragmented places. By linking installations, totems, and viewpoints, it creates a continuous narrative path that strengthens the relationship between the lake, the quarries, and the community.

# NEB Values

## Beautiful – Ambition: To Reveal

- S-TOOLS transforms the quarrymen's gestures, tools, and sounds into sculptural, site-specific installations that make the craft's material and symbolic richness visible.

## Sustainable – Ambition: To Respect

- By activating existing paths and viewpoints rather than introducing intrusive structures, S-TOOLS supports a low-impact approach to tourism and territorial regeneration.

## Together – Ambition: To Reconnect

- The installations act as shared touchpoints where residents, visitors, and younger generations can gather, listen, and interact with the sounds and stories of the quarry.



# NEB Working Principles

## **Participatory Process** **Ambition: To Engage**

- 4-Helix Stakeholder Involvement
- Consultation of the Local Population
- Heritage-driven Design

## **Multi-Level Engagement** **Ambition: To Liaise**

- Local B4M Node as starting point & network hub
- Regional Government as prime motor (with B4M)
- Now building links with the European NEB hub

## **Transdisciplinarity** **Ambition: To Merge**

- Craft knowledge with sound studies
- Young and seasoned designers
- Tradition with modernity, industry with tourism

# Common Themes

- Living with landscape and material identity
- Sounds, memory, and collective storytelling
- Craft, symbolism, and contemporary reinterpretation
- Outdoor sociality and the culture of shared public space
- Heritage-led regeneration and territorial resilience



# Lessons Learned



- The project revealed that heritage driven design carries significant social and territorial weight, especially in rural contexts where symbols, gestures, and craft memory shape collective identity as much as physical infrastructure.
- It highlighted that material choices influence narrative credibility, reinforcing authenticity and strengthening the link with the community's history.

# Sharing for the Future

What knowledge can contribute to the B4M Toolbox

## Place-based design knowledge

- How to translate quarry gestures, tools, and working rhythms into contemporary installations that respect the depth of local craft without reducing it to folklore.
- How to work with marble, wood, and traditional fabrication methods in ways that honour heritage while enabling new forms of interaction and public engagement.
- How to design open air experiences where sound, material, and landscape guide people through a narrative that unfolds across paths, viewpoints, and community landmarks.

## Heritage as a driver of regeneration

- How a single symbolic action- cutting, chiselling, or framing a view- can activate memory, identity, and belonging across generations.
- How to pair physical installations with narrative programming that encourages micro-rituals, seasonal gatherings, and shared learning moments rooted in the quarry tradition.
- How to involve quarry workers, elders, artisans, and cultural custodians in co-design processes that strengthen authenticity and ensure that intangible knowledge remains alive.

# MINU.TI

Regione Toscana - Comune di Minucciano (Lucca)



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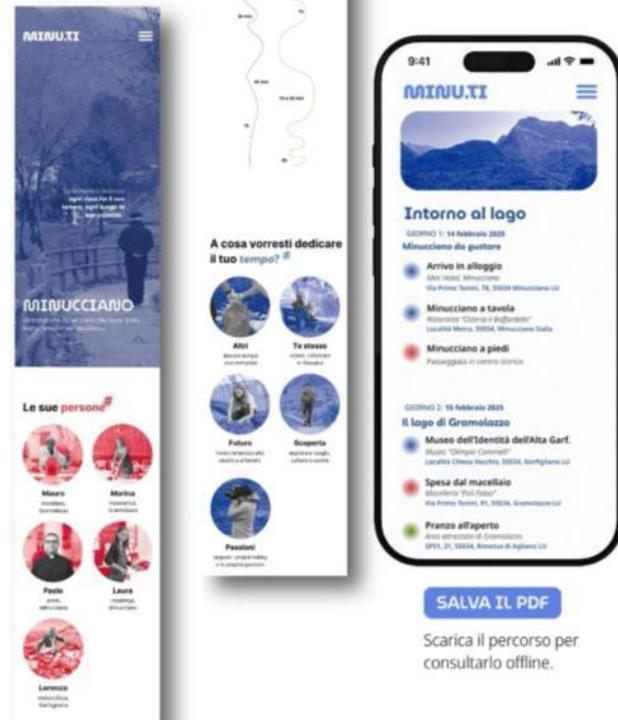


AVANTI TOPOGRAFIA E LAVORAZIONE  
TOPOGRAFICI ASSOCIATI DI MARCHE REGIONE

# Project Overview

**MINU.TI** is the concept of a **digital platform** that aims to tell the story of Minucciano through the voices of its residents, the narration of its historical and cultural heritage, and the promotion of new tourism and job opportunities. As the project's name suggests, the narrative unfolds around the concept of time in all its shades: the time of the people, the time of nature, and the time experienced by the visitors of this small town in Garfagnana.

