

**WORTH PARTNERSHIP PROJECT AT FUORISALONE
WHEN COLLABORATION, INNOVATION AND SUSTAINABILITY MEET
AND MAKE DESIGN COMPETITIVE**

On the occasion of the 2021 edition of Fuorisalone Digital, WORTH Partnership Project presents "CREATIVITY", a series of videos dealing with the hottest topics of design between circular economy, craftsmanship 4.0 and social inclusion. Each video will introduce to the public some of the 64 winning projects realised thanks to Europe's largest creative incubator.

Milan, 12 April 2021 - Multi-directional lightweight seats made of 3D mesh for drone taxi passengers, a garment capable of reacting to earthquakes, a lamp that marks the passing of time created using bioluminescence as a light source: collaboration, innovation and sustainability are proving to be key factors in the economic recovery of the creative industry, which lost approximately 31% of its revenues in Europe by 2020.¹

From 12 to 18 April, Europe's most creative designers, emerging from the latest call of the WORTH Partnership Project, Europe's largest creative incubator funded by the European Union's COSME programme, will be online at Fuorisalone with their projects and their unique vision of the circular economy, digital production, the use of high-performance materials, social innovation and craftsmanship 4.0. On Fuorisalone TV it will also be possible to know them and hear from their words the challenges faced in the exclusive video series "[CREATIVITY](#)", an incredible journey to discover the design of the future.

Creativity is the key factor for the future

"Creative sectors are among the most dynamic and innovative sectors in the EU economy. Furthermore, they are drivers in the transition towards a more sustainable and inclusive society and economy as they are increasingly invoked as key players when it comes to address global challenges, such as the shift to a more sustainable paradigm or the building of a resilient society." explains Silvia Draghi, Policy Officer at the European Commission.

What is WORTH Partnership Project

WORTH Partnership Project is a four-year project funded by COSME, the European Union Programme for the Competitiveness of Enterprises and Small and Medium-sized Enterprises (SMEs), which fosters the emergence of transnational collaborations between designers, creatives, manufacturing companies (SMEs) and tech firms in order to develop innovative products and designs.

The 64 winning projects to be presented at FuoriSalone Digital are the result of the Third Call of the WORTH Partnership Project, involving 147 partners from 30 European countries.

"Today, more than ever, it is important to support companies and designers working in the creative sector, promoting the development of cross-border collaborations with high potential for innovation and creativity. The incredible added value that comes from the interaction of different points of view, different knowledge, experience, skills and the influence of different worlds and values, combined with an approach that is

¹ https://assets.ey.com/content/dam/ey-sites/ey-com/fr_fr/topics/government-and-public-sector/panorama-europeen-des-industries-culturelles-et-creatives/ey-panorama-des-icc-2021.pdf?download

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constantly striving for innovation, also with a view to safeguarding the planet, have been the success elements of the winning partnerships of WORTH, which in four years has selected and accompanied on the market 152 projects involving 346 partners from 34 countries throughout Europe,” Korina Mollá, coordinator of the WORTH Partnership Project, explains.

SOME OF THE WORTH PARTNERSHIP PROJECTS:

Aeras-x Seat for Drone Taxis

Lightweight multidirectional 3D knitted seating for passengers in drone taxis.

Paesi coinvolti: Austria, Germany



The challenge: the transport industry is evolving through new possibilities and textiles are playing a key role contributing with smart designs, durability, flexibility, comfort and low weight. Drone taxis will be a reality in a few years' time, so why not be part of shaping the future?

The solution: the Project will design and scale up [a lightweight multidirectional 3D knitted seating concept for passengers in drone taxis](#) providing maximum comfort within the tight constraints of a drone taxi, through the characteristics of a multi-zone, adaptable suspension knit. The basis is knitting technology using biodegradable fibres including multi-zone knit construction varying elasticity. They will create soft spacers volumes acting like foam to maximise comfort while seamlessly integrated in the whole knit process without the need of secondary materials or procedures. No-waste production of the knit is a key element of the seat's sustainability goal.

The partners of the project:

GREINER AEROSPACE GMBH (Austria): Greiner aerospace is a full-service provider for aircraft seating with comfort and style. Aerospace is part of the 100% family-owned company group, which was founded in Germany in 1868 and in Austria in 1899, combining the expertise of a network structure with the flexibility of legally autonomous business entities.

KOBLEDER GMBH (Austria): founded in 1927 as a knitting company focused on the production of 3D-knitted textiles. They have wide expertise in different sectors from aviation, automotive, furniture, lightning to protective garments.

PROF. CHRISTINE LÜDEKE (Germany): industrial designer with a focus on the aircraft seating industry. In parallel professor at Pforzheim University, Head of Department of the new M.A. Design & Future Making, which explores transformative approaches to design making between traditional and emerging technologies.

