



distretto culturale evoluto piceno

DESIGN DEL **B**ELLO **B**UONO **B**ENFATTO

design

orkshop

IL MERCHANDISING PER LA VALORIZZAZIONE DEL MUSEO DEL MARE DI SAN BENEDETTO DEL TRONTO: IPOTESI PROGETTUALI

07.10.2015 | PRESENTAZIONE DEI RISULTATI FINALI DEL WORKSHOP ORGANIZZATO DALLA S.A.D. IN COLLABORAZIONE CON IL COMUNE DI SAN BENEDETTO DEL TRONTO (GIUGNO - LUGLIO 2015)

partner:



coordinamento: L. Pietroni

designer guida: M. Elia, M. G. Fioravanti, A. Di Stefano, D. Galloppo e J. Mascitti

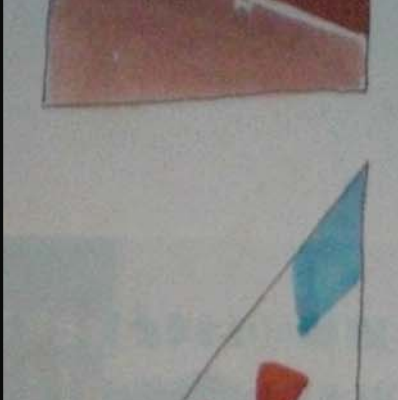
partecipanti: M. Amurri, M. Balsamo, M. Biondi, M. Chiappini, G. Di Cesare, A. Franconi, M. Gaspari, A. Mascitti, V. Menichelli, D. Paciotti, A. Scipi, L. Tafuri

il design 2.0 per le 3B del piceno
la valorizzazione dei patrimoni culturali del Bello, Buono e Benfatto

a cura di: Lucia Pietroni, Carlo Vinti, Federico O. Oppedisano e Daniele Rossi



Scuola di Architettura e Design "E. Vittoria" - Università di Camerino
Workshop 22-26 giugno | 6-10 luglio 2015



*mare scappa
ie pèsce de m
la miye giuv*



FAUNA MARINA

VELE

ANFORE

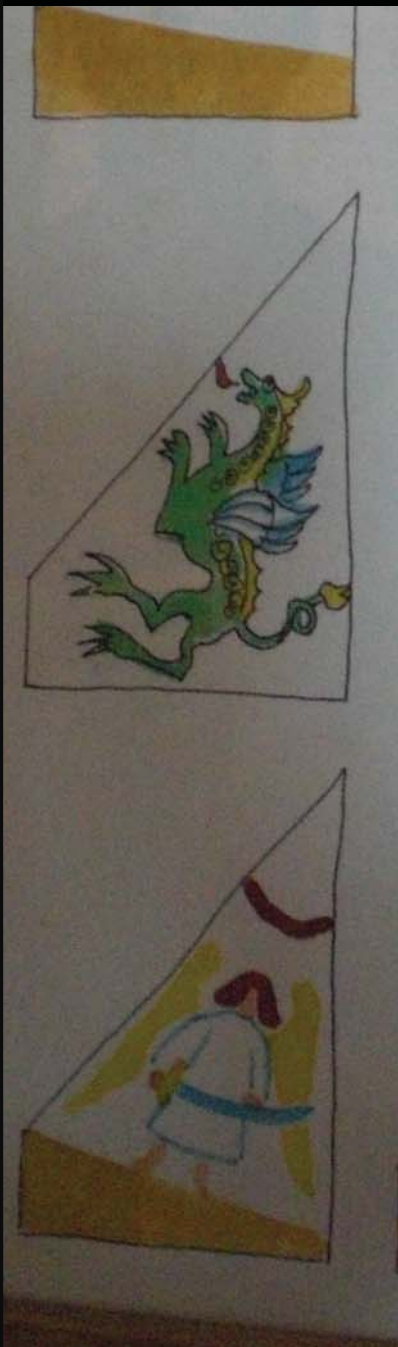
PARANZA

DETTI
DIALETTALI

FORMELLE
E SPOLETTA

COLTELLO
DEL RETARO

MASA

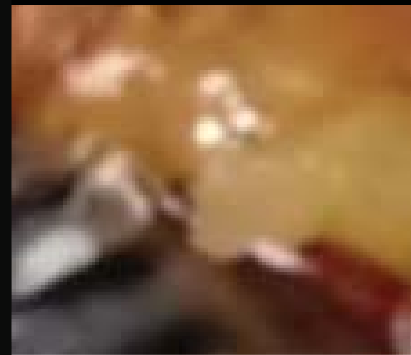
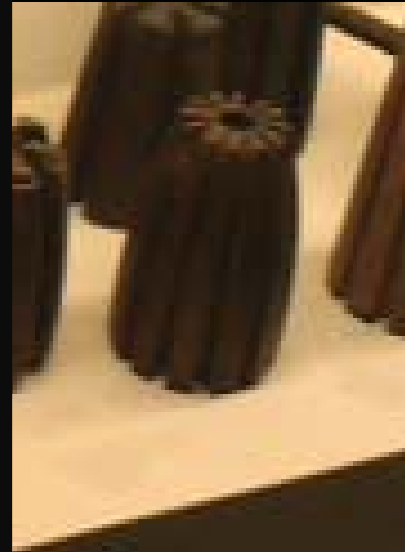