The platform is structured around two main axes: **narration** and **opportunity**. The **narrative section** collects direct testimonials from Minucciano's residents, who share their view of the village through their personal stories or how they spend their time there, along with tips about places and people for visitors. The **opportunity section** highlights existing initiatives and proposes new ideas to attract visitors and encourage the involvement of young people and professionals interested in investing in the area.



## Problem Statement

*Minucciano faces gradual depopulation and limited economic diversification while its cultural and natural assets remain under-com-municated; the town needs new, place-sensitive channels to connect residents, visitors, and opportunities*

## Turbulences

- Local knowledge, traditions, and everyday practices are dispersed across people and places, so the town's identity and attractions fail to reach potential visitors or investors.
- Existing tourism is often episodic and concentrated in high season; limited services and coordination reduce the area's appeal for longer stays and year-round economic activity.
- Young people lack diversified job, training, and creative opportunities locally, weakening intergenerational transmission of skills and reducing the community's capacity to innovate.

## Bold Vision

A desktop and mobile app weaving residents' voices, memories and narratives, and offering a curated set of local opportunities in a single, accessible digital ecosystem: a virtual place where authentic stories are preserved and practical job listings are stored (volunteering, work away, craft residencies, guided experiences etc.). This will incentivise visitors to stay longer in Minucciano, encourage professionals and young residents to invest their time and skills locally, and facilitate the revival of traditional experiences.

## Where We are Now:

The MINU.TI concept is authored by Giulia Costa and Virginia Piombino, two students at the Department of Architecture of the University of Florence (DiDA)

At the NEB Festival held in Gramolazzo on 14 June 2025 the idea was awarded the prize for the most beautiful and inclusive concept

Pilot status: *prototype available*

## How did we get here?

II semester 2024:

- a B4M local node was created in Minucciano, with the involvement of 4-Helix stakeholders.
- thanks to an agreement between the Tuscany Region and DiDA, a group of international students was engaged in an idea contest, after a study visit onsite

I semester 2025:

- all concept designs were presented to the local population in a public event and then voted by a jury of experts (weighted 60%) as well as by the citizens themselves (weighted 40%) through a combined online and offline polling system.

II semester 2025:

- private funds were mobilised to support the prototyping phase.

**What if...**

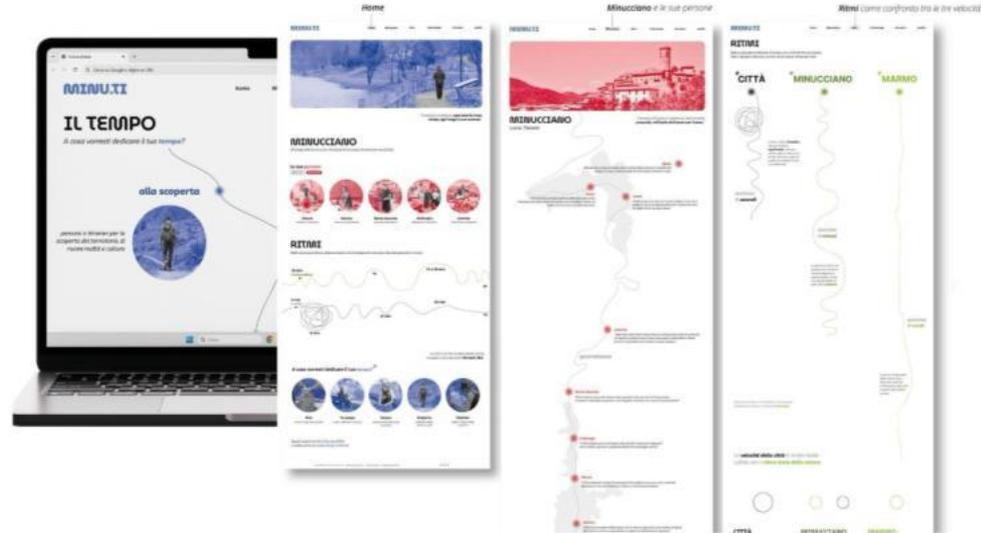
# What if...

