

Glocracy - Fas.P.onSite (30/04)

In the past few months of research the initial idea behind this project has evolved, matured, and is becoming more and more actual.

Our project is about conceiving a new kind of place that has strong social and economical links with the surrounding territory.

The "epiphany" from which the project starts is the extreme reduction of the production chain allowed by knitting machines such as Shima Seiki's. With such machines (after programming them) it is possible to transform yarn in a finished garment in just a few of hours. Bringing such machinery out of the factories open an extremely wide range of opportunities.

The place we are creating can be defined as a *pole of fashion-related activities*.

It is an "*incubator of fashion talents*", in that local talents are involved in several activities and their designs become part of the collection on sale. There are several types of events that can attract local creatives, for instance:

- fashion contests to select the best local designers
- fashion shows to advertise the products but also to show the process
- fashion photography events

We also believe that providing fee-based services such as:

- rental of machine hours
- classes, workshops (and potentially a course of study)

can help them grow as designers, improve the garments they create, and, consequently, enhance the offer of the store.

It is also a "*socio-cultural pole*" more in general since it proposes a wide range of events:

- theatrical performances where actors wear our garments
- local wine and food tasting to strengthen the link with the territory and to indirectly advertise the place
- fee-based classes and workshops aimed at a wide public
- guided visits to show the creation process

It of course is also a *store* since the designed garments can be sold as-is or, potentially, entirely customized.

A part from designers and customer, our "place of experience" involves a number of actors:

- local textile companies, that might provide yarn or might be interested in renting the machinery
- local stores, that might be interested in buying finished clothes
- local producers, that might provide food and/or wine for events

The possible financiers of the project are:

- municipalities. This is usually possible only becoming a "Cooperativa" or a "Fondazione"
- "Camera di Commercio", which sponsors profit projects
- incubators