



Prato, IT

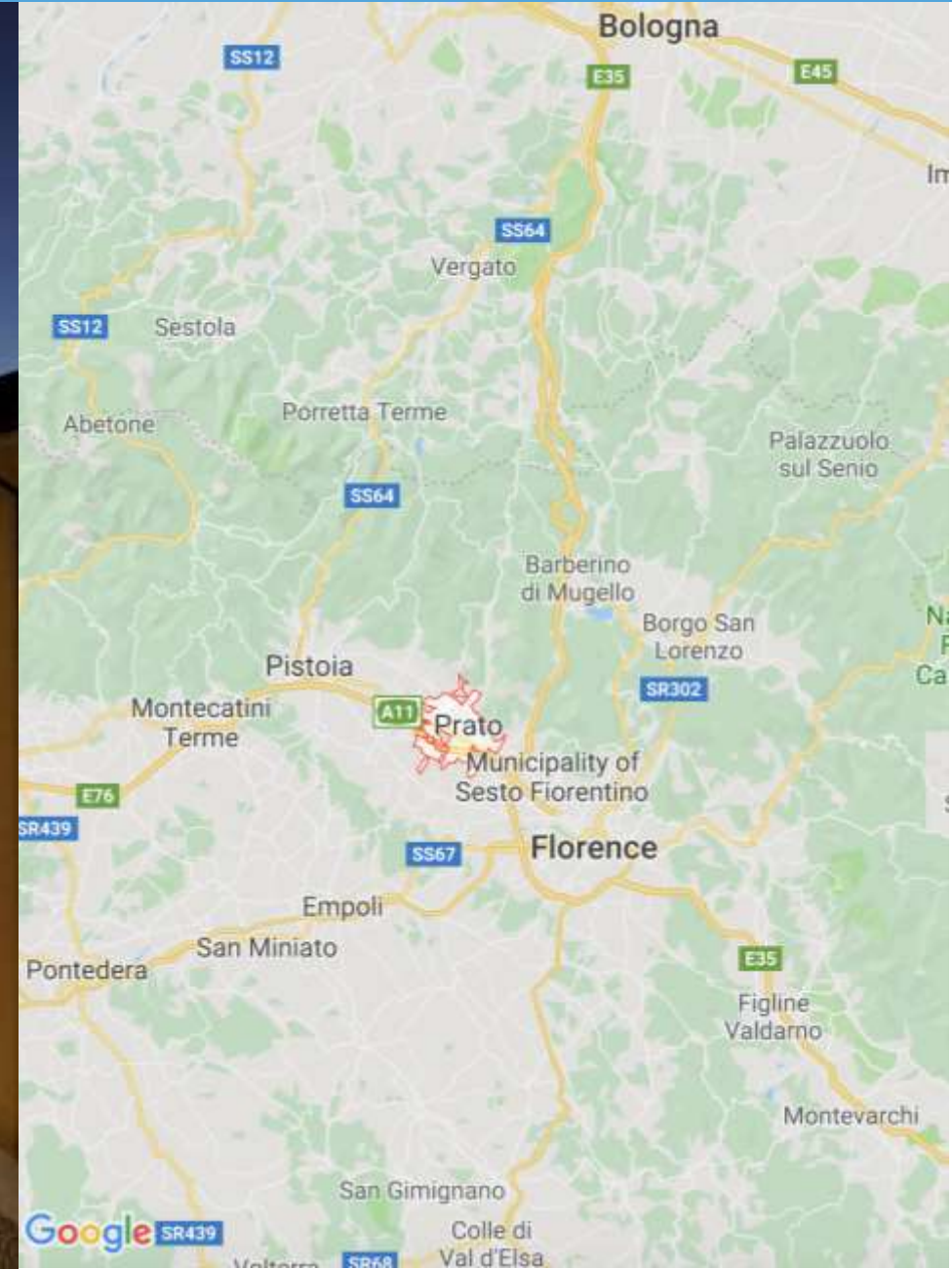


Prato TextileMuseum

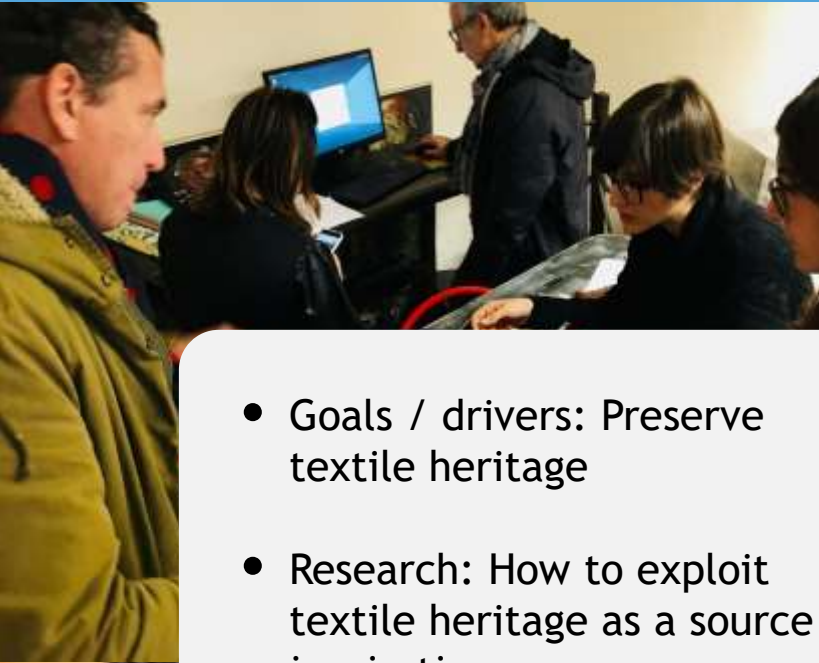
Besnik Mehmeti / b.mehmeti@comune.prato.it



- Prato
- Filippo Guarini & Francesco Bolli
- Connection to other Labs and Institutes



- Goals / drivers: Preserve textile heritage
- Research: How to exploit textile heritage as a source of inspiration
- Projects: Digital Heritage
- Other activities: Collections, exhibitions, activities with schools, projects etc.

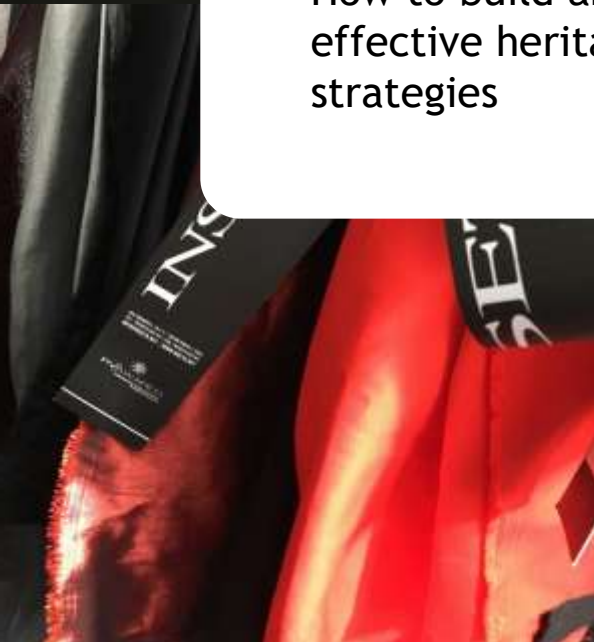




Transmission of technical know-how and creative skills and development of products with a cultural added value



- Scaling up Digital Heritage to other TCBL labs and associates
- How to build and implement effective heritage marketing strategies



Is heritage a competitive advantage?

- "Textile Heritage can be used to build the future" - Christian Lundell, Northern Textile Academy
- "Our heritage, tomorrow" - Francesco Marini, Marini Industrie
- Can we transform our heritage in a competitive advantage?



The background of the slide is a collage of images related to textiles. On the left, there are various fabric swatches, including a black and white diamond pattern, a red and black plaid, and a light-colored textured fabric. In the center, a person's hand is visible typing on a laptop keyboard. To the right, there are more textile samples, including a red and black plaid and a black and white diamond pattern. A large blue rounded rectangle with the text 'THANK YOU!' is centered over the collage.

THANK YOU!

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