As a **Resident or Visitor**

I could find **opportunities to work or invest**

With **access to local jobs, volunteering, training, and creative collaborations**

So that **Minucciano becomes a place where I can build a future without giving up its slower, more human rhythm.**



# Who will benefit?

## Target Groups

- **Residents and storytellers** could share their voices, memories, and everyday rhythms, helping shape an authentic portrait of Minucciano for visitors and future generations.
- **Visitors and slow-travellers** could discover the town through curated itineraries, local tips, and personal stories, experiencing Minucciano at the pace of its people and landscapes.
- **Young people and new comers** could access training, work, and volunteering opportunities, finding concrete reasons to stay, return, or invest in the area.
- **Local businesses and hosts** could gain visibility through coordinated storytelling, attracting year-round visitors and strengthening the local economy.
- **Cultural and social organisations** could connect with volunteers, promote activities, and revive traditions through a shared digital space.
- **The Municipality of Minucciano** could use platform to counter depopulation, coordinate services, and communicate the territory's identity in a unified, compelling way.

# Key Learnings

The project shows that local narratives are a **powerful resource**: when residents share their rhythms, memories, and everyday practices, they create an authentic portrait of Minucciano that no external campaign could replicate.

**MINU.TI** demonstrates that slowness can be reframed as value, not limitation. By organising stories, places, and experiences around different “*tempi*”, the platform turns the town’s natural pace into a distinctive identity and visitor experience.

The intuition is that visibility and coordination are essential for rural regeneration: by gathering opportunities, services, and activities in one place, the platform helps counter fragmentation and strengthens the local ecosystem.

Moreover, the project reveals that heritage, nature, and everyday life can become drivers of sustainable development when communicated through engaging, resident-led storytelling.

# NEB Values



## Beautiful – Ambition: To Portray

- MINU.TI reveals the beauty of Minucciano through the voices of its people, transforming everyday stories, slow rhythms, and lived experiences into a collective portrait that makes the town's identity visible and emotionally resonant.

## Sustainable – Ambition: To Revive

- By connecting local initiatives, services, and opportunities in one shared platform, the project supports year-round tourism, encourages new forms of livelihood, and helps counter depopulation through a model rooted in community, heritage, and territorial continuity.

## Together – Ambition: To Connect

- The digital platform brings together residents, visitors, young people, and other local actors into a single ecosystem where stories, skills, and opportunities circulate, strengthening social cohesion and fostering a renewed sense of belonging and participation.



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## **Multi-Level Engagement** **Ambition: To Liaise**

- Local B4M Node as starting point & network hub
- Regional Government as prime motor (with B4M)
- Now building links with the European NEB hub

## **Transdisciplinarity** **Ambition: To Merge**

- Technological innovation with community knowledge
- Young and seasoned designers
- Social innovation with territorial development

# Common Themes

- Living with landscape and natural rhythms
- Circularity of opportunities and shared value
- Community, memory, and contemporary storytelling
- Outdoor sociality and the culture of slow public space
- Sustainable repopulation and territorial resilience



# Lessons Learned



- MINU.TI demonstrated that slowness is a strategic asset, not a limitation. By framing experiences around different “tempi”, the platform transforms the town’s natural pace into a distinctive value for visitors and a foundation for mindful, sustainable living.
- It also revealed that heritage, nature, and everyday practices can become drivers of sustainable development.

# Sharing for the Future

What knowledge can contribute to the B4M Toolbox

## Place-based narrative knowledge

- How to work with local voices and lived experiences to build a shared digital story of a rural territory, turning memories, rhythms, and everyday practices into a collective resource.
- How to translate geographical and cultural identity into narrative formats that help visitors understand the town through the eyes of its residents.
- How to strengthen community literacy around storytelling, helping people recognise the value of what they know, do, and remember.

## Slowness as a driver of regeneration

- How the tempi of rural life can become a framework for designing experiences, itineraries, and opportunities that respect the natural pace of a territory.
- How to use slow-time narratives to counter the perception of marginality and reposition slowness as a cultural and economic asset.
- How to design tools that embrace temporal diversity, allowing people to choose how they want to invest their time in the village.