



“Ho cominciato a lavorare il cuoio per necessità, perché avevo bisogno di lavorare. All’inizio non sapevo bene cosa stavo facendo. Mi rendo conto che ho seguito la strada del selvaggio.”

“I started working leather out of necessity, because I needed to work. At first, I didn’t really know what I was doing. I realised that I followed the path of the savage.”

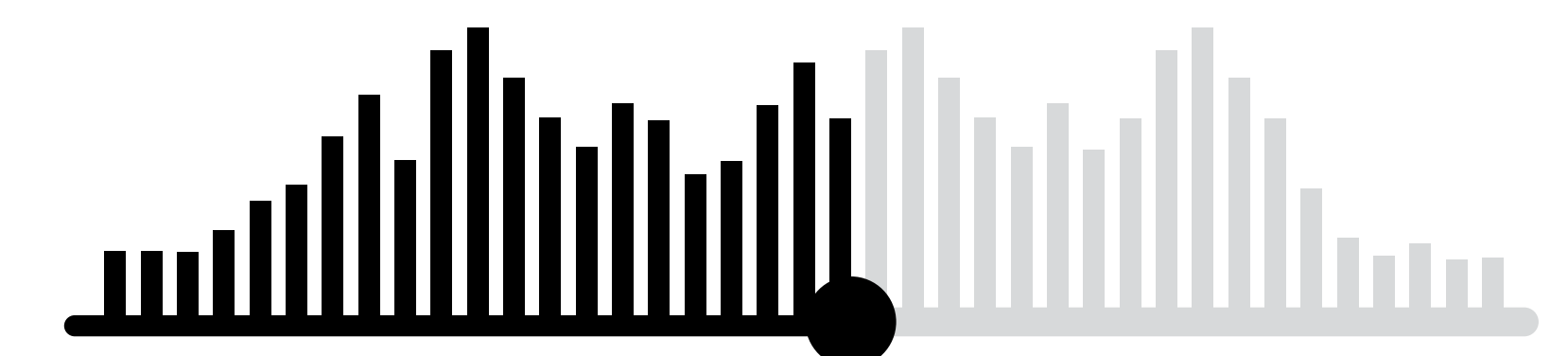
Renzo Sindoca  
mascheraio e  
artigiano del cuoio

Renzo Sindoca  
mask maker and  
leather craftsman

**22 %**  
le imprese di artigianato  
artistico in Italia sul totale  
delle imprese artigiane

artistic craft enterprises  
in Italy out of total craft  
enterprises

(Confartigianato Imprese 2019)



Ascolta: “Un selvaggio a Venezia”  
Listen: “A savage in Venice”





“A infilar perline ci vuole pazienza,  
proprio come a vivere: così giorno  
dopo giorno, perlina dopo perlina ho  
accompagnato i miei figli a crescere,  
i miei anziani a morire. Con le perline  
ho imparato la disciplina  
e la resistenza.”

“Stringing beads takes patience, just  
like living: so day after day, bead after  
bead, I accompanied my children to  
grow up, my elders to die. With beads  
I learned discipline and endurance.”

