

comune di
PRATO

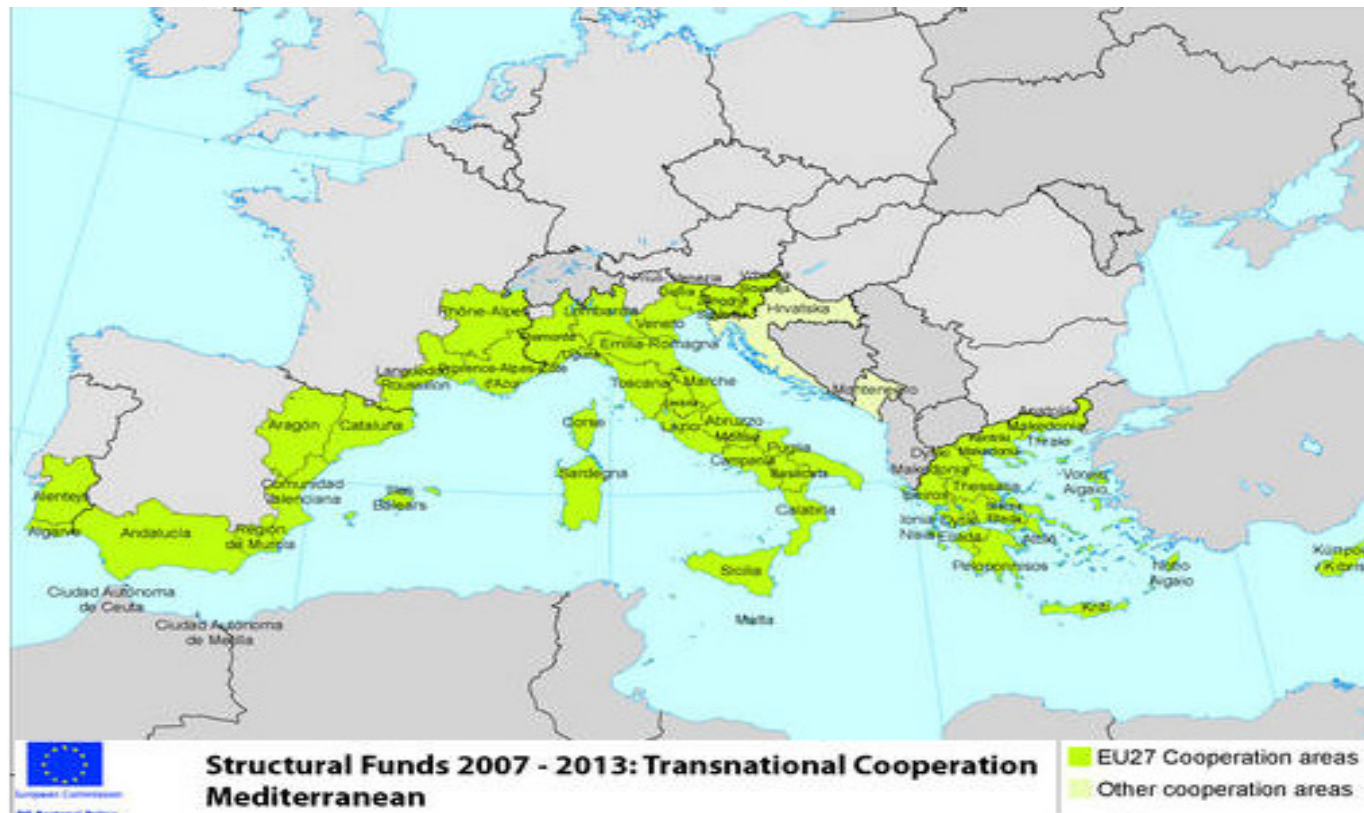


TEXMEDIN

**TEXtile and apparel EuroMEDiterranean
heritage for INnovation**



**EU Programme: Programme MED (Axe 1: Strengthening innovation capacities
Objective 1.1: Dissemination of innovative technologies and know-how)**



TEXMEDIN Kick Off Meeting - Prato, April 7, 2009



Theme of the project

To assess, share and exploit the Mediterranean T&A productive know-how and creative heritage in order to stimulate the production of new high added-value and environmental friendly T&A products through:

- Clustering the existing productive, technical and creative resources to create transnational, cross-sectoral synergies
- Developing new measures to foster innovative T&A entrepreneurship integrating R&D, fashion and design in the productive value chain
- Fostering a stronger interaction between emerging designers, T&A museums, research centres and T&A SMEs.



