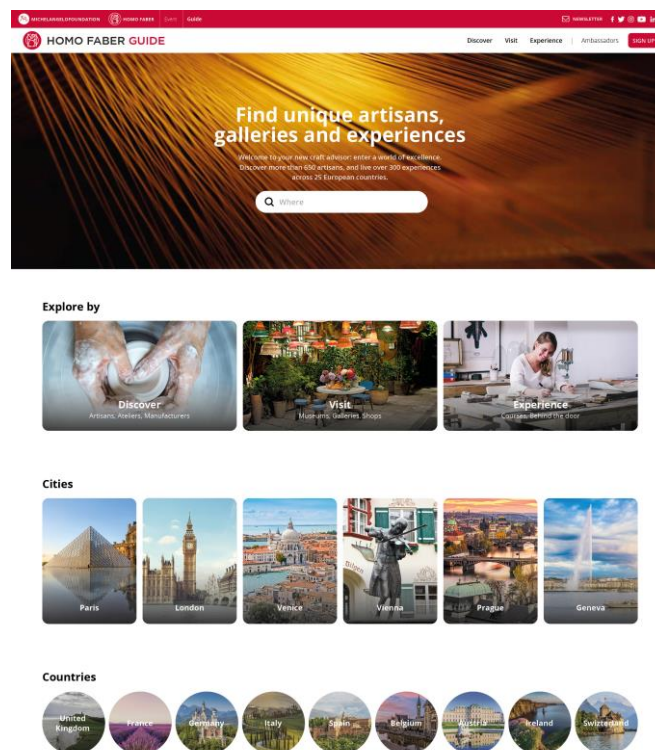


## The Michelangelo Foundation for Creativity and Craftsmanship presents *Homo Faber Guide*, a unique digital platform dedicated to fine craftsmanship in Europe, going live on 17 September 2020

*Homo Faber Guide is an online, searchable platform, which showcases artisans, ateliers, museums, galleries and experiences linked to the world of fine craftsmanship around Europe. The portal connects art enthusiasts, collectors, clients, galleries, curious travellers and designers with the continent's crafting excellence.*



Homo Faber Guide homepage©Michelangelo Foundation

- Looking to discover European cities through their own metiers d'art?
- Keen to try your hand at different crafts in selected workshops of European masters?
- Eager to discover the recommendations of inspiring personalities in the world of art, creativity and design?
- Are you a designer or an architect looking to collaborate with artisans?

- **Are you an art collector or gallerist looking for unique objects?**
- **Are you a young talent, looking for an opportunity to discover something new?**
- **Would you like to share your new discoveries with friends?**

**Homo Faber Guide** places the world of fine craftsmanship in Europe at your fingertips. Experience excellence with access to the best master artisans, rising talents, galleries, museums, manufacturers and ateliers from all over the continent.

Discover unique artisans from all corners of Europe, from glassblowers of Venice to ceramicists of Stockholm, from tapestry weavers of Paris to printmakers of London, from jewellery makers of St Petersburg to gilders of Vienna, and even those from the most hidden corners of the continent. Marvel at the diversity of materials, human skills and beautiful objects. Browse by countries and cities or specially curated themes, such as mosaicists in Italy, to find an eclectic array of artisans and discover their inspirational stories. If you have something special in mind, make it a reality by collaborating on bespoke projects with artisans recommended by the guide. The possibilities for creativity and craftsmanship are infinite.

Artisans are recommended by the foundation and by members of its international network or designated ambassadors – renowned individuals within the craft, creativity and design world. They are then selected by the foundation according to the eleven criteria for excellence, identified by Alberto Cavalli, co-director of the Michelangelo Foundation, in the volume *The Master's Touch*. Explore the recommendations of your city's ambassadors – for example the favourite Parisian artisans of designer India Mahdavi – and the addresses of the best Italian artisanal workshops from gallerist Carla Sozzani.