*rba parò che
rie se contru*

Arbé, da lu p

ocche, uje térr

*a le Gròtte
a Marà a m*





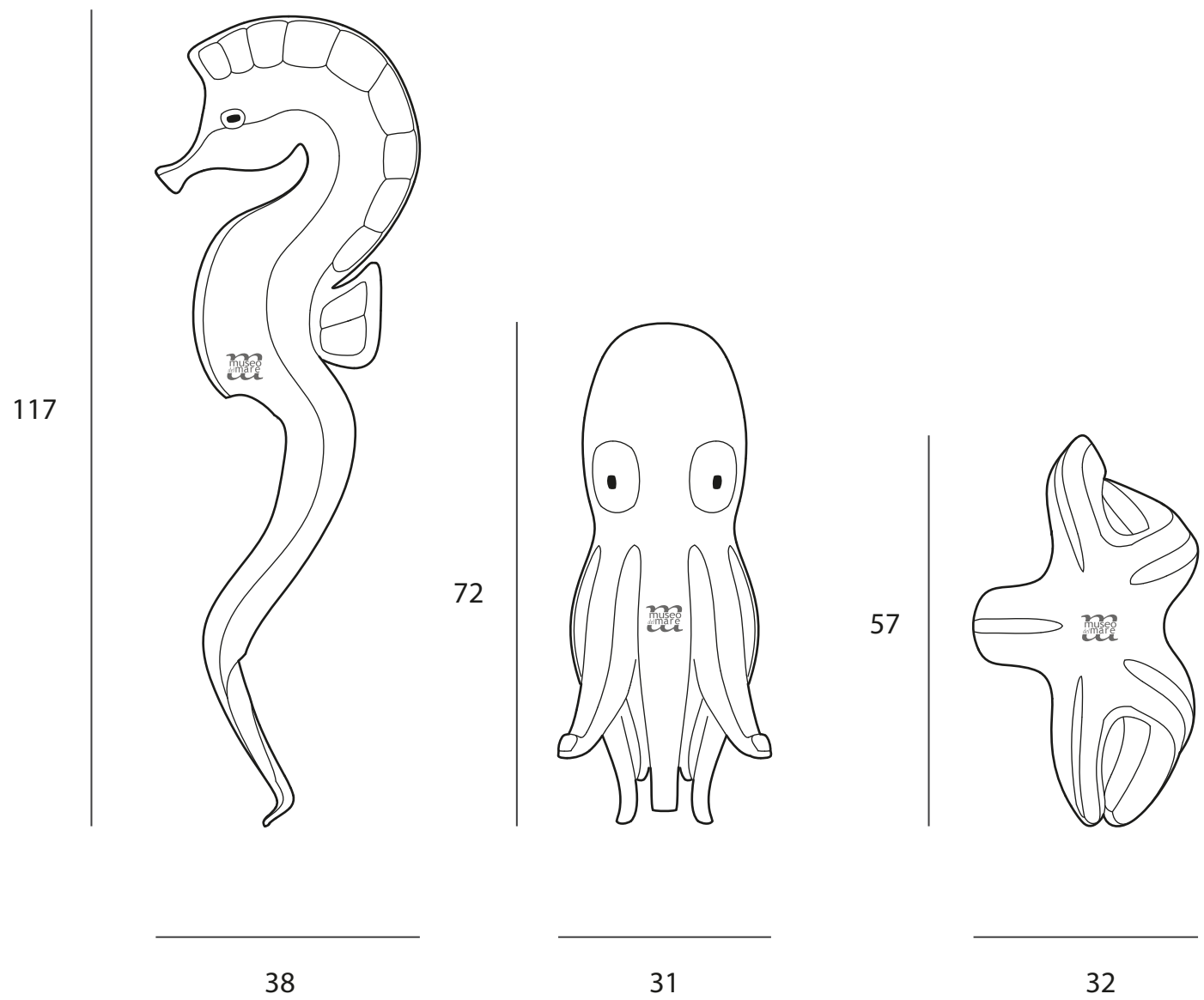
FAUNA MARINA

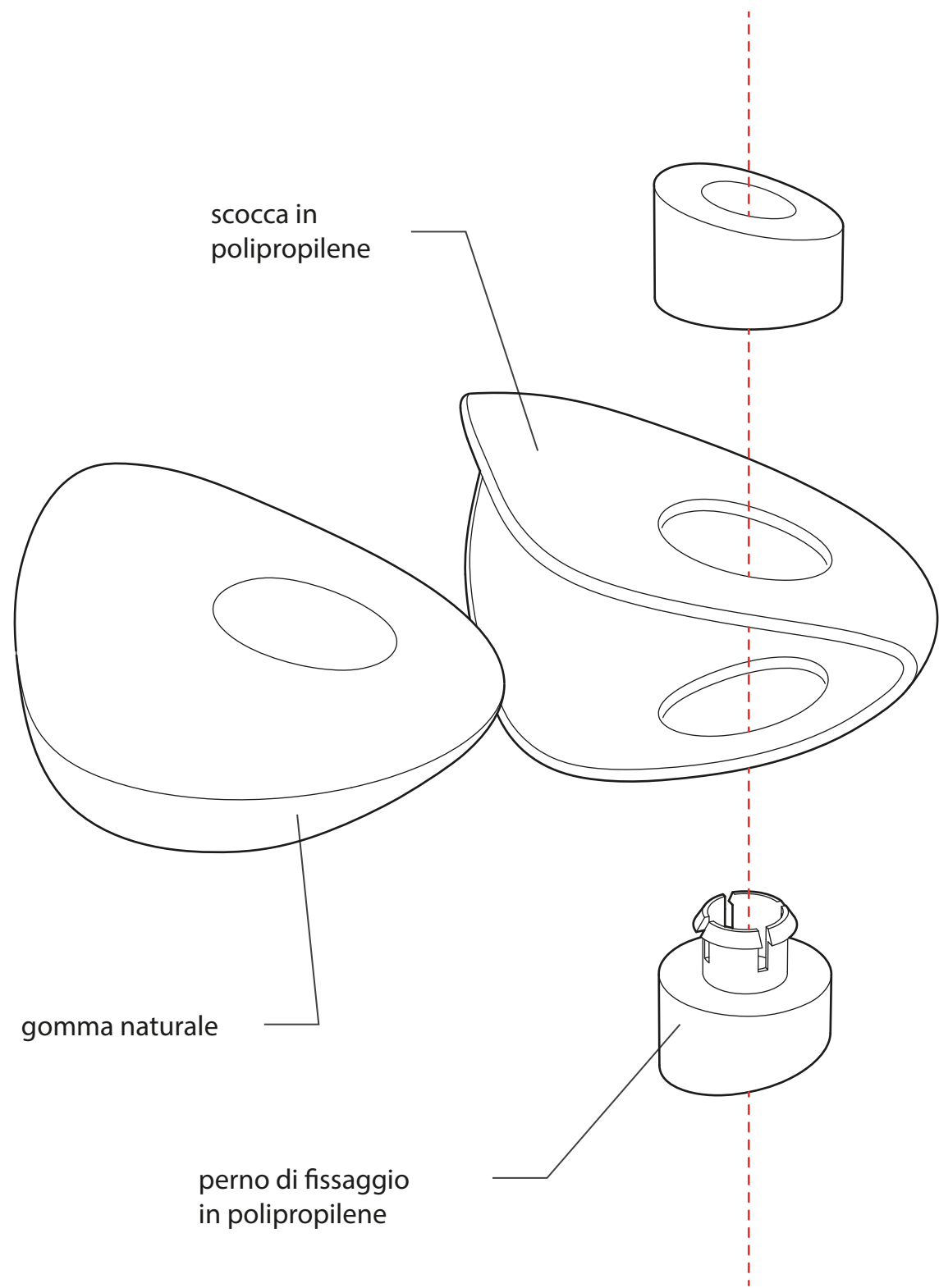
cappucci gommosi | cancelleria



adattabili alle
più comuni matite

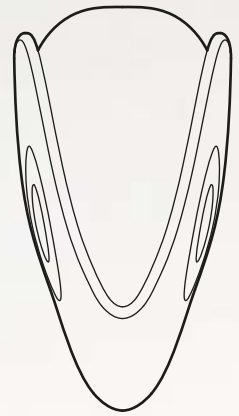








COZZA

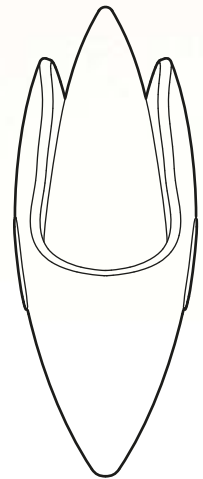


42

71



VONGOLA



49

51



TELLINA

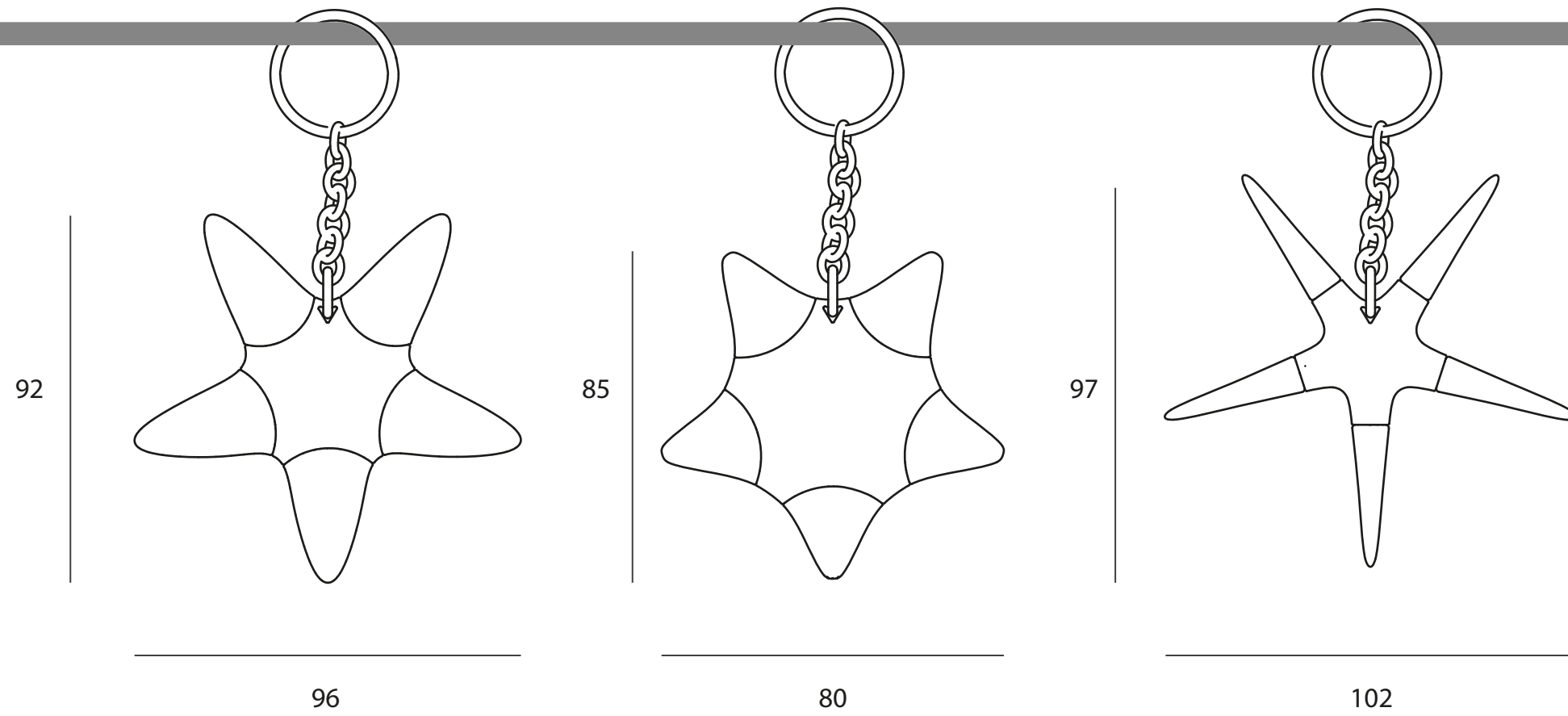


24

42

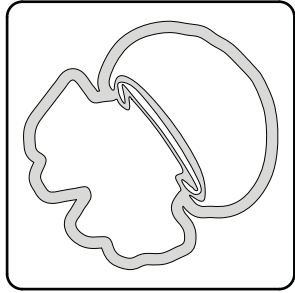




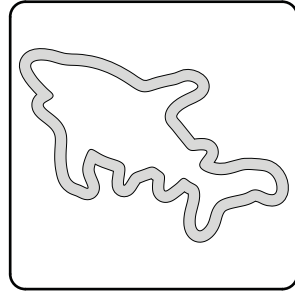




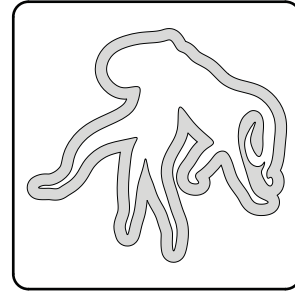
medusa



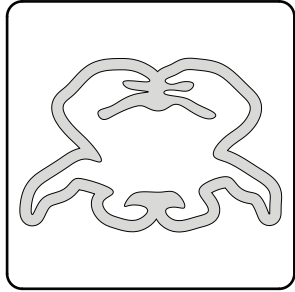
squalo



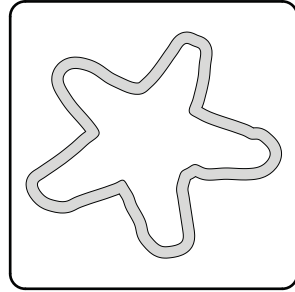
polipo



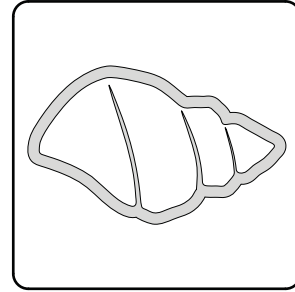
granchio



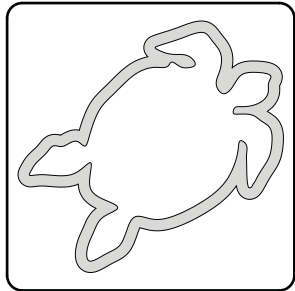
stellina



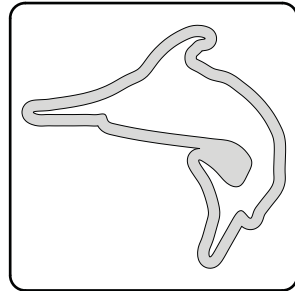
conchiglia



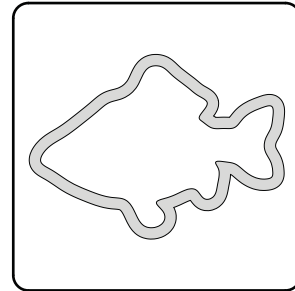
tartaruga



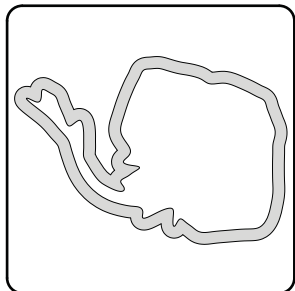
spada



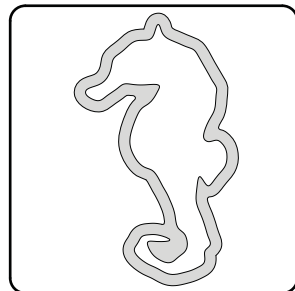
pesce



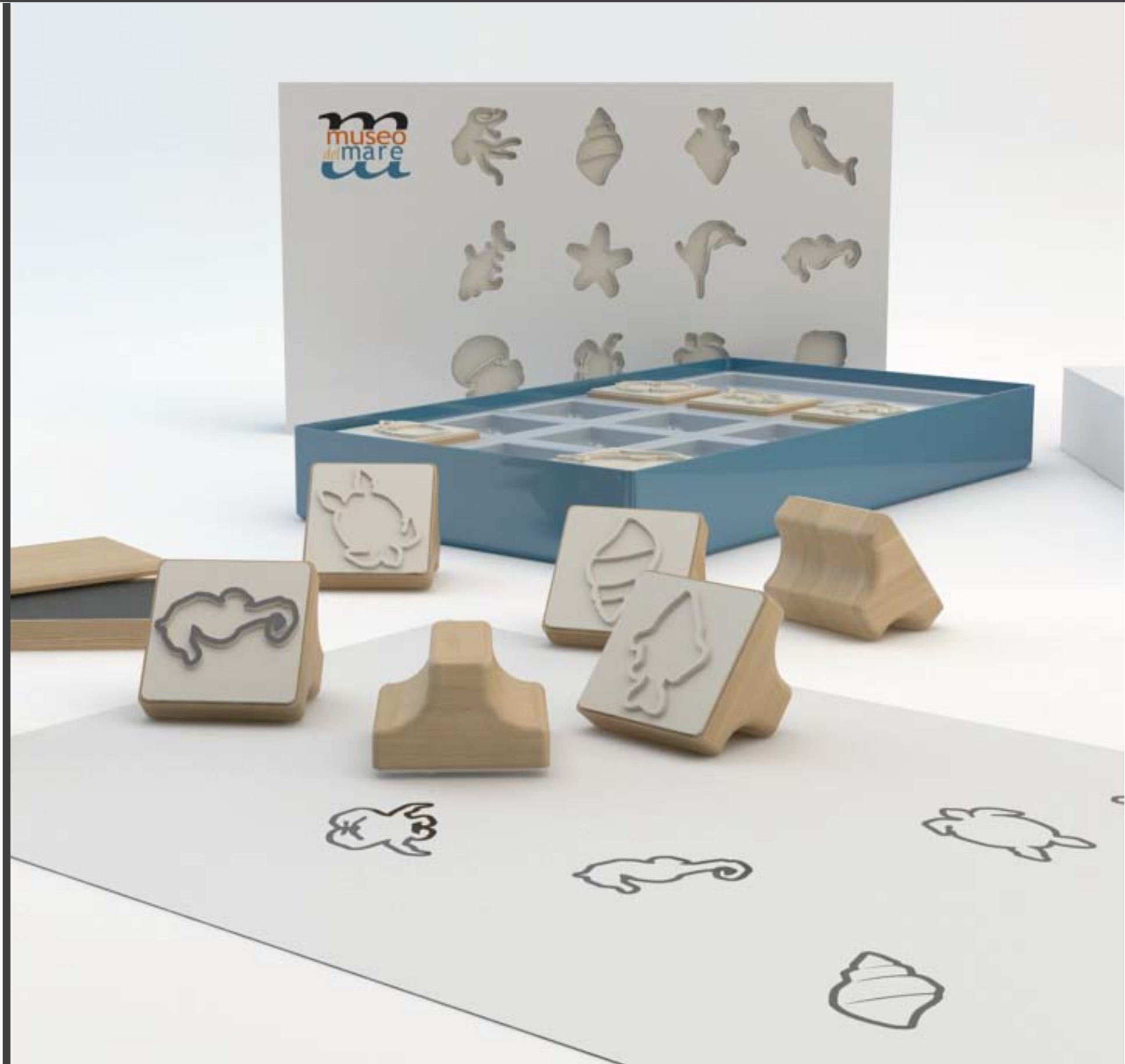
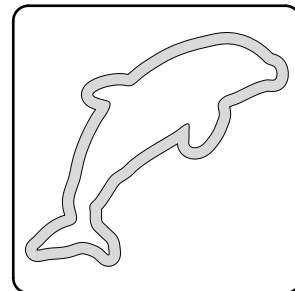
razza