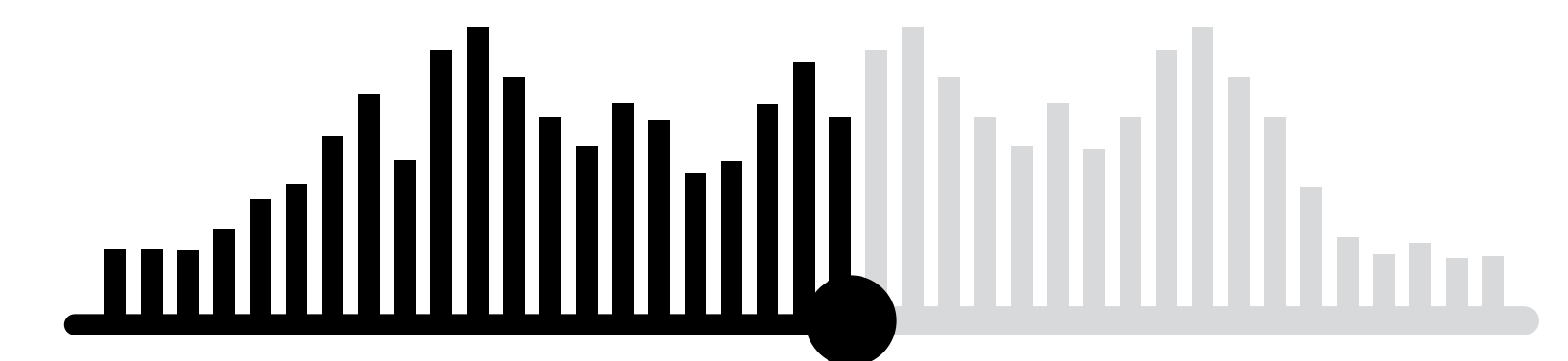
Daniela Longhin  
impiraressa

Daniela Longhin  
bead stringer

**801.801**  
lavoratori dell'artigianato  
artistico in Italia nel 2019

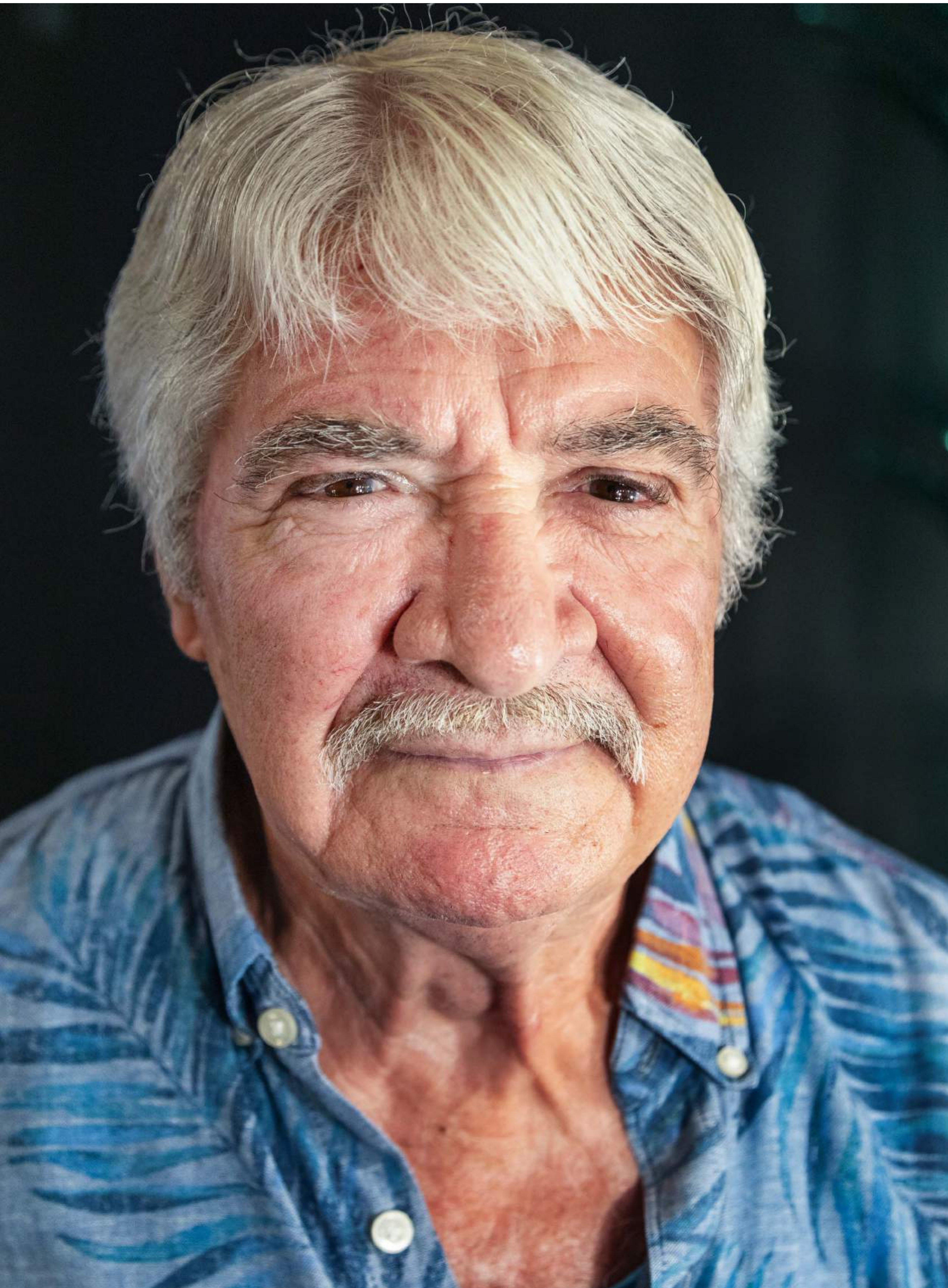
artistic craft workers  
in Italy in 2019

(Osservatorio Economia e Territorio - Centro Studi Sintesi/CNA 2024)



Ascolta: “Come perline in una collana”  
Listen: “Like beads in a necklace”





“Perché io ho la quarta elementare,  
ma ho imparato tutto facendo. Ho  
imparato a imparare dai miei errori,  
senza paura di sbagliare, ma anche a  
imparare dagli altri. Per questo sono  
ancora qui.”