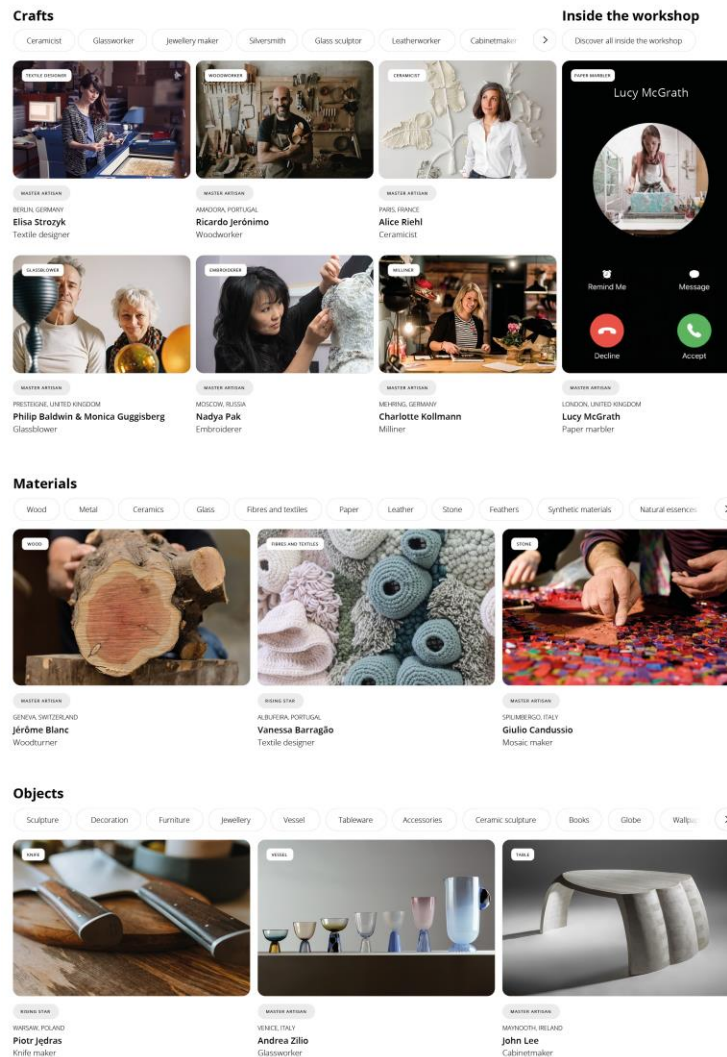
A treasure trove of European experiences: workshops, courses, exhibitions and guided tours offered by artisans, museums and galleries. Experience a new craft at the hands of a master, from screen printing in the United Kingdom, jewellery making in Portugal to embroidery in Italy. Find experiences on your doorstep or further afield in colourful European cities. Craft your own bespoke itineraries and contact artisans, galleries and museums directly to book your tailor made experiences.

Highly interactive, create your own account and 'like' your favourite artisans and recommend them to friends. It also features an app designed to facilitate browsing on the go, discovering new craftspeople around every hidden corner.

Create your own unique craftsmanship itinerary.

You are the master; the guide is your tool.

Visit [homofaberguide.com](http://homofaberguide.com) from 17 September 2020



Crafts, materials and objects in Homo Faber Guide©Michelangelo Foundation

## User guide:

*Homo Faber Guide* is the foundation's signature digital project. It launches 17 September 2020 with over 650 artisans across over 25 European countries: Austria, Belgium, Bulgaria, Czech Republic, Denmark, Finland, France, Germany, Greece, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Norway, Poland, Portugal, Romania, Russia, Spain, Sweden, Switzerland, The Netherlands, and United Kingdom. Newly selected artisans appear weekly, with the aim of presenting over 1,000 masters and rising talents by 2021.

*Homo Faber Guide* is structured into different sections: Discover, Visit, Experience and Ambassadors.

**Discover:** Find a selection of the best master artisans and rising talents, ateliers and manufacturers of excellence from all over Europe. Connect with them directly through the guide.

**Visit:** Find museums, galleries and shops linked to fine craftsmanship to visit in all corners of the continent.

**Experience:** Find a curated list of workshop visits, artisan master classes, guided tours, and temporary exhibitions and fairs across Europe.

**Ambassadors:** Renowned individuals and partner institutions within the craft, creativity and design world who recommend their favourite artisans, galleries and experiences in their home cities.

**Subcategories:** search by country, city, craft or material.

#### Notes for editors

**The Michelangelo Foundation for Creativity and Craftsmanship** is an international, non-profit institution based in Geneva, Switzerland, which celebrates and preserves master craftsmanship and strengthens its connection to the world of design. Rooted in a tradition of culture and excellence as well as in the realities and challenges of our current global economy, the foundation seeks to support men and women who dedicate themselves to the pursuit of master craftsmanship and to foster a new cultural movement built around the values that are essential for their work. The foundation focuses on Europe as a starting point for its activities, in recognition that fine craftsmanship has been a vital part of the economic and cultural fabric of the region for centuries. **Homo Faber: Crafting a more human future** is the foundation's first major cultural exhibition dedicated to the very best in European craftsmanship, which welcomed 62,500 art enthusiasts to its inaugural edition in Venice in 2018. [michelangeloofoundation.org](http://michelangeloofoundation.org)

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