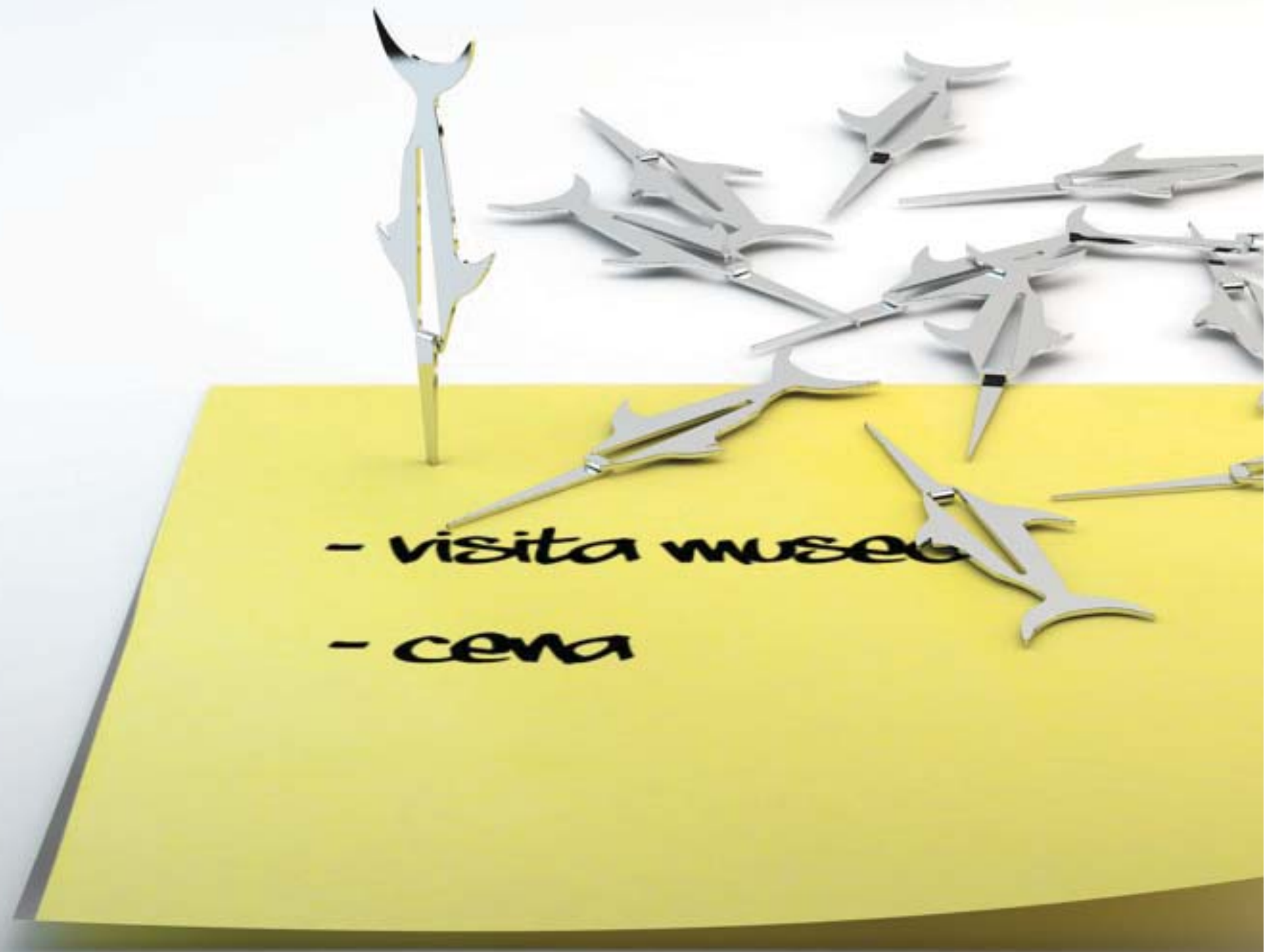
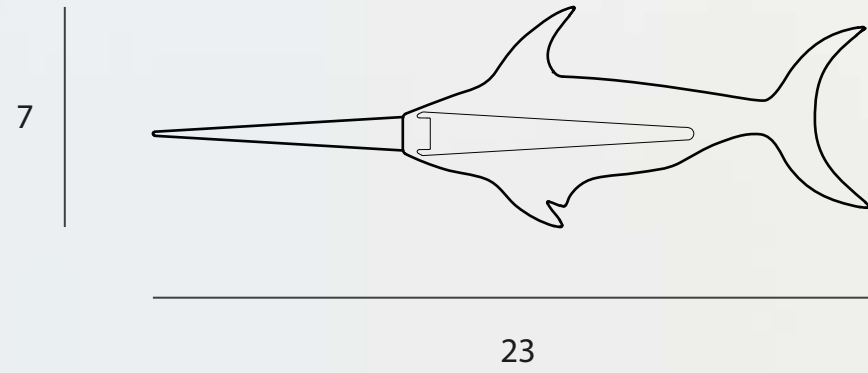


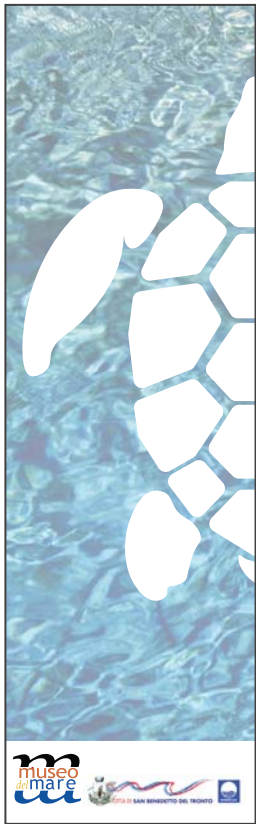
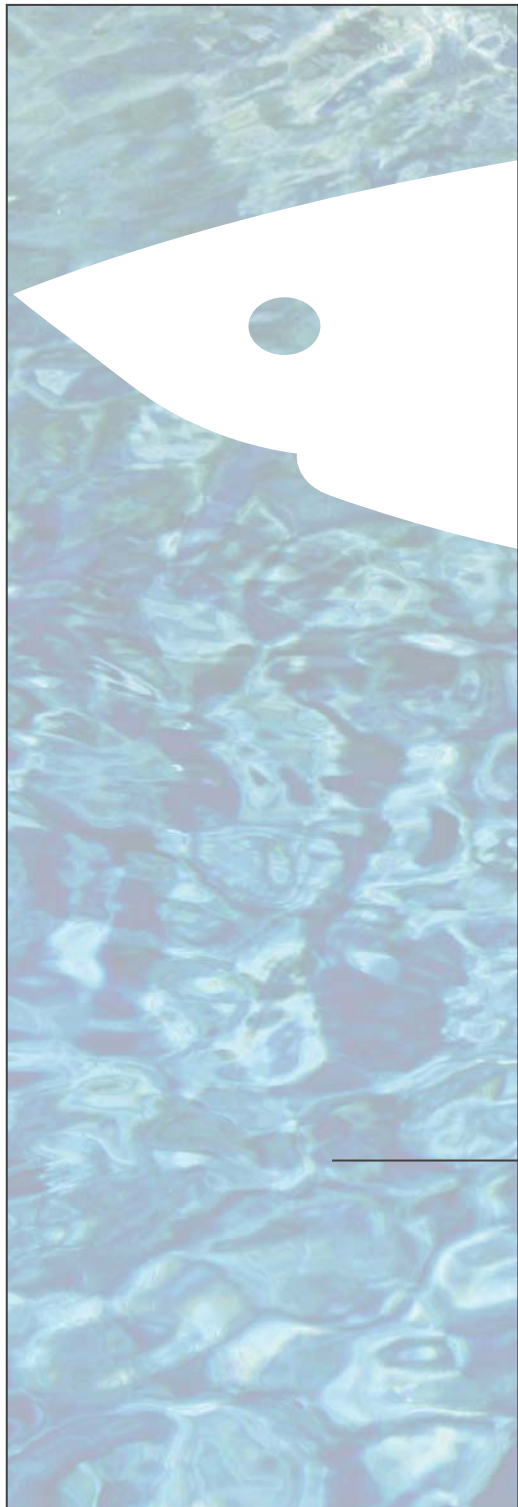
cavalluccio



delfino

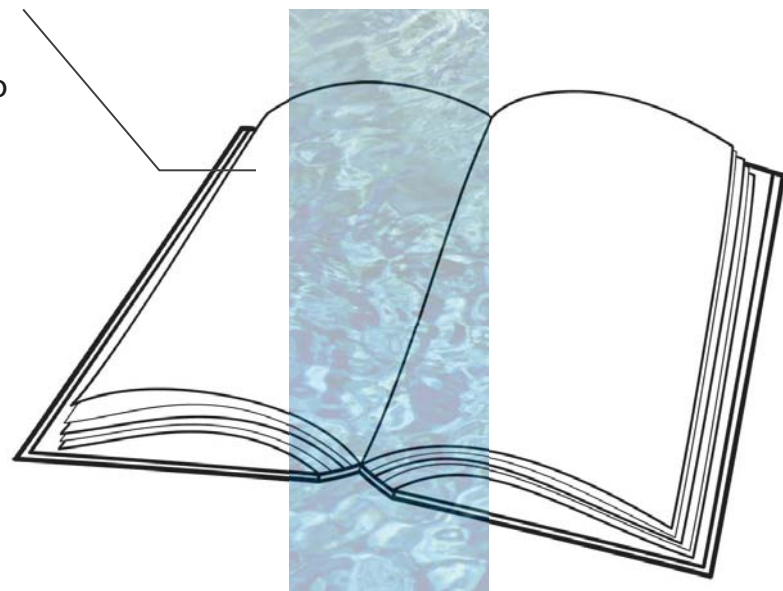




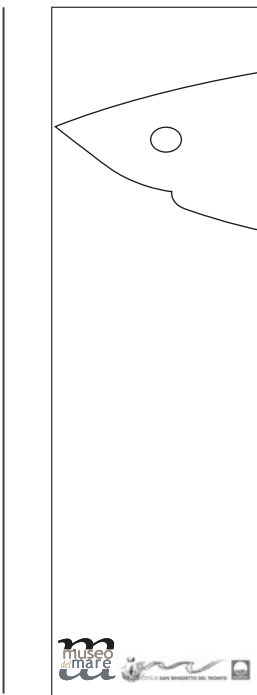


riproduce la texture
del mare sul libro

foglio di acetato
serigrafato

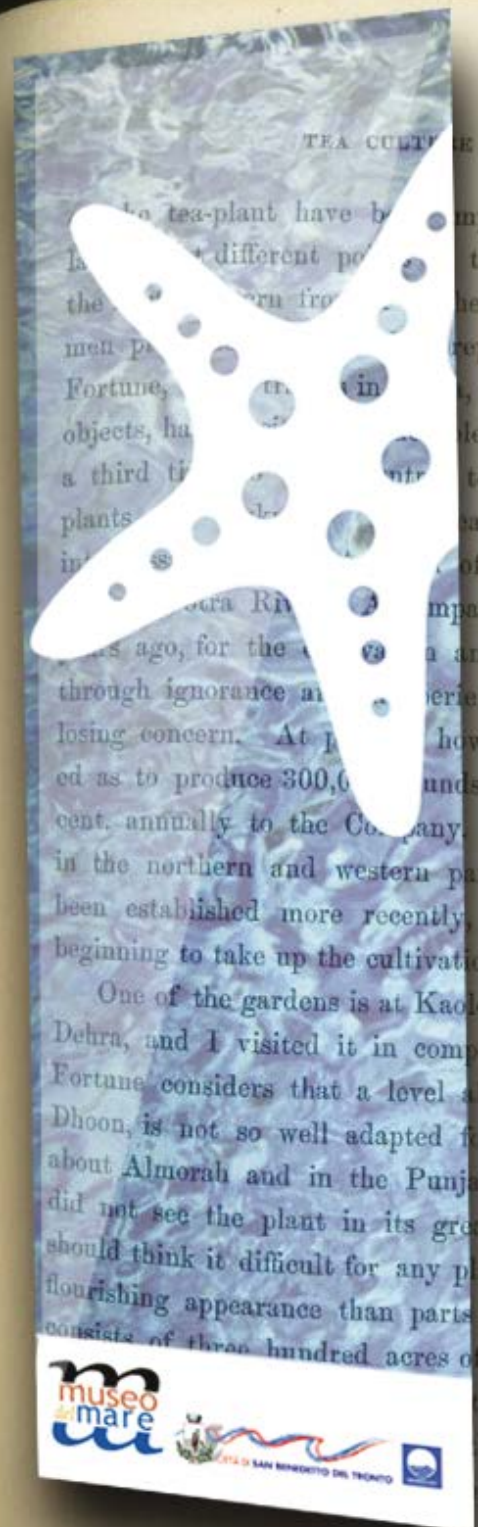


72



55

Indians are entirely... is entirely... hy and un... tion would... most fertile... g canal has... es not even... griculture of... nits, a hun... scanty, since... nts to 22,000... pon the zem... nts, amounts... oducts, it will... The ryots, or... emindars, are... t here, where... g waste, the... e of extreme... dia Company... nder its exclu... prosperity of... en I expressed... generally met... ericans, apolo... ound it so."... o India is an... be considered... past ten years... nicipal varieties