“Because I have the fourth grade, but  
I learned everything by doing.  
I learned to learn from my mistakes,  
without fear of being wrong, but also  
to learn from others. That is why I am  
still here.”

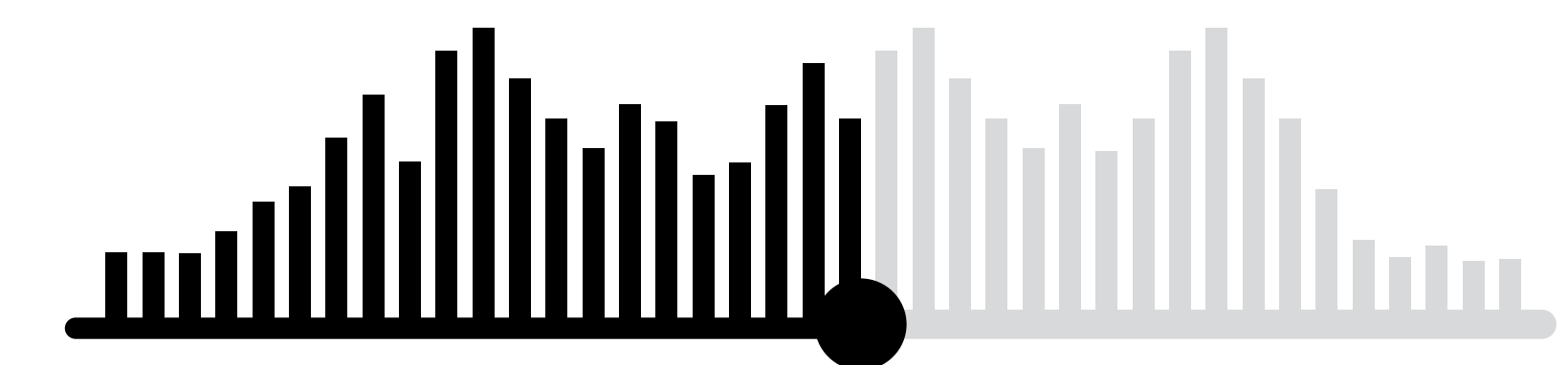
Giovanni Signoretto  
maestro del vetro

Giovanni Signoretto  
glass master

**64**  
le fornaci di Murano

the Murano furnaces

(Forbes Italia 2024)



Ascolta: “Imparare a imparare”  
Listen: “Learn to learn”





“La cosa più difficile da imparare è saper stare con le persone; saper parlare, capirle, ascoltarle. Io, se fossi stato una persona diversa, non avrei mica avuto così tanta fortuna nel mio lavoro. L’ho detto ai miei figli: lavorate anche su quello che siete, non solo su quello che sapete fare.”

“The hardest thing to learn is how to be with people; how to talk to them, understand them, listen to them. If I had been a different person, I would not have had so much luck in my job. I told my children: work on who you are, not only on what you can do.”

