



deadline 05.05.2024

CALL FOR TRAVEL DESIGNER

INTRECCI DI COMUNITÀ

Call for two
social residencies
for travel designers
in Maratea, Basilicata

NUOVA
LIBBANERIA
MEDITERRANEA

INTR
ECCIdi
COMU
NITA

Cod. 2021 - NCS - 01130

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APT BASILICATA



OPEN CALL

COMMUNITY TIES

Call for two social residencies for travel designers in Maratea, Basilicata

'Intrecci di Comunità - Sviluppo della filiera produttiva della Nuova Libbaneria Mediterranea' is a project - supported by Fondazione con il Sud and Enel Cuore - **that recovers and enhances the production of the „libbani“, the ancient grass ropes** used for navigation purposes in the Mediterranean Sea until the 1960s. The project aims at setting up a community enterprise based in Maratea (Basilicata Region, Italy) called „Nuova Libbaneria Mediterranea“, through a training and work placement programme for women at risk. The social enterprise revitalises local traditions and artisans through tourism experiences and contemporary design.

With a view to further develop the creation of the Nuova Libbaneria Mediterranea, we are organising a residency programme in Maratea for **European travel designers**.

Two residencies will aim at repositioning the territory of Maratea as **a sustainable tourism destination through the dialogue between innovative travel experiences rooted in local craftsmanship and contemporary design**.

The collaboration takes place in dialogue with the women artisans as well as the project facilitators to further finetune the co-design of the final tourism experience.



1. Timing

Call opening 4 April 2024

Application deadline 12 May 2024

Designation and publication of selected projects by 1 June 2024

Residency period > to be identified in the period between 22 June and 6 July or between 31 August and 15 September

2. Aims

- **Expand the offer of the Nuova Libbaneria Mediterranea (NLM) by developing tourism experiences** that strengthen the recovery process of the traditional production of the libbani ropes and the usage of the "tagliamani" plant (*Ampelodesmus mauritanicus*).
- **Design and deliver an innovative community-based tourism experience** concept which can be included in the overall social enterprise's commercial offer.
- **Experiment with a methodology** for the co-design of the tourism experience based on the collaboration with and participation of local stakeholders.
- **Establish relations** with professionals, organisations and the territory on the theme of community-based tourism by establishing a dialogue with the citizens through dissemination activities.

3. Who can participate

Travel designers (or other professions in the tourism sector) wishing to expand their practice to the territory of Maratea and the Valle del Noce in the Region of Basilicata (Southern Italy) by creating a unique tourism experience with a strong social dimension based on the revitalisation of traditional craftsmanship and shaped by new travel trends.

4. How to participate

Send

- a motivation letter (maximum 2000 characters including spaces)
- a presentation of the approach to the development of the concept of the travel experience and related methodology centred on the recovery of the traditional production of the libbani (vegetable ropes)
- a CV of maximum 2 pages highlighting relevant past experience



5. The residencies include

- 3 days of research/study and workshop activities and 1 day of dissemination and exchange activities in the area.
- A site visit including a tour of the city and its surroundings, in order to understand and (share) the environment in which the libbani ropes are produced
- Workshop activities to learn about the history of the libbani ropes and meet the craftwomen involved in the recovery of the libbani ropes and discuss the evolution of study and research.
- Study and research activities to develop the travel design idea
- Dissemination and exchange activities with tourists and local residents through the delivery of the tourism experience concept with the organisational support of the partnership.

6. Technical Support

During the residencies there will be full access to all the tools and equipment needed for shaping the tourism experience linked to the production of the libbani ropes. Any equipment/materials required required will be provided up to a maximum expenditure of 400 euro.

7. Where

The residences and related activities will take place in Maratea, a municipality in Basilicata overlooking the Gulf of Policastro. The building that will host the workshop activities is an old mill, adjacent to the Sorginpiano fountain, the place where the actual recovery process of the libbani ropes is taking place.

8. Who

The main reference point for the selected travel designers will be the inMateria association. They will work closely with the women artisans. The action is also supported by a broad partnership of 12 organisations covering the municipalities involved in the project (in addition to Maratea, also Lauria, Rivello and Trecchina).



9. The remuneration

The fee envisaged for each selected project is 1,000 euro inclusive of all charges and also includes the transfer of the rights to use the concept to Nuova Libbaneria Mediterranea, without prejudice to intellectual property rights (the travel designer will sign a release form).

The tourism experience could be included in the commercial offer of the Nuova Libbaneria Mediterranea as well as in the digital library (images and how-to videos) and the catalogue of materials for the project.

Travel and accommodation to and from Maratea are covered by the organisation (travel within the limit of 350 euros upon presentation of tickets and receipts)

10. Evaluation Committee

Ilaria d'Auria - co-founder of the project / inMateria APS

Angelo Licasale - co-founder of the project / inMateria APS

Roberta Milano - Expert in tourism marketing and communication

Antonio Nicoletti - Director of the Promotional Tourism Agency of Basilicata Region

Emma Taveri - Founder and CEO of Destination Makers

11. Project selection

The evaluation criteria will be

- the originality of the travel design project
- the feasibility of the submitted project
- the functionality in terms of production and/or commercialisation
- the candidate's CV and portfolio, with particular attention to similar experiences

12. How to submit the project

Participation in the competition is free of charge.