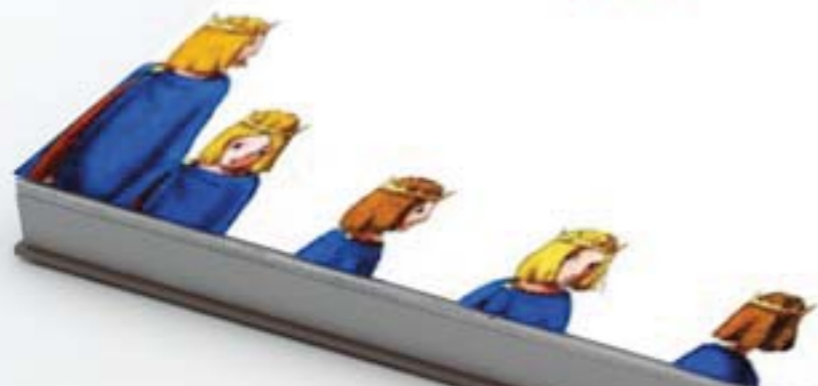


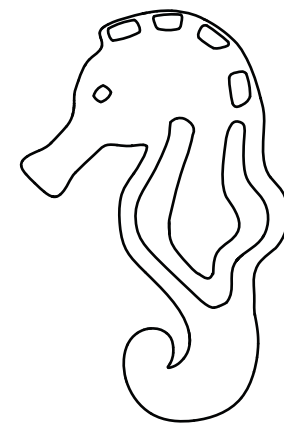
...the tea-plant have been imported, experimental gardens... the Himalayas, from Assam to... the Punjab, and Chinese work... preparation of the leaves. Mr. Fortune, on his mission to effect these objects, had... notice, had been dispatched a third time to procure fresh supplies of tea plants. The tea plant was first introduced of Bengal and lying on the... company was formed about fifteen years ago, for the... and manufacture of Tea; but through ignorance and... experience, it was for some time a losing concern. At present, however, it has so far succeeded as to produce 300,000 pounds of Tea, and to pay 10 per cent. annually to the Company. The experimental gardens in the northern and western parts of the Himalayas have been established more recently, and the natives are now beginning to take up the cultivation of the plant. One of the gardens is at Kaologir, about three miles from Dehra, and I visited it in company with Mr. Keene. Mr. Fortune considers that a level alluvial soil, like that of the Dhoon, is not so well adapted for tea as the hilly country about Almorah and in the Punjab, and if he be correct I did not see the plant in its greatest perfection; though I should think it difficult for any plantation to present a more flourishing appearance than parts of that at Kaologir. It consists of three hundred acres of level ground—a rich, dark... plants in every stage... the thick, bushy shrub, six... the next



'era una volta,

in un paese molto lontano,
un re che aveva undici figli maschi e una figlia, Elisa.
I principini conducevano una vita felice: andavano a scuola con la spada al fianco e scrivevano con penne di diamante.
Dal canto suo, la piccola Elisa leggeva su un libro meraviglioso, che da solo valeva quanto la metà del regno.
Ma presto quella vita felice ebbe fine.

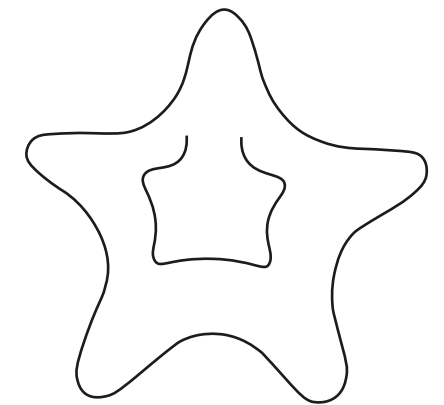




23

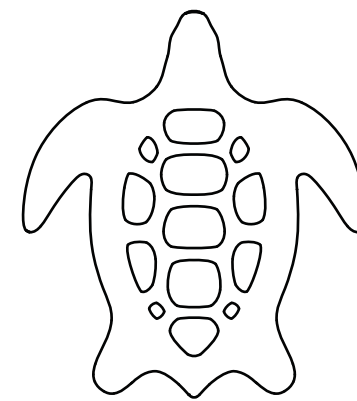


23

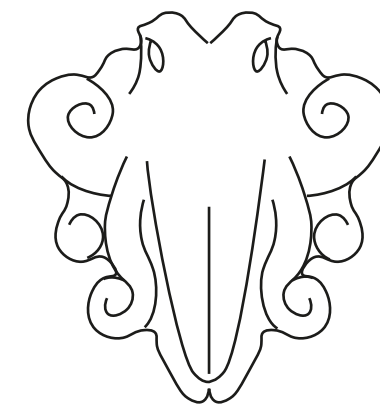


23

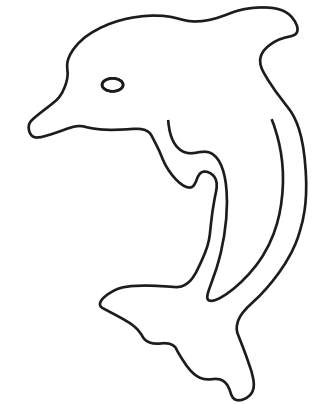
23



23

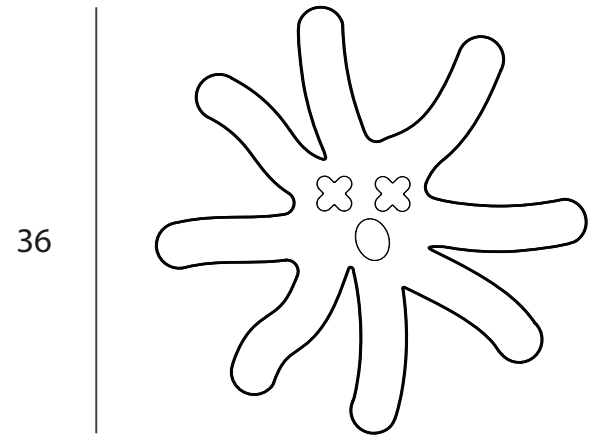


23

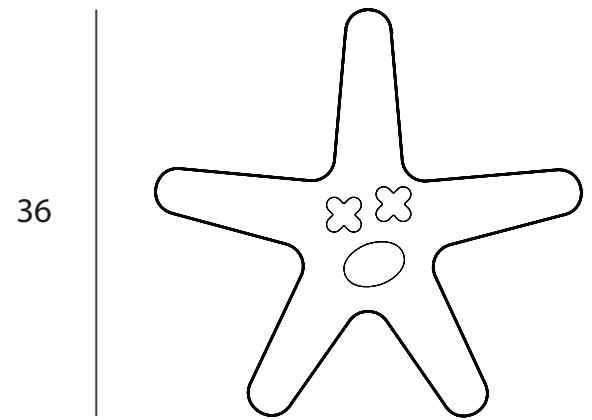
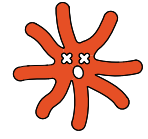
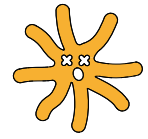


23

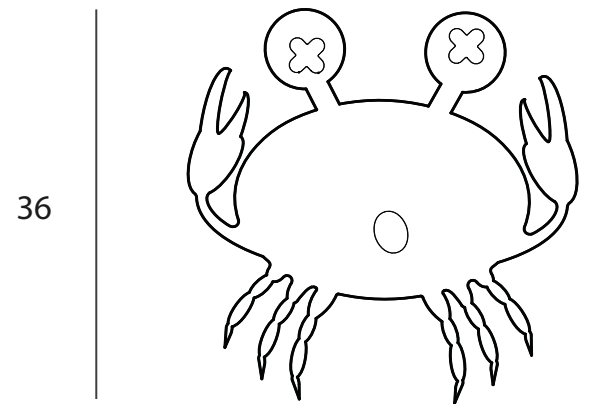
23



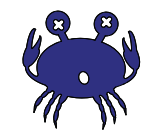
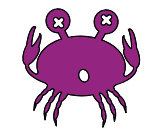
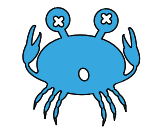
36

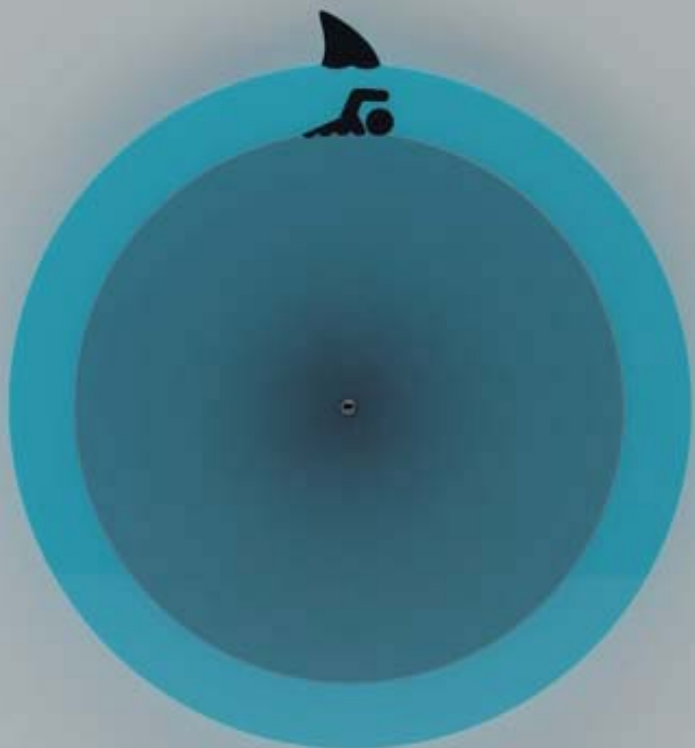
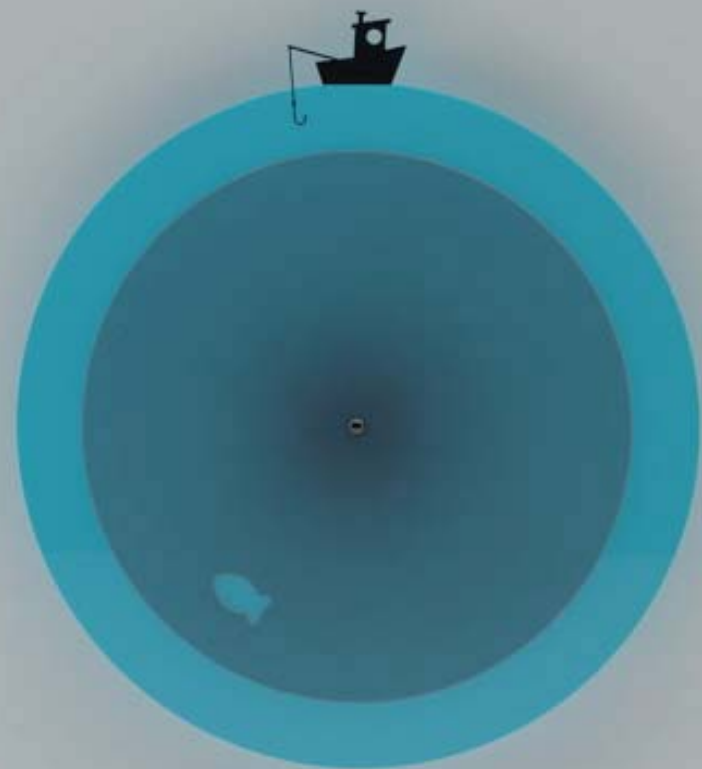