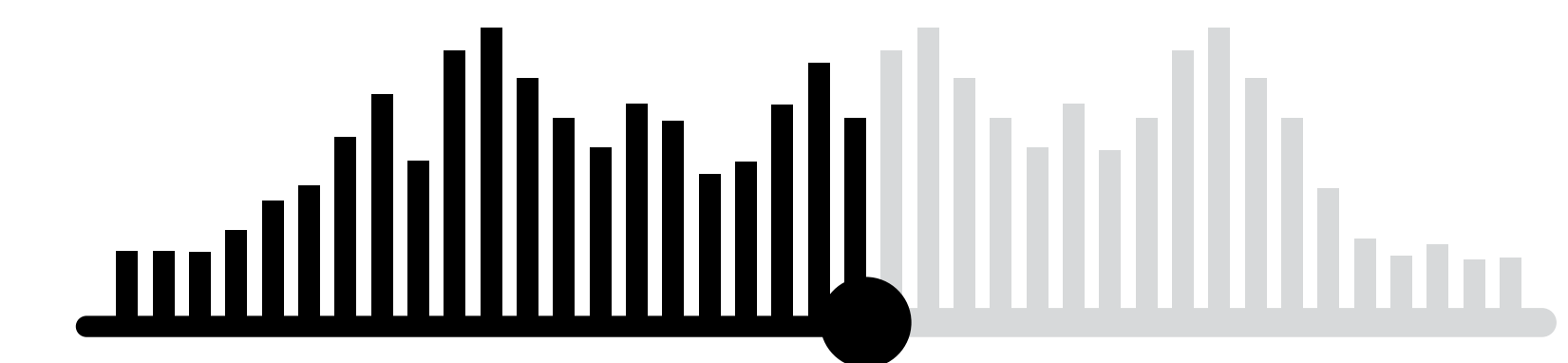
Aldo Trevisaniello  
corniciaio

Aldo Trevisaniello  
framer

**70.000**  
lavoratori artigiani del  
settore carta e legno

craft workers in the  
paper and wood sector

(Osservatorio Economia e Territorio - Centro Studi Sintesi/CNA 2024)



Ascolta: “La persona che sei”  
Listen: “The person you are”





“Il merletto è un mestiere  
che si trasmette di  
generazione in generazione  
facendo. Si può studiare,  
puoi anche guardare i video,  
ma poi lo devi fare. Non c'è  
nessun altro sistema.”

“Lace is a craft that is passed  
down from generation to  
generation by doing. You  
can study, you can even  
watch videos, but then you  
have to do it. There is no  
other system.”

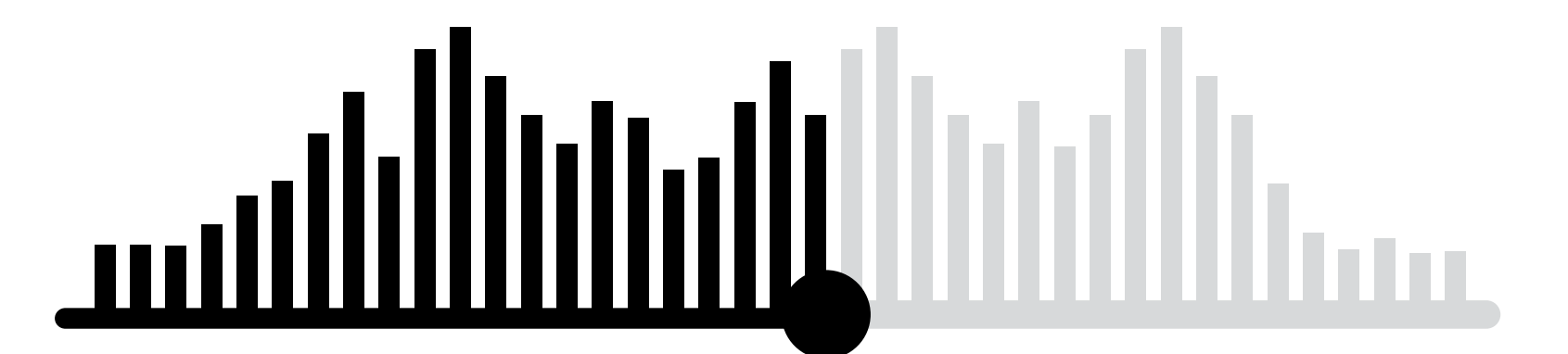
Sandra Maravacchio  
e Ludovica Zane  
merlettaie

Sandra Maravacchio  
& Ludovica Zane  
lacemakers

**18 %**  
titolari donne di imprese  
artigiane italiane

women owners of Italian  
craft enterprises

(Unioncamere)



Ascolta: “Come una preghiera”  
Listen: “Like a prayer”





“Quando poi gli oggetti escono dal forno, gli allievi mi guardano con gli occhi spalancati e dicono: l’ho fatto io? Fare le cose da noi, creare, ci rende felici, poco importa la qualità del risultato.”

“When the objects come out of the oven, the students look at me wide-eyed and say: did I do that? Doing things by ourselves, creating, makes us happy, no matter the quality of the result.”

