



Co-operation project

European Way of Lace and Embroidery

LAG Trasimeno - Orvietano, in the framework of the 2014-2020 programming, intends to continue and strengthen the work of support to companies and operators in the sector through the enhancement of its territory and of all its peculiarities like typical products of handcrafted and products of quality about food and wine but also the historical-artistic-cultural and landscape-environmental heritage.

The LAG, in continuity with the activities realised up to now in the last programming, promotes a local design characterized by the implementation of actions of territorial promotion through the support of some activities in artisanal, historical and cultural initiatives.

The LAG Trasimeno - Orvietano, always attentive to the development of the peculiarities of the territory, believes that the handmade production of lace and embroidery is an activity to be valued as representative of the tradition and culture of the people who in the past have populated the shores of the Trasimeno lake and also of the Orvieto area.

The LAG Trasimeno - Orvietano, in fact, has always been helping also small companies in the sector to take part in small fairs, exhibitions to create interest and work around this theme. In order to achieve these objectives, the LAG has supported "Fili in Trama", an initiative where the protagonist is the embroidery on tulle, "Ars Panicalensis", which was born in this area in the first half of the 20th century. This event has become an annual reference point thanks to the success it has achieved both at the level of exhibitors coming from Italian regions and foreign countries but also for many visitors.

Just on the wings of this success, in the last edition, we began to talk about how to expand the knowledge of this ancient work that has characterized and still characterizes many European Countries.



The foundations were then laid for starting to elaborate a co-operation project at European level with the aim of creating an exchange of ideas and in depth information on the various techniques used in the processing of lace and embroidery in the areas of greatest tradition in Europe; all included in a wider context of promotion of the territory and its excellences, putting in place a series of activities with the aim of creating economy in particular for the tourism development, a very important sector for Europe.

And it is precisely for the aspect of tourism development that the project takes into consideration the possibility of also creating the European Way of lace and embroidery in order to include in a European path all the subjects that work lace and embroidery and / or structures that take care of the promotion and publication of these products.

This important promotional tool has multiple objectives:

- Create strong and durable links between the European LAGs that will join the project;
- Create annual unitary programs where the initiatives that the individual LAGs will want to put in place to promote the European Way of embroidery and lace as well as the excellence of the respective territories will be included;
- Promoting not only artistic craftsmanship but also its own territory and its peculiarities through the European Way;
- Create a new, particular and sophisticated tourism proposal;
- Create new economies and therefore jobs.

The main objective is to create events that have a tourist-cultural value and that help to pass on these ancient traditions with the involvement of the young generations and/or to promote the exchange of experiences between the various territories that have traditions in these sectors.

The European Way of Lace and Embroidery to be an effective and efficient promotion tool will have to make use of the promotion implemented by the partner LAGs but also by an important communication based on:

- Website creation;
- Creation of a Blog that will become the diary of visitors who decide to travel along the European Way of Lace and Embroidery;
- Implementation of promotion campaigns on social networks,

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- Implementation of an APP that will allow information on the European Way, on all the subjects that will be part of it, on the curiosities and on the events that will take place on the territory of the LAGs that will join the project.