Each candidate must submit the following documentation, either in Italian or English.

- Participation form duly completed and signed.
- Photocopy of a valid identity document.
- A motivation letter (maximum 2000 characters including spaces)
- CV of maximum 2 pages highlighting relevant past experience and any links to websites.
- Project proposal (max 5 pages and 5 mega) containing: description of the project, sketches, images.

The documentation must be sent by email **no later than 11.59 p.m.**

on 12 May 2024 to **intreccidicomunita23@gmail.com**

with the subject line "CALL INTRECCI DI COMUNITÀ – name of the candidate".

Applications and documents sent by other means than those indicated in this call will not be taken into consideration.



13. Regulation

- Projects will be selected by the Evaluation Committee.
- The Evaluation Committee reserves the unquestionable right to choose of the projects and undertakes to communicate its choices by 01-06-2024.
- The choice of weeks of residence for the selected projects will be decided by the Evaluation Committee
- Excluded projects may be published or exhibited as part of the project activities.
- Each participant in the residency will be asked for
- Declaration of receipt of the fee as reimbursement of remuneration and expenses with disclaimer of claim.
- Release for the transfer of the project to the Nuova Libbaneria Mediterranea for production purposes, apart from the intellectual property right with the clause of having nothing to claim.

By signing and sending the participation form, participants accept these regulations and undertake to observe them.

13. Liability

The Organisation declines all liability

- for use of material covered by copyright or other rights;
- for data or files sent and not received;
- for damage caused inside the accommodation and/or in the environment(s) involved and to third parties, which will instead be recognised and charged directly to the person.

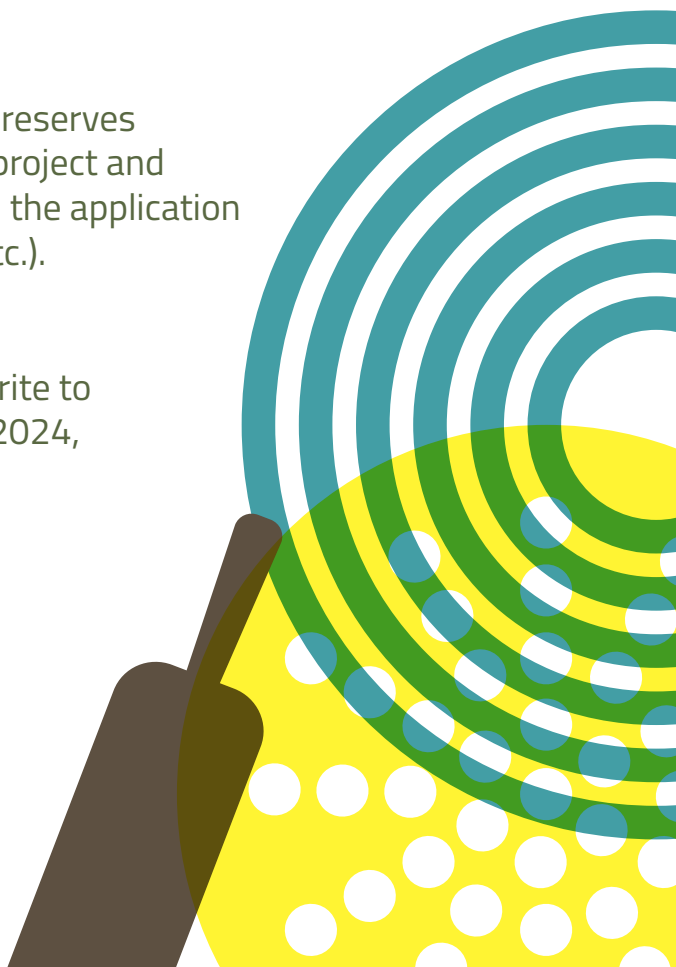
15. Note

During the selection process, the organisation reserves the right to contact the candidates to discuss project and organisational aspects and anything related to the application (data entered, materials and tools indicated, etc.).

16. Info

For questions or further information, please write to intreccidicomunita23@gmail.com by 30 April 2024, we will reply within 1 working day.

www.nuovalibbaneriamediterranea.it



OPEN CALL COMMUNITY INTERWEAVING PARTICIPATION FORM
call for two social residencies for designers and makers in Maratea, Basilicata

**INTR
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NITA**

Cod. 2021 - NCS - 01130

All fields are compulsory, please fill in the form in clearly readable capital letters

I, UNDERSIGNED _____
BORN* IN _____ ON* _____
FISCAL CODE * _____
RESIDENCY ADDRESS _____
COUNTRY OF RESIDENCY _____
CITIZENSHIP _____
CELL PHONE _____
NUMBER _____
E-MAIL (ben leggibile)* _____

REQUESTS

to participate in the call for proposals INTRECCI DI COMUNITÀ for two social residencies for designers and makers in Maratea in Basilicata.

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Date

Signature

By submitting the signed application form you accept the Rules and Regulations of the Call for Proposals

*I authorise the processing of my personal data in accordance with REGULATION (EU) 2016/679

Place and date _____ Signature _____

*I also authorise the use of the images sent for the promotion of the project, institutional communication and publications relating to the initiative. In the event of a positive outcome of the selection, the authorisation is understood to be extended also to the images of the works produced during the residency period.

Place and date _____ Signature _____

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