Sibylle Heller  
ceramista

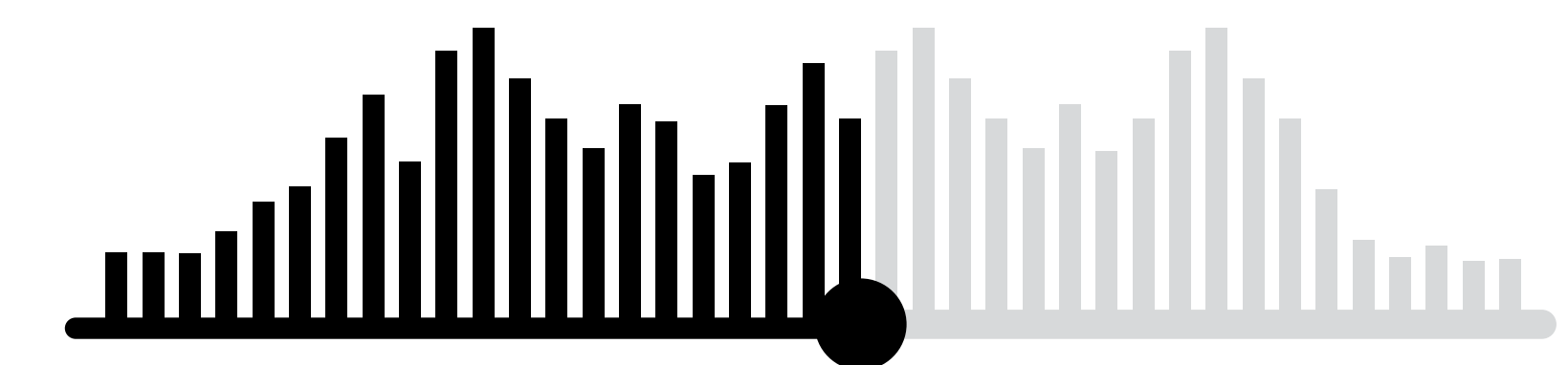
Sibylle Heller  
ceramist

**1.087**

le imprese artigiane censite a Venezia nel 2018. Nel 1976 erano 2.207. Nello stesso periodo i cittadini sono passati da 102.269 a 52.996.

craft enterprises registered in Venice in 2018. In 1976 there were 2.207. In the same period, the number of citizens dropped from 102.269 to 52.996.

(Confartigianato Imprese Venezia in collaborazione con Centro Studi Sintesi e Smart Land)



Ascolta: “Non sono capace”  
Listen: “I am not capable”



## iNEST Spoke 6 - Tourism, Culture and Creative Industries

Ca' Foscari University of Venice is part of iNEST - Interconnected Northeast Innovation Ecosystem, a research initiative involving all universities in the Northeast of Italy. Within iNEST, Ca' Foscari University of Venice leads Spoke 6, devoted to "tourism, culture, and creativity". The Spoke adopts an ecosystemic approach, highlighting the interconnections between various phenomena dealing with tourism, such as digital technology and big data governing tourist flows, new cultural imaginaries for touristic destinations and the role of creative industries. Spoke 6 includes a team of 35 young researchers and 25 faculty members from four partner universities (Free University of Bozen-Bolzano, University of Trento, University of Verona), organised into four research groups. At Ca' Foscari, key academic disciplines – management, economics, sciences, arts, and humanities – collaborate to develop an innovative tourism ecosystem where culture is a strategic transformation driver.

## SOUVENIR: An exploration of craft memory

'Souvenir' is an artistic project that combines photography, storytelling, and research to preserve and share the knowledge and skills of Venetian craftsmanship. Starting from the memories of retired craftsmen and craftswomen, a group of researchers, a photographer, a playwright, and a company of actors have created a new narrative form by transforming interviews into monologues and suggestions into images. The central theme of 'Souvenir' is preserving traditional creative manufacturing in the heritage city. This, in turn, activates reflections on the continued presence of craft makers in Venice which depends on the transmission of tacit skills often to younger generations. Thus, the project seeks to understand whether remembering the past alleviates the pain of losing a dying craft or whether the pain of the craftsmen and women persists even in their most profound memories. In a city like Venice, where tourism is increasingly focused on mass consumption and rapid commodification, returning to the memories of people who dedicated their lives to craftsmanship becomes a way to uncover the intricate relationship between skill, identity, and cultural resilience.

"Souvenir: an exploration of artisan memory" is an art-based research project of iNEST Spoke 6 - Tourism, Culture and Creative Industries in collaboration with Zelda Teatro and the photographer Andrea Signori.

**CREDITS:**  
**Ca' Foscari Univeristy  
of Venice research team:**  
Manfredi de Bernard,  
Margherita De Luca,  
Camilla Ferri

Photos by  
**Andrea Signori**

Playwriting by  
**Filippo Tognazzo**

Interpretation by  
**Sasha De Medici and  
Julio Alejandro Escamilla  
Camacho**

Music by  
**Luca Francioso**

Recorded at the  
**True Colour Studio in Padua**

Coordinator  
**Federica Bittante**

Production  
**Zelda Teatro**

Supervision by  
**Prof. Fabrizio Panozzo,**  
project coordinator  
of iNEST Spoke 6

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for their collaboration:  
**Daniela Longhin  
Sibylle Heller  
Sandra Maravacchio  
and Ludovica Zane  
Giovanni Signoretto  
Renzo Sindoca  
Aldo Trevisanello**