36

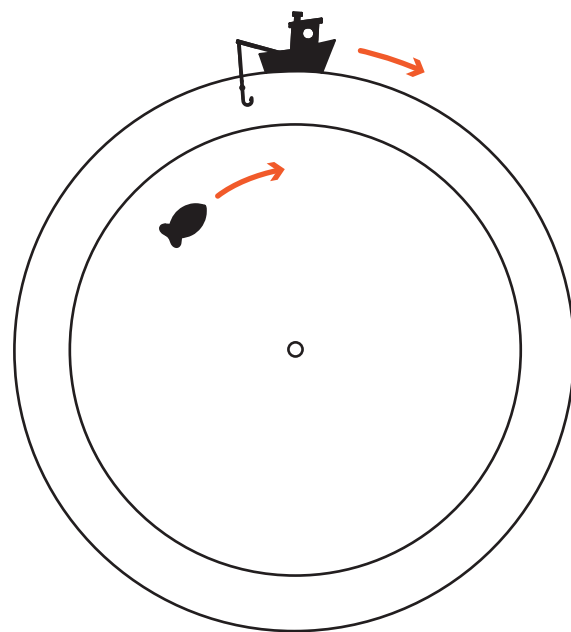


36

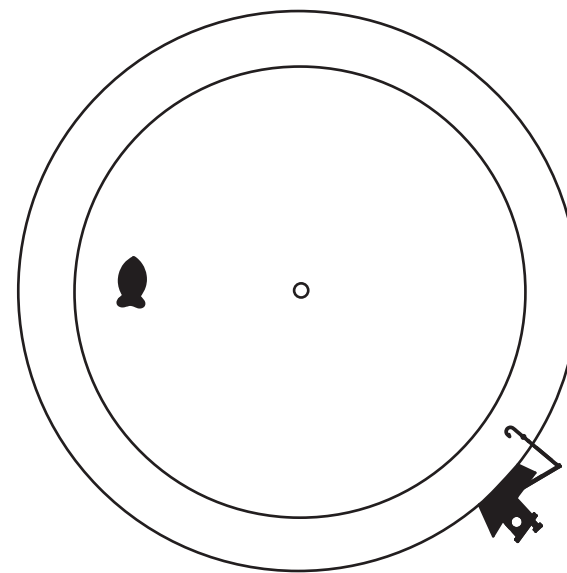




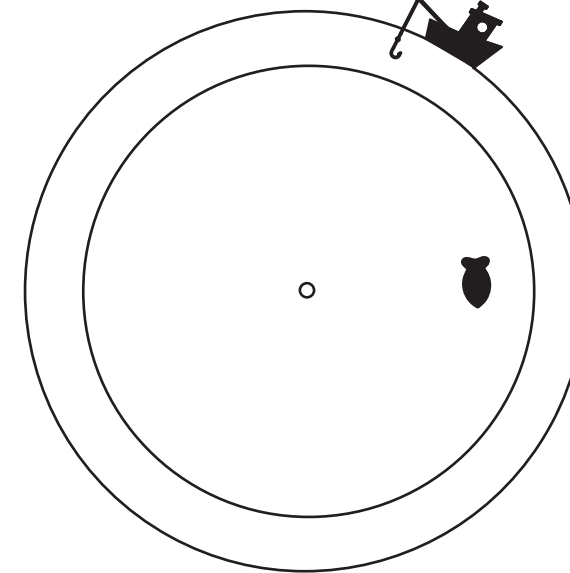
11.00



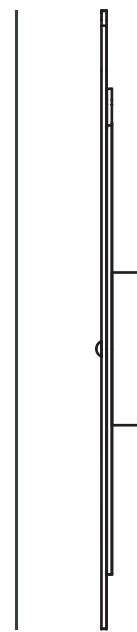
09.20



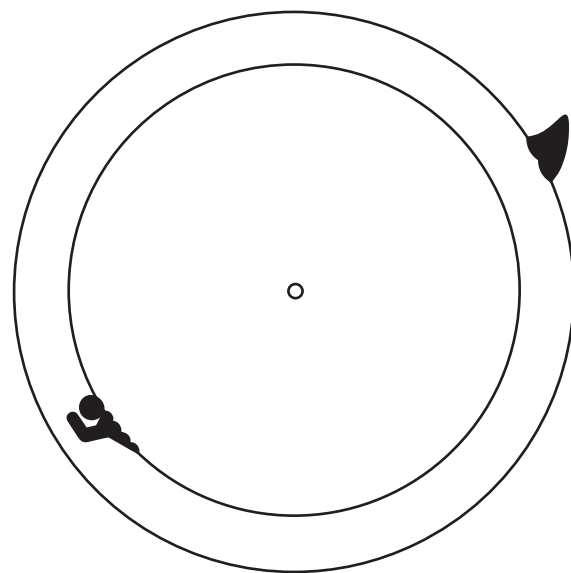
03.05



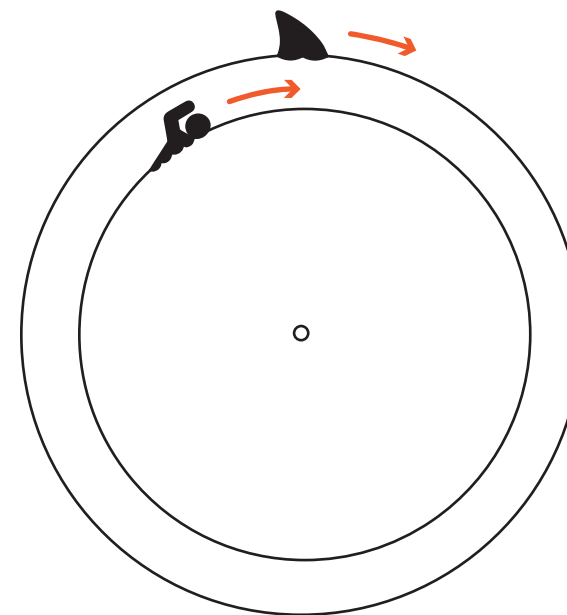
243



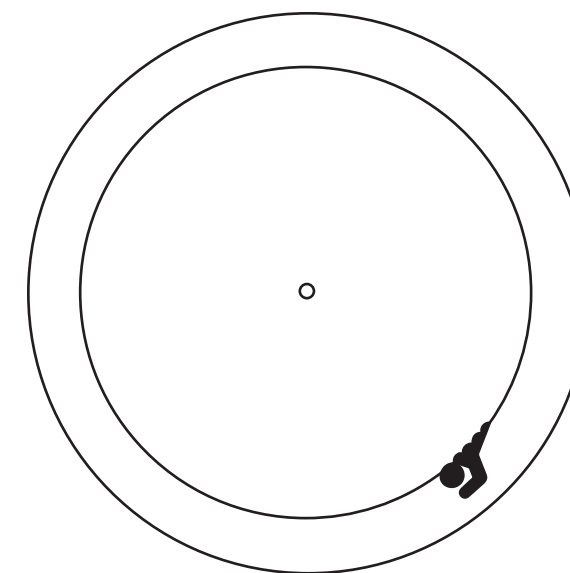
08.10



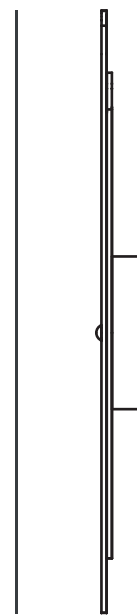
11.00

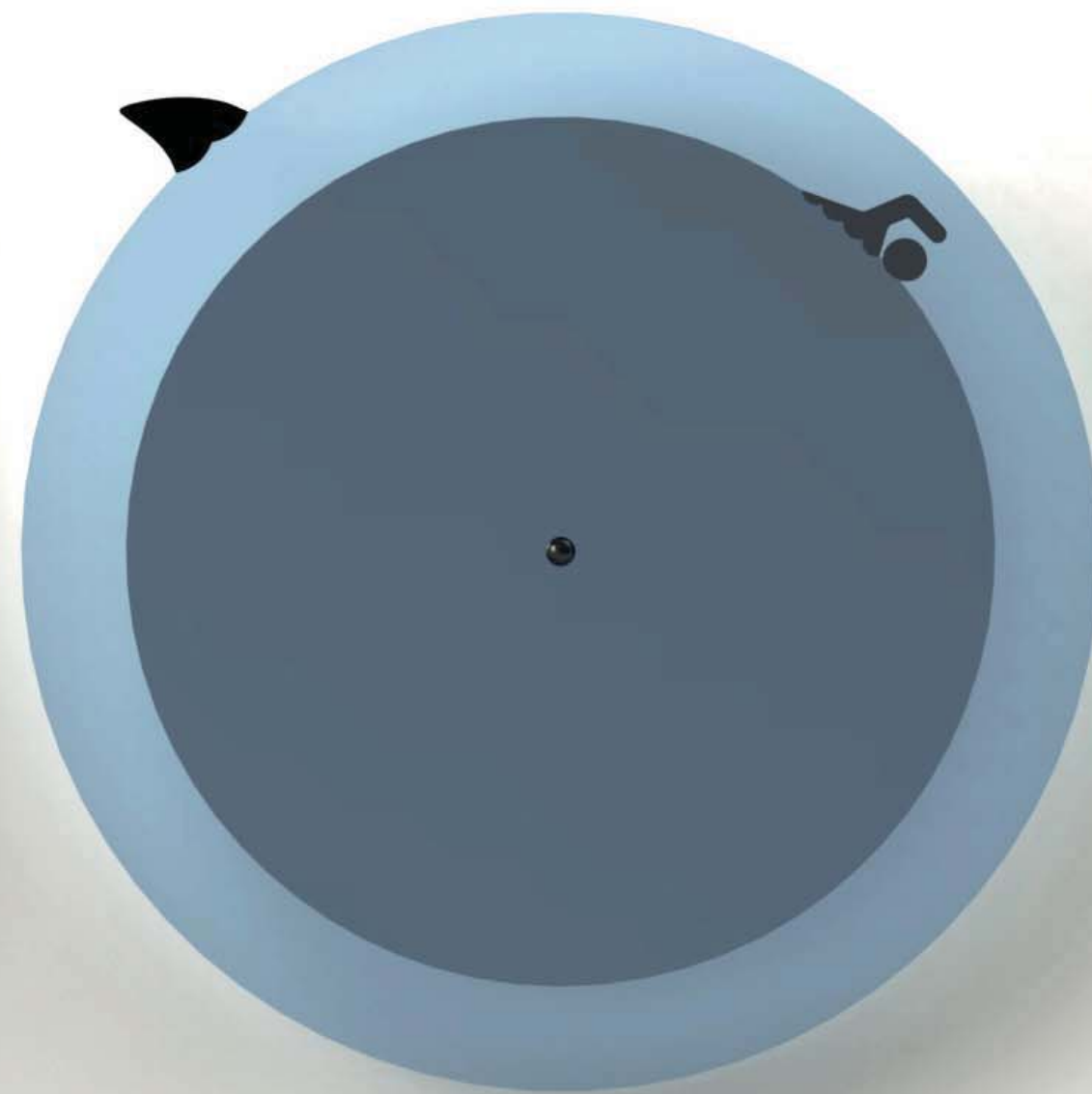
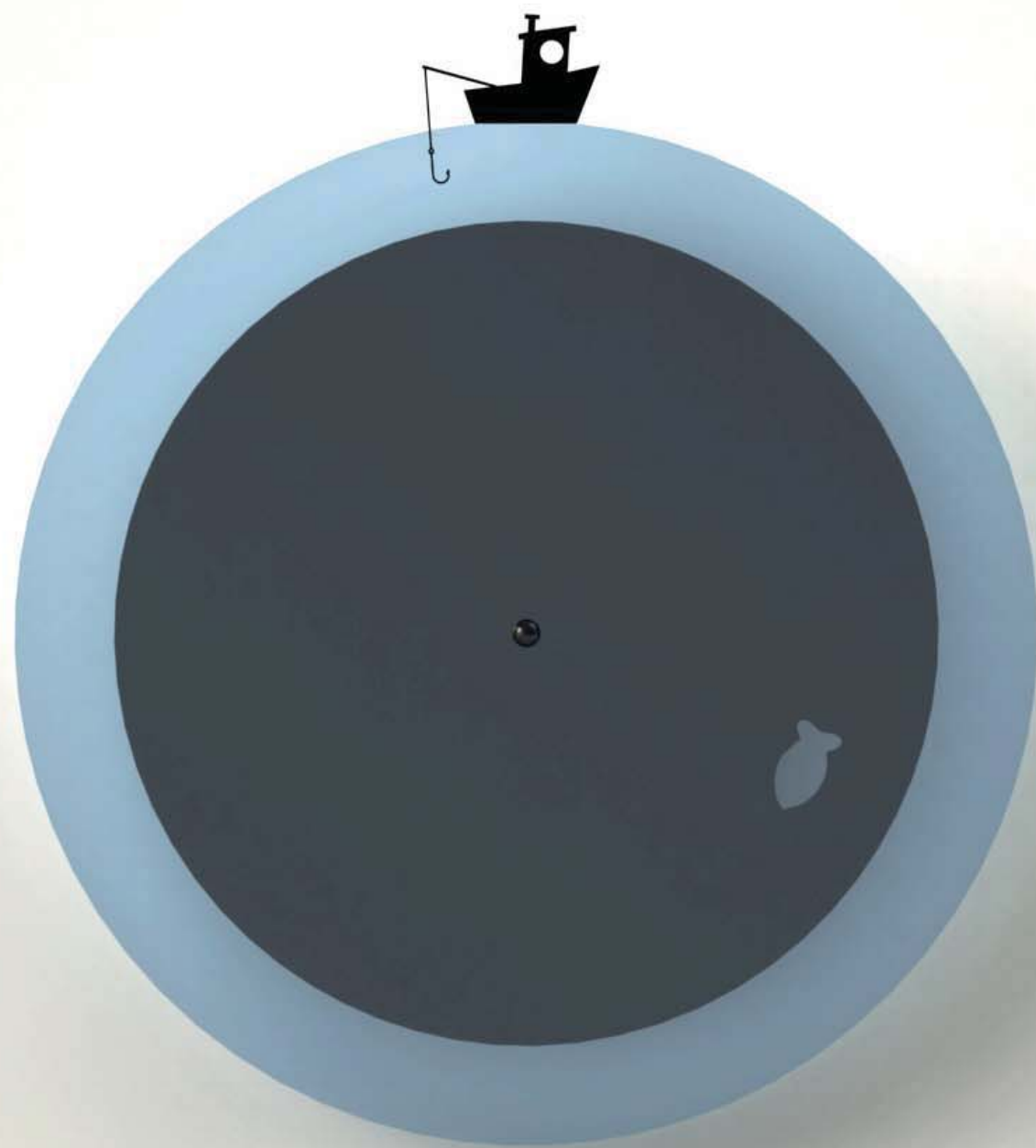


4.15

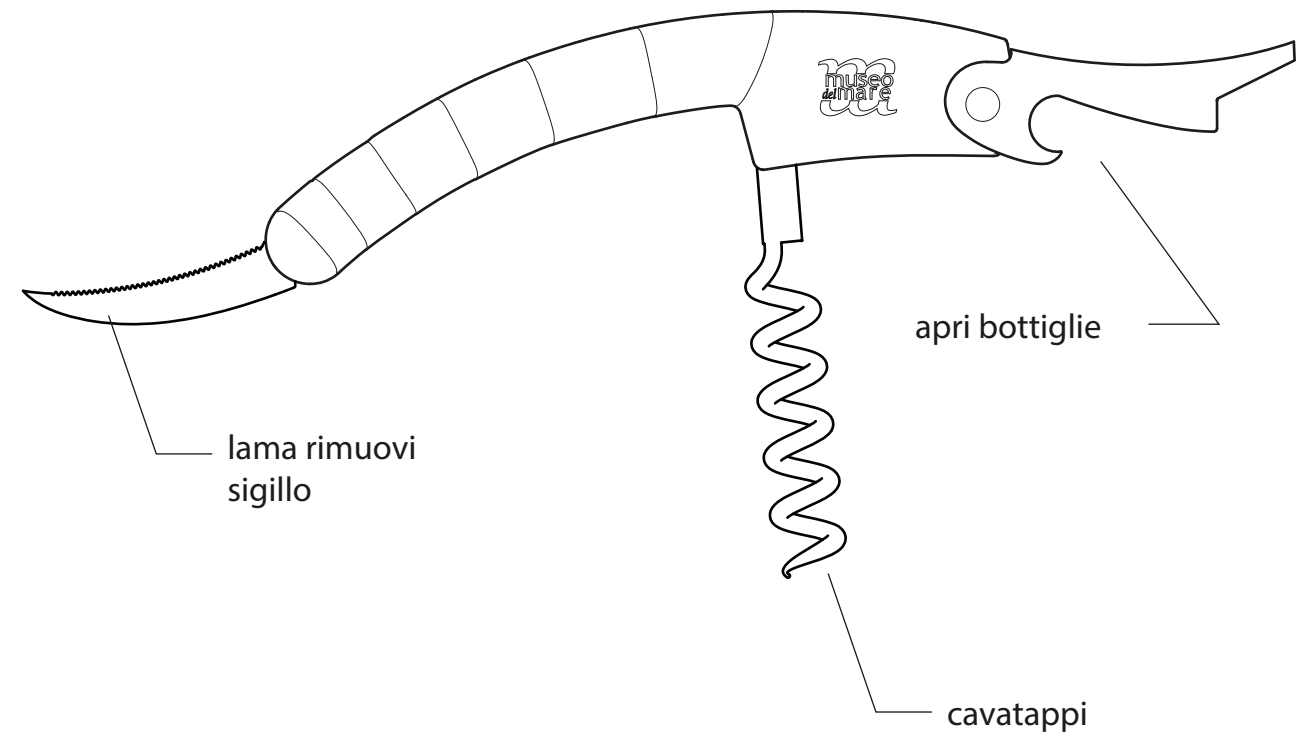
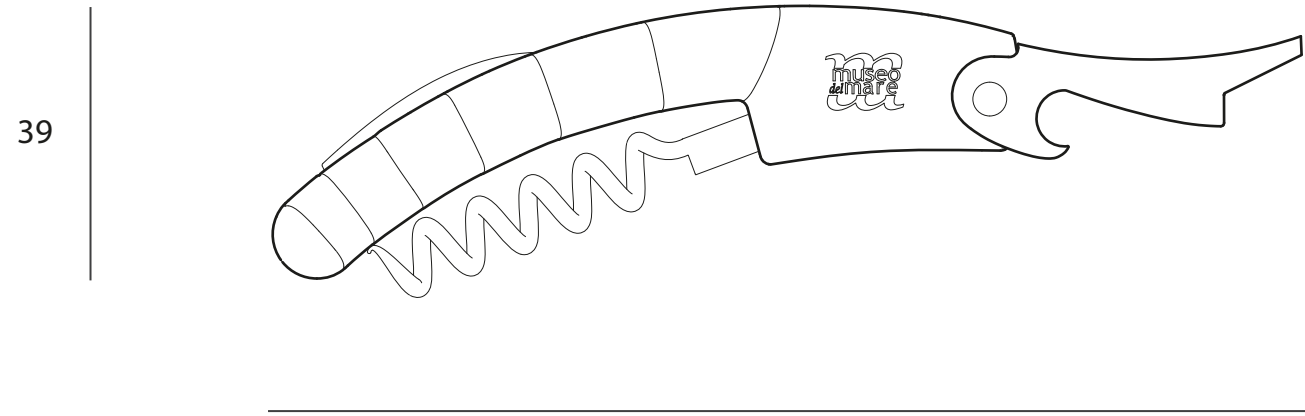


243







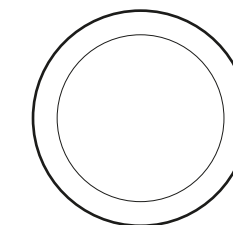




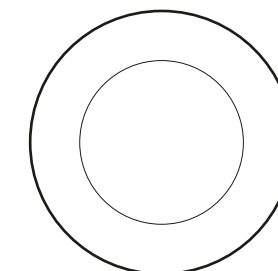




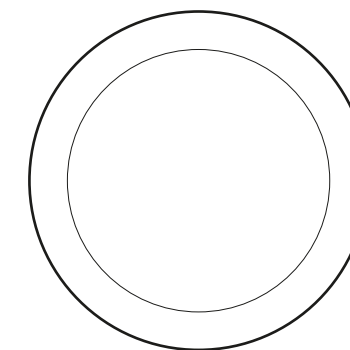
GAMMA



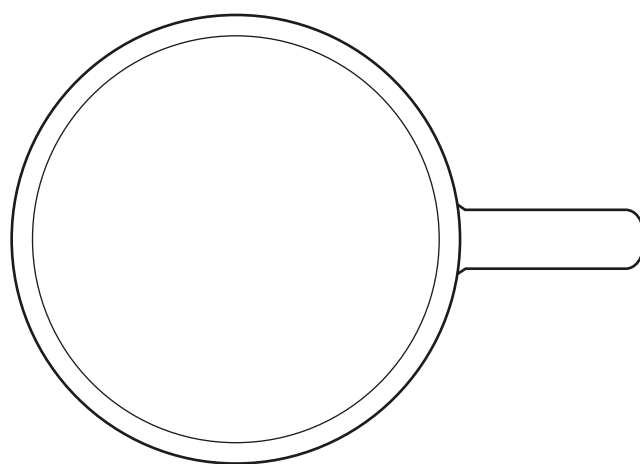
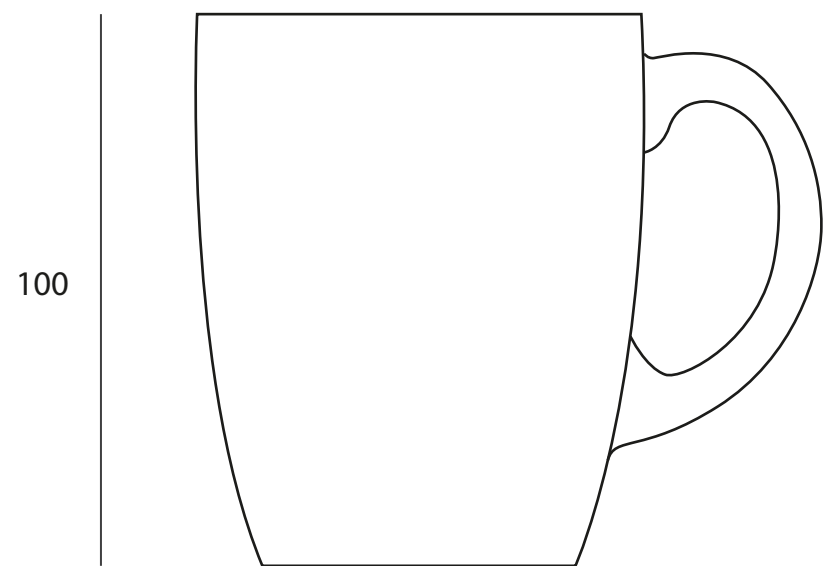
180



200



240



110



T-shirt donna | abbigliamento



T-shirt e felpa uomo | abbigliamento





POLPO STYLE



TARTARUGA STYLE

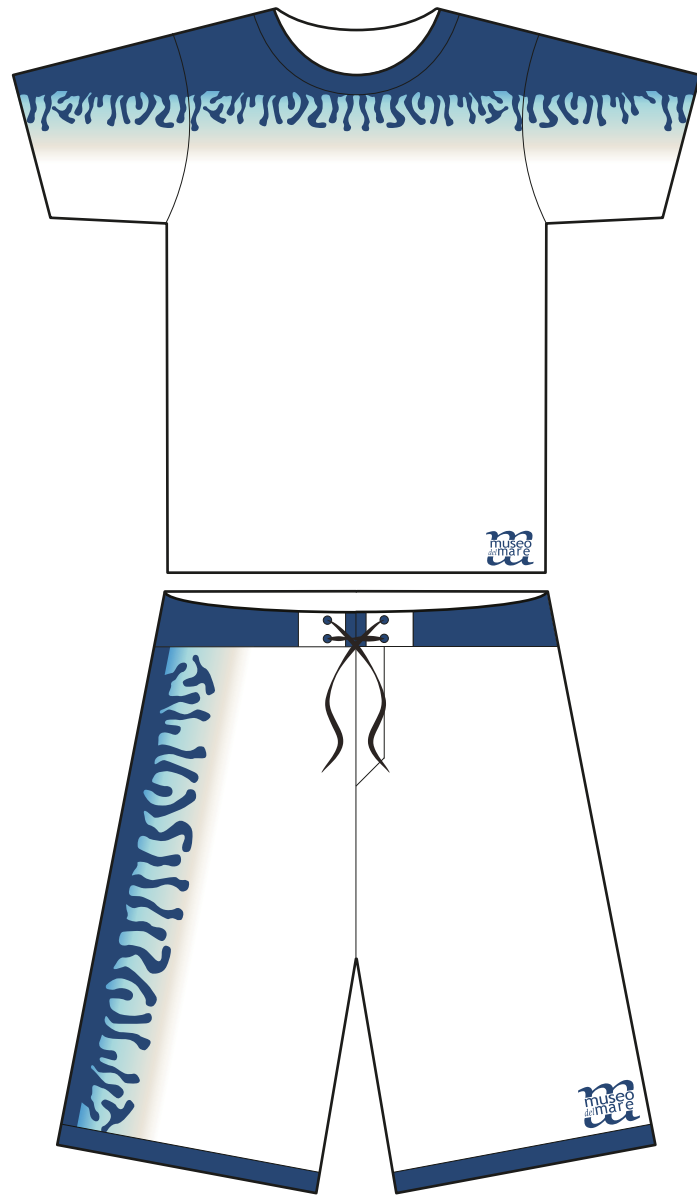


SGOMBRO STYLE

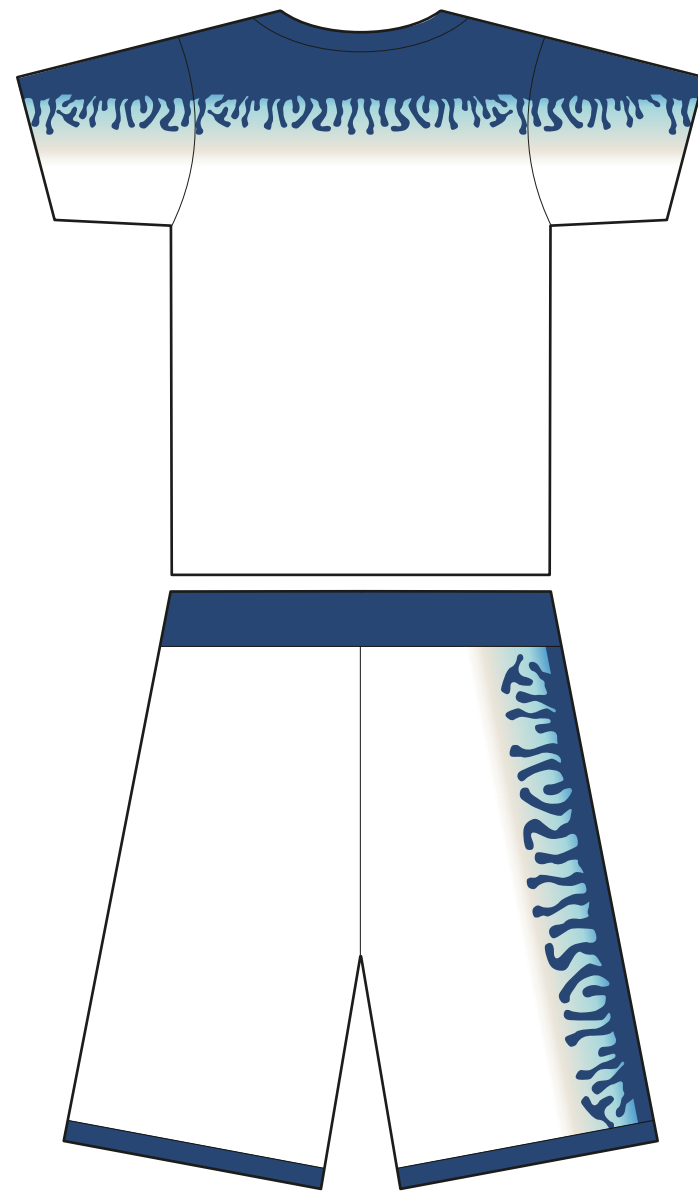


T-shirt | sgombro style

UOMO (FRONTE)



