



**SELF  
MADE**

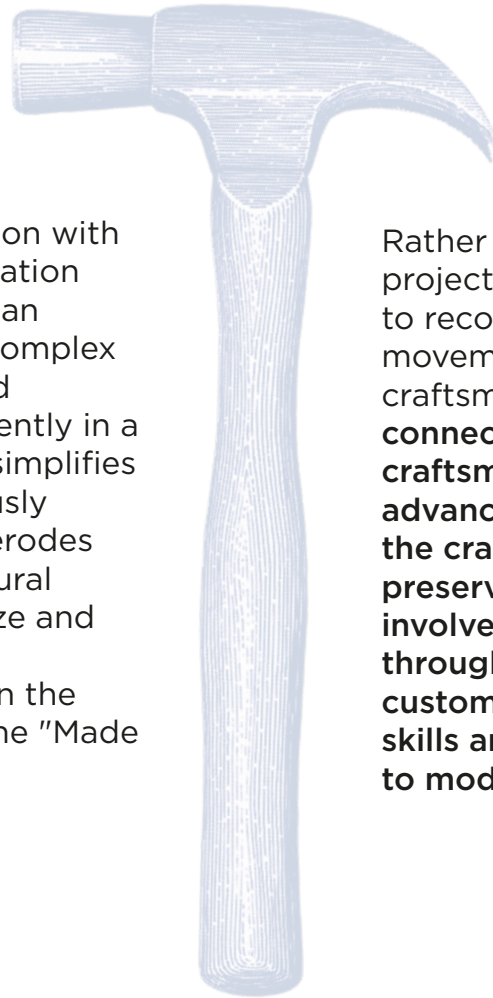
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*Confartigianato*

CHALLENGE



IDEA

The project, developed in collaboration with **Confartigianato Toscana**, an organization dedicated to the preservation of Italian craftsmanship, aims to address the complex relationship between technology and traditional manual skills. We are currently in a transition period where technology simplifies many aspects of life but simultaneously diminishes our manual abilities and erodes gestures that are integral to our cultural heritage. This project seeks to analyze and elevate these gestures and manual techniques, with a particular focus on the **world of craftsmanship**, especially the "Made in Italy" tradition.



Rather than establishing a physical space, the project leverages **technology as a mediator** to record, catalog, and preserve the gestures, movements, and hand techniques of expert craftsmen. **The core idea is to re-establish a connection between the user and the craftsman by utilizing the same technological advancements that have posed challenges to the craftsmanship world, now to enhance and preserve manual labor. The project directly involves artisans, expanding their market through innovative ways of interacting with customers, thus ensuring that traditional skills are not only preserved but also adapted to modern demands.**



# SELF MADE



**Self Made** is a multifunctional and interactive platform designed for both craft enthusiasts and artisans. The former can use it to explore specific regions and learn about various craft techniques, while also immersing themselves in a virtual workshop to create their own piece of craftsmanship, guided virtually by experts. Ultimately, they receive the finished product, crafted by a skilled artisan.

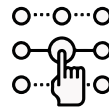
USER EXPERIENCE



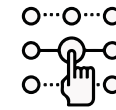
.1 scope choice



.2 product choice



.3 configuration



.4 kit delivery



.5 virtual workshop



.6 craftsman explanation



.7 virtual execution



.8 craftsman explanation



.9 virtual execution



.10 send digital model



.11 craftsman making



.12 product delivery



TECHNOLOGY



PROTOTYPE

