

# 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.