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SEISMIC GARMENT

A seismic sensitive garment
Countries involved: UK, Spain

The challenge: typically, wearable technology is applied to design-centered devices for humans. The challenge is to connect the sense of nature intrinsically with the human. Sense of nature will develop a garment that can feel and express the movements of the Planet, understanding the planet in a deeper way. This garment leads us to a speculative design about where we live, how our planet behaves and how to connect with different points of the earth and nature.

The challenge: this project seeks the creation of [a garment that reacts every time there is an earthquake somewhere in the world in real-time](#). We would use this garment in a performance setting, in this way people will be able to visualize how earth moves, and how alive our planet is. The Project will use a soft robotic approach that mimics plate tectonic movements such as centrifugal movements that are extrapolated from points where there is movement on the planet.

The partners of the project:

MOON RIBAS (UK): cyborg artist and choreographer best known for developing the Seismic Sense, an online seismic sensor once implanted in her feet that allowed her to perceive earthquakes taking place anywhere in the planet through vibrations in real time. In order to share her experience, she then translates her seismic sense on performances. In 2010 she co-founded the Cyborg Foundation, an international organisation that aims to help people become cyborgs, defend cyborg rights and promote cyborg art.

MONTERRAT CIGES (Spain): technological artist and fashion tech designer, her work is based on the intersection between art, technology and biology, researching on biomaterials, soft robotics, and micro fluidics. Consultant and professor in digital fabrication and textile technology in the Fab Lab network labs around the world.

ADRIANA CABRERA (Germany): designer, researcher and lecturer in digital fabrication, textiles and wearable assistive technology, Adriana is a senior consultant in Innovation and product development. Since 2017 she is co-leading the soft robotics research in the Fabricademy and leads the research of FabMaterials at the Rhine-Waal University of Applied Sciences. She is implementing sustainable experimentation by exploring bio-inspired design and the impact of today's prototyping.



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WE ARE NOT IN THIS ALONE

Blown Glass Time-Light using bioluminescence as a light source

Countries involved: Germany, France

The challenge: approaching our planet by being actively and respectfully part of it. Building a relationship between the microorganism, the object, and the humans. Designing a lamp that invites us to experience a moment of harmony and connection by contemplating time through a living light, in the dark. Protection of the microorganisms thanks to the use of glass as a material, assuring the culture the best living conditions. Inviting the humans to establish a relationship with the lamp thanks to its transparency and the shape of the blown glass. Designing time through the light and the crafting of the glass.

The solution: WE ARE NOT IN THIS ALONE [converge the fluid of the sea, with the hot fluid of the glass, which results in a transparent unique shape](#), creating a strong and delicate bond between the content and the container. These lamps could be a powerful learning tool to experience the beauty of nature through a unique encounter between biology, technology, and craftsmanship. They will produce a family of three blown glass Time lamps, using bioluminescence as a light source. A fully sustainable production of light, giving an analogical escape from electricity and the digital world. There is no Light without motion. There is no Time without Light. Through the specific crafter shape of the glass, we control the movement and design time.



The partners of the project:

AS A CEREMONY (Germany): is a lighting design duo based in Berlin. They work as lighting planners, researchers, and lighting product designers. AS A CEREMONY collaborates with architects, designers, and artists in the lighting field.

ARCAM-GLASS (France): produces contemporary glass creations for designers, artists, architects, and private individuals. They support their clients from the research phase to the installation of the work, assisting them through every step of the creative process.

On worthproject.eu you can discover in detail all the projects of the three calls of the WORTH Partnership Project.

Some images of the projects are available [at this link](#).

WORTH Partnership Project

A European Commission initiative that aims to support collaboration between PM and start-ups of designers, producers and technology companies to create new products and implement innovative and disruptive ideas. The initiative is implemented by a consortium across Europe, with the belief that creative industries (SMEs and start-ups) are the main drivers of economic growth in Europe.

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Consortium:



AITEX Research Institute. Project Leader - Centre of excellence in applied research and advanced technical services for industry



KEPA Business and Cultural Development Centre - Intermediary authority and management of support programs for SMEs and entrepreneurs



IED Istituto Europeo di Design- International Institute of Higher Education specializing in design, creativity, communication and management



DAG Communication - Communication agency with experience in complex projects around the world and with a special approach for different target media



AA Avvocati Associati Franzosi Dal Negro Setti - Law firm with a strong reputation in the field of intellectual property law (design, trademarks, patents, copyrights, advertising, unfair competition) and in a range of business and commercial affairs at European level

Learn more:

www.worthproject.eu



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