Main Objective

To create a transnational cluster in order to increase the competitiveness of the partners' territories in T&A - a most relevant sector of the partners economies - by fostering the focus on quality, design and innovation to deliver high value-added products and favour the transition from traditional industry towards a new knowledge-based economic model.



Specific Objectives

To identify, share and exploit the partners' T&A knowledge-base of productive know-how and creative heritage as a driver for innovation and inspiration source for the production of new high added-value T&A products;

To create a transnational cluster combining the partners economic, technological and creative resources in order to integrate R&D, fashion and design in the productive chain, support the interaction between emerging designers, textile museums, training and research centres and T&A SMEs, and facilitate the creation of new enterprises in the T&A sector.



Partnership

- Municipality of Prato (Italy) - Lead Partner
- Textile Museum of Prato (Italy)
- Fomento de Terrassa (Spain)
- Centre de Documentació i Museu Tèxtil of Terrassa (Spain)
- Clothing Textile and Fibre Technological Development Company (CLOTEFI) (Greece)
- Hellenic Clothing Industry Association (Greece)
- Peloponnesian Popular Foundation (Greece)
- Institut Français du textile et de l'habillement – IFTH (France)
- Carpiformazione (Italy)

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Geographic Coverage



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Nature of the partners

Heterogeneous but balanced partnership, sharing common interest and vision on the future of the T&A sector.

- 2 Local Authorities
- 3 Textile Museums
- 2 Research & Innovation Centres
- 1 SMEs business organisation
- 1 Training Centre



Project Activities

- Comp. 1 – Communication & Capitalisation
- Comp. 2 – Management & Coordination
- Comp. 3 – Integrated knowledge-base
- Comp. 4 – Cluster for Innovation: The Inspiring Lab Model



Integrated knowledge-base

1. Joint survey of **experience and good practices** of partners regarding the collection and valorisation of the T&A heritage
2. Development of a **common methodology** providing the standard on the collection and valorisation of the T&A heritage
3. 2 Thematic Workshop and Study Visits
4. Definition of **cataloguing criteria and software** according to European standards for the digital cataloguing and indexation of T&A heritage
- 5. Database software** development and implementation
6. Selection and pooling of **T&A items** (patterns books and other typologies of technical documentation), representative of the identity features of each territory



Integrated knowledge-base (2)

7. **Online digital T&A library** providing the structured information on each material + Handbook for the use of stakeholders
8. **Focus on a selection of T&A items:**
 - a. Local tacit knowledge (social and cultural context);
 - b. Identification of the composition and additional structural components;
 - c. Identification of manufacturing processes.
9. **Assessment** of the identified **T&A materials and technologies** in view of modern technological evolutions and regulations.
10. **Peer implementation: agreement protocol** for the expansion of the database to other European museums and T&A SMEs.



Cluster for Innovation: The Inspiring Lab Model

1. Creation of a **shared database of fashion and design schools**
2. Elaboration of a **theoretical model** for the definition, the structure, the organisation and management of the Inspiring Lab in the involved territories
3. **Planning of the services** provided to the SMEs by the Inspiring Labs
4. **Facilities charter and preliminary project** for the realization of the local Inspiring Labs
5. Definition of the **young designers and stylists' contest**.



Cluster for Innovation: The Inspiring Lab Model (2)

9. **Evaluation and final selection** of the young designers and stylists
10. **Training** of selected designers - Tutoring and mentoring activities
11. Elaboration and creation of **project works**
12. **Prototyping of the project works** including industrial feasibility and reproducibility
13. **Feasibility study** on the permanent establishment of the “Inspiring Labs”



Communication & Capitalisation

1. Press communications
2. Brochures / leaflets
3. Newsletters
4. Project website
5. Final publication of project's results including guidelines for policy-makers and policy recommendations
6. Expositions of the project works
7. Final conference of the project



Budget

- **Total Budget: 1.901.750,00 EUR**
- **ERDF Contribution: 1.426.312,50 EUR (75%)**
- **National Contributions: 475.437,50 EUR (25%)**



2009 – European Year of the Creativity and Innovation

Creativity is a driver for innovation and a key factor for the development of personal, occupational, entrepreneurial and social competences and the well-being of all individuals in society.



For further information, please, contact

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