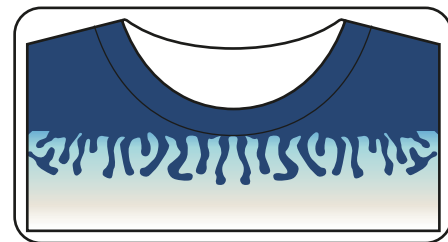
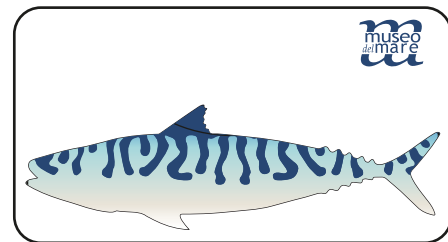
UOMO (RETRO)



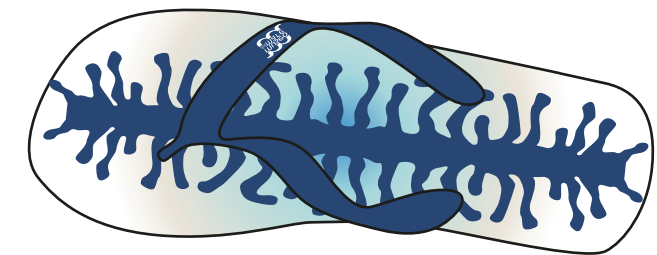
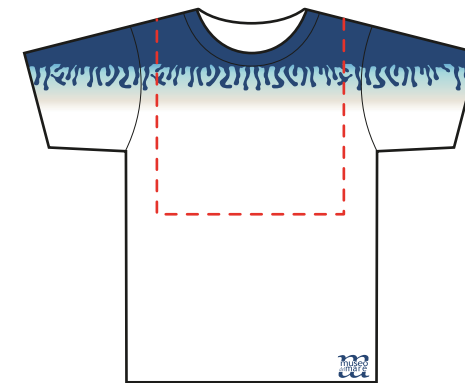
DONNA (FRONTE)



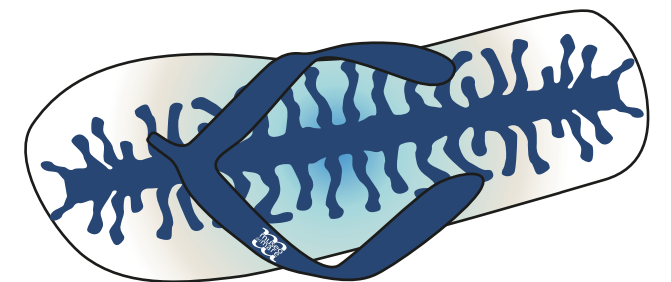
DONNA (RETRO)



PACKAGING

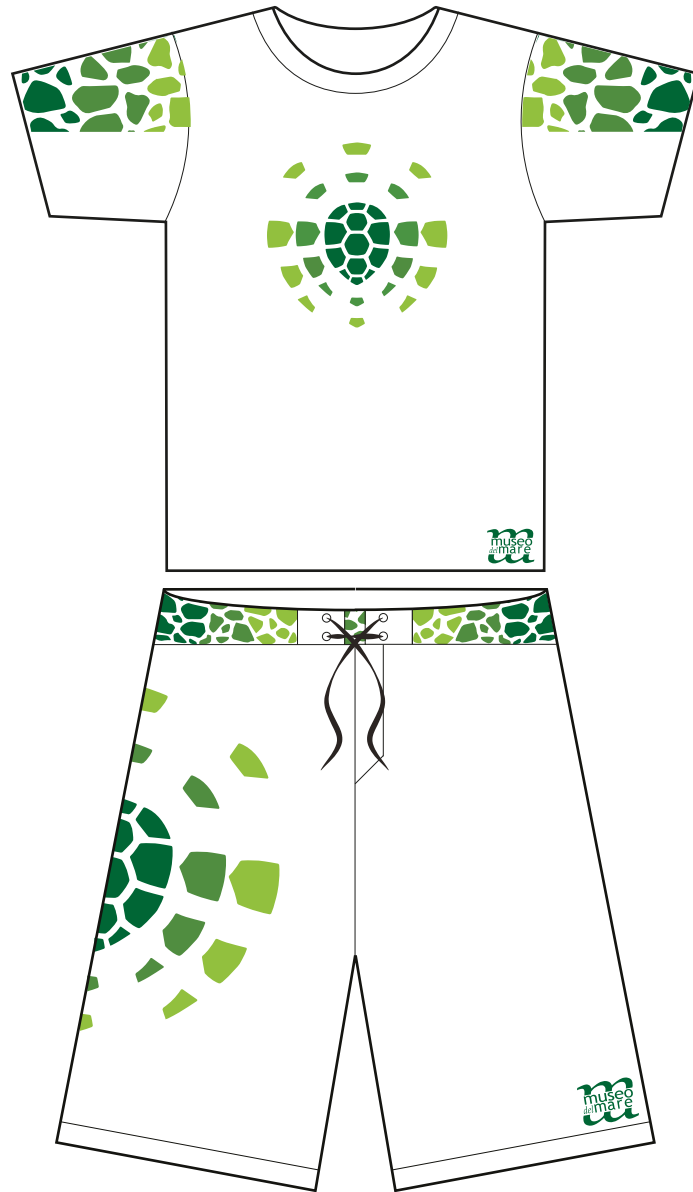


INFRADITO

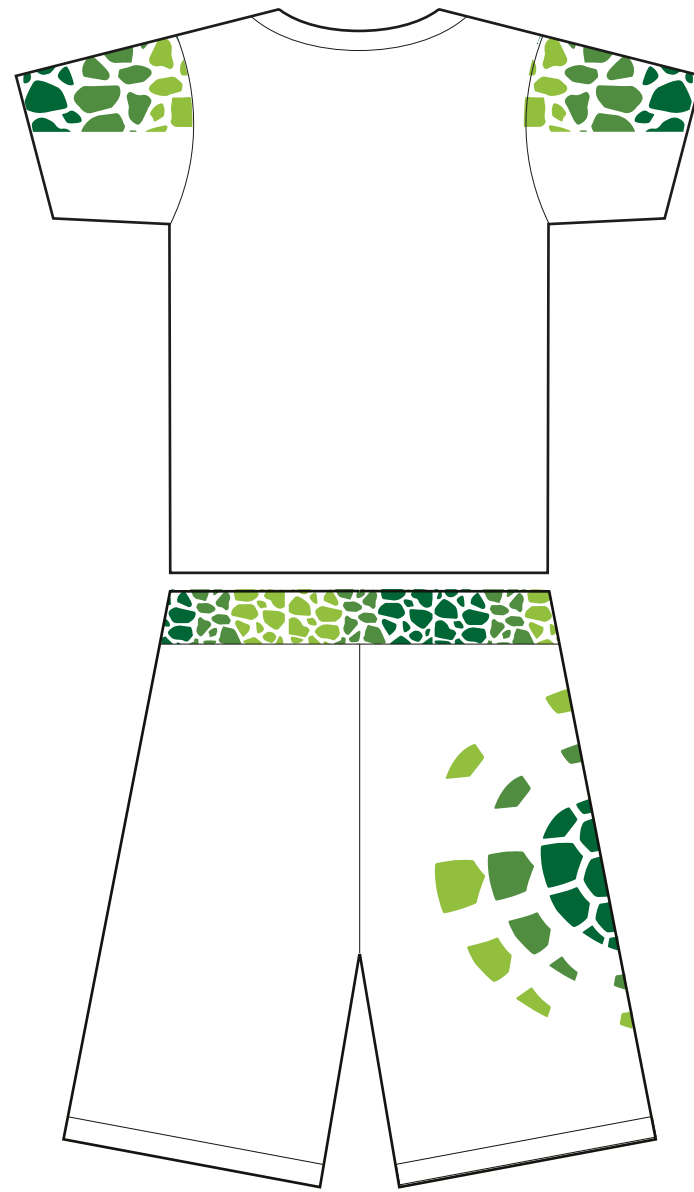


T-shirt | tartaruga style

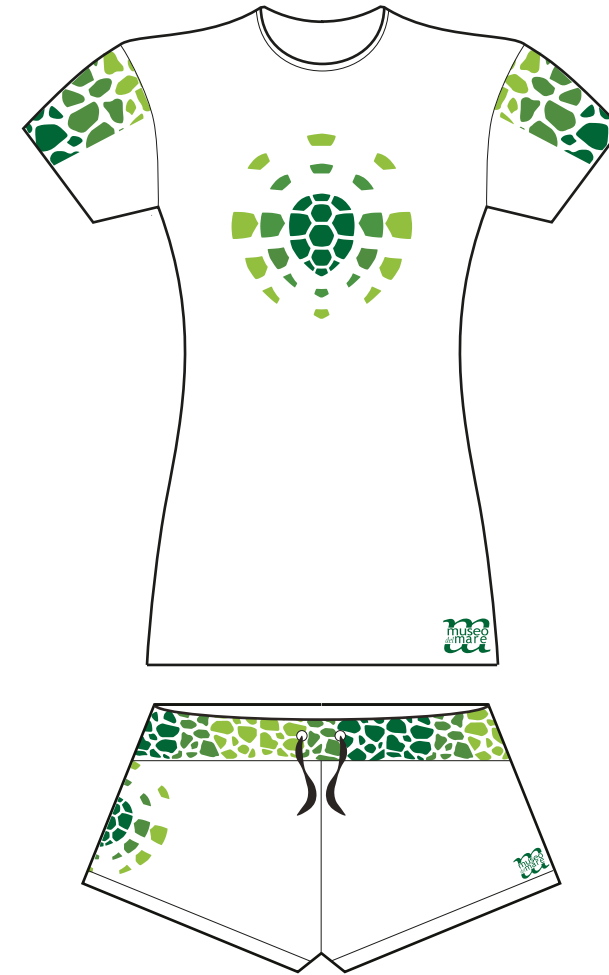
UOMO (FRONTE)



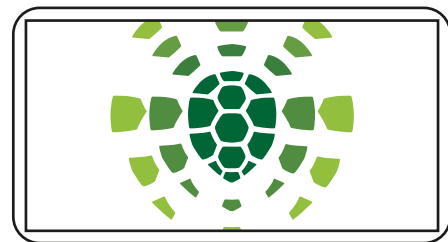
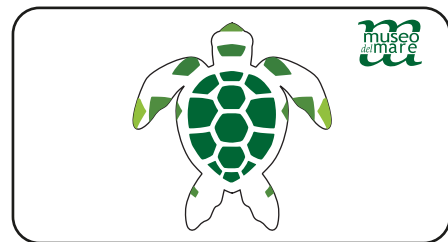
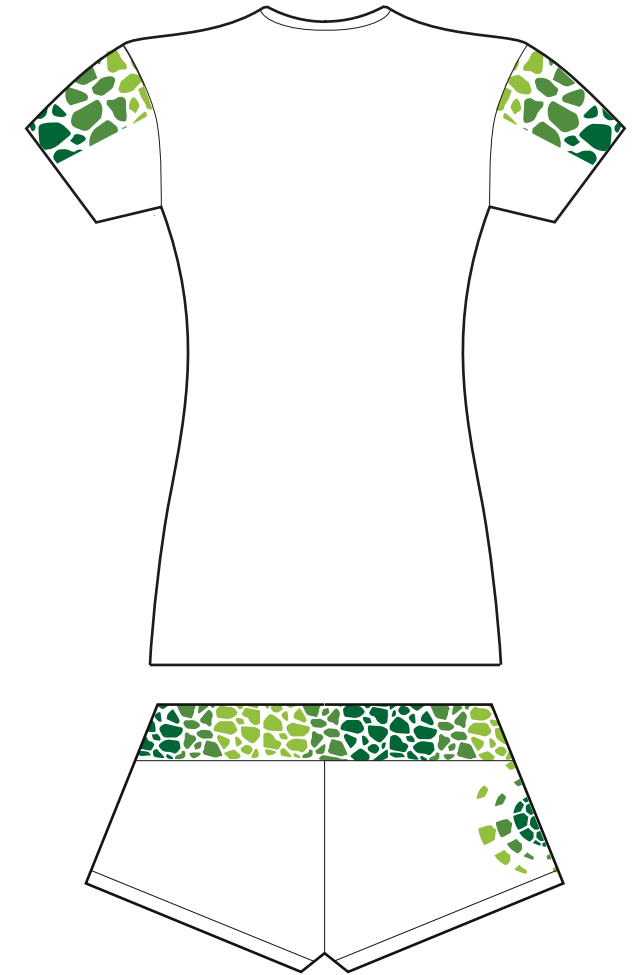
UOMO (RETRO)



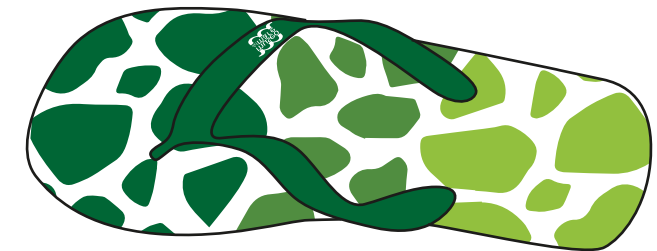
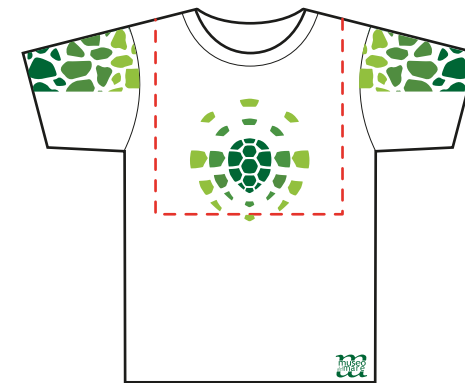
DONNA (FRONTE)



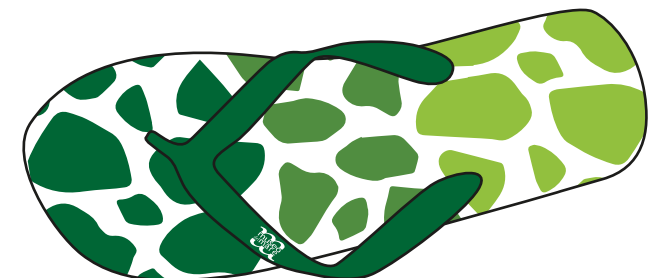
DONNA (RETRO)



PACKAGING

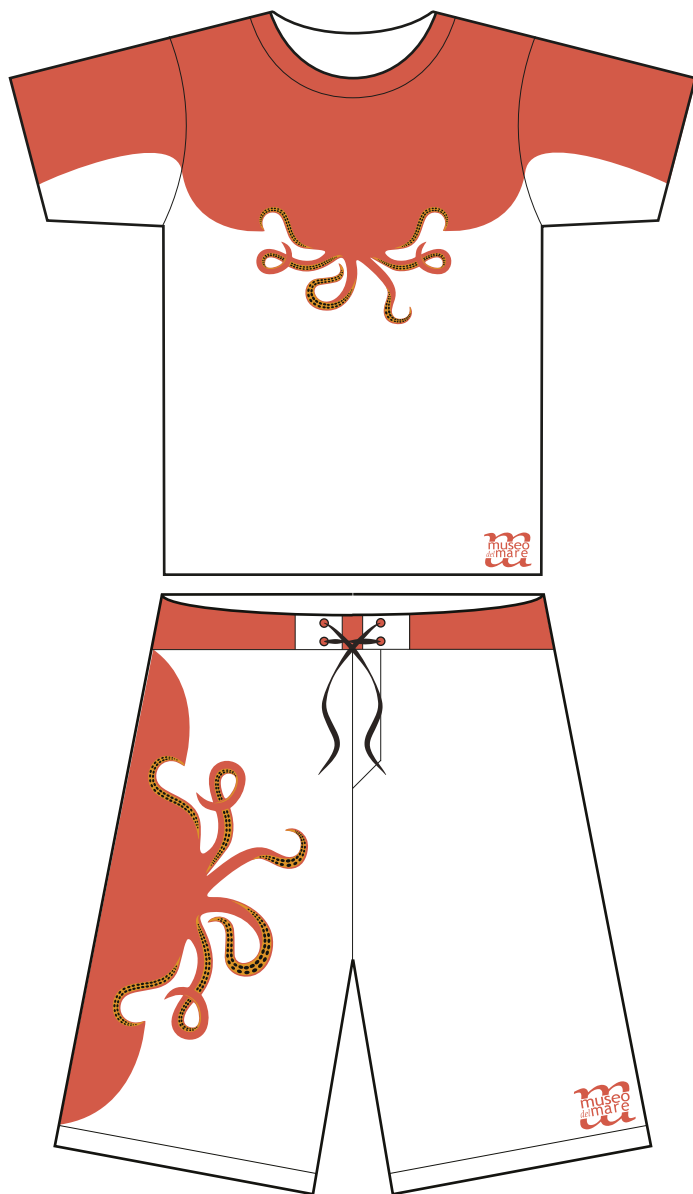


INFRADITO

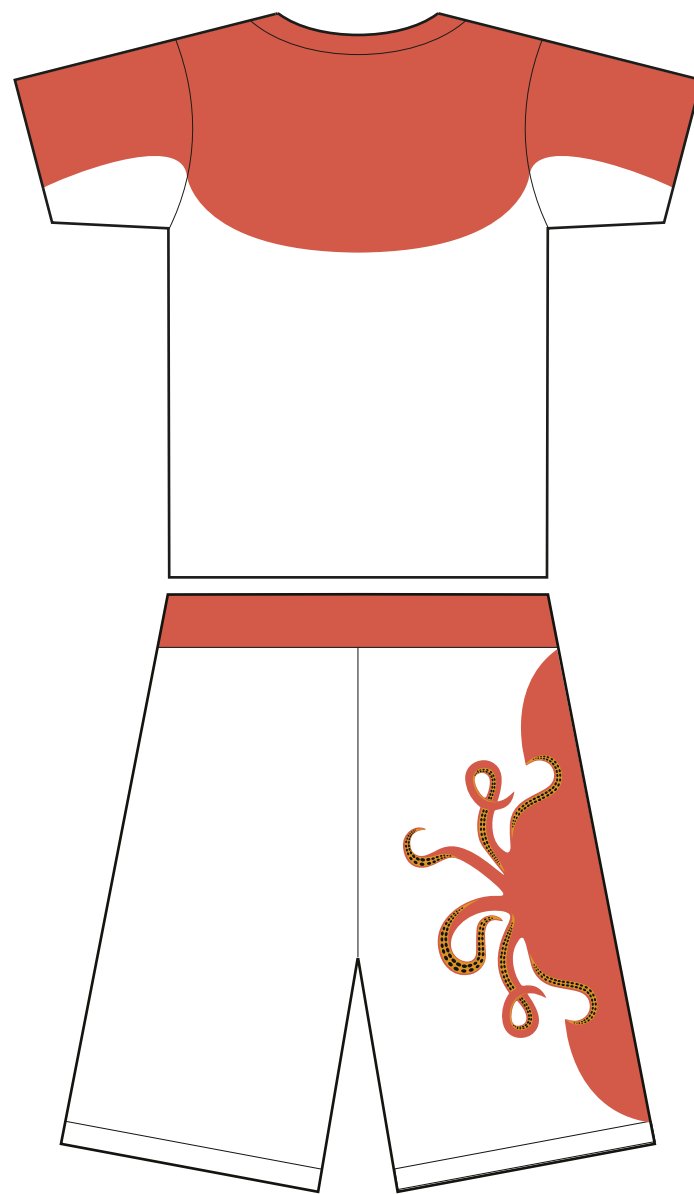


T-shirt | polpo style

UOMO (FRONTE)



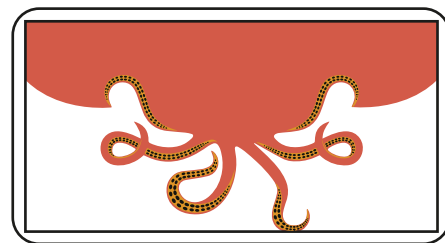
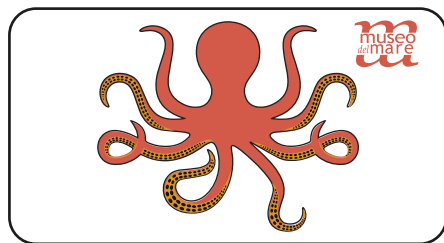
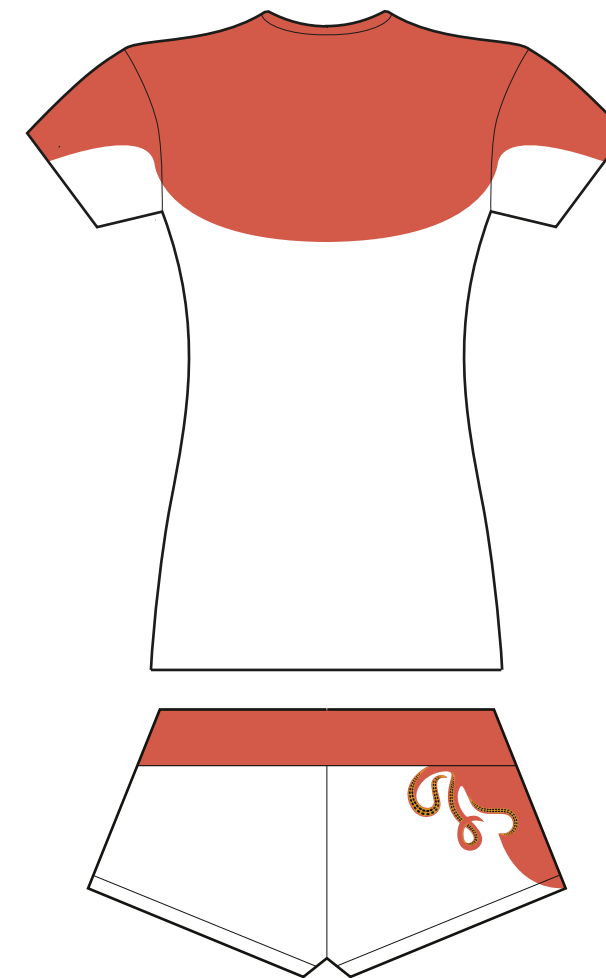
UOMO (RETRO)



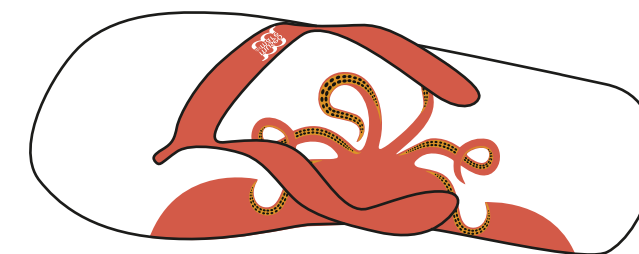
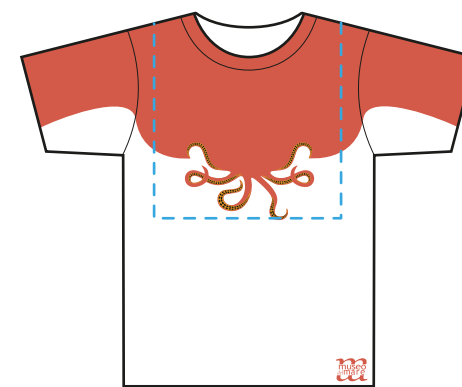
DONNA (FRONTE)



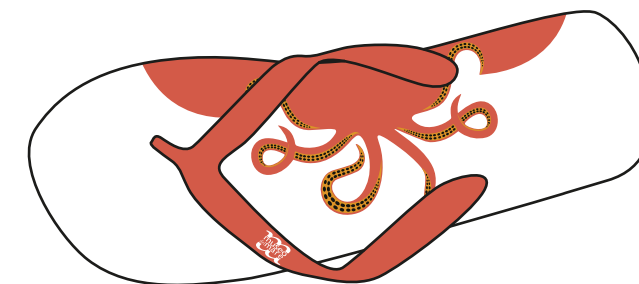
DONNA (RETRO)



PACKAGING

