



Project author or developer:
Stella Cribari - Enzo Gioberto

Where:
IT / Italia / Città Metropolitana di Torino

Website:
www.laboratoriovalsusa.it/

Laboratorio Valsusa tells the stories of entrepreneurs and their activities, and tells also the Susa Valley through a trip that ties this piece of Piedmont to France and projects in the rest of Europe and the World. The word LABORATORY has an important meaning: the laboratory is the workplace for excellence of small businesses and houses knowledge and experience that are the real wealth of artisan enterprises. The laboratory is the place where they take the form of things and ideas. The Susa Valley, with its riches and its treasures, can become a great laboratory where design, creativity build ideas that can give identity to a territory and its productive fabric, a local identity is shared by community, which overall, able to bring Valley outside its borders. The project based on three pillars: • The interaction and the aggregation of enterprises working in the valley • The maintenance in the valley of the young through paths of knowledge and inclusion in local production • The participation of various local actors (businesses, schools, local authorities, citizens) in the construction of communication tools aimed to promote the area and its image.

The approach will be "community-led", where are the voices of the protagonists, their faces, their stories to enhance the area and explain why and how to invest in it. The territory becomes the joining element around which meet entrepreneurs, students, teachers and the arts and culture sector, and web and multimedia tools that bear witness and they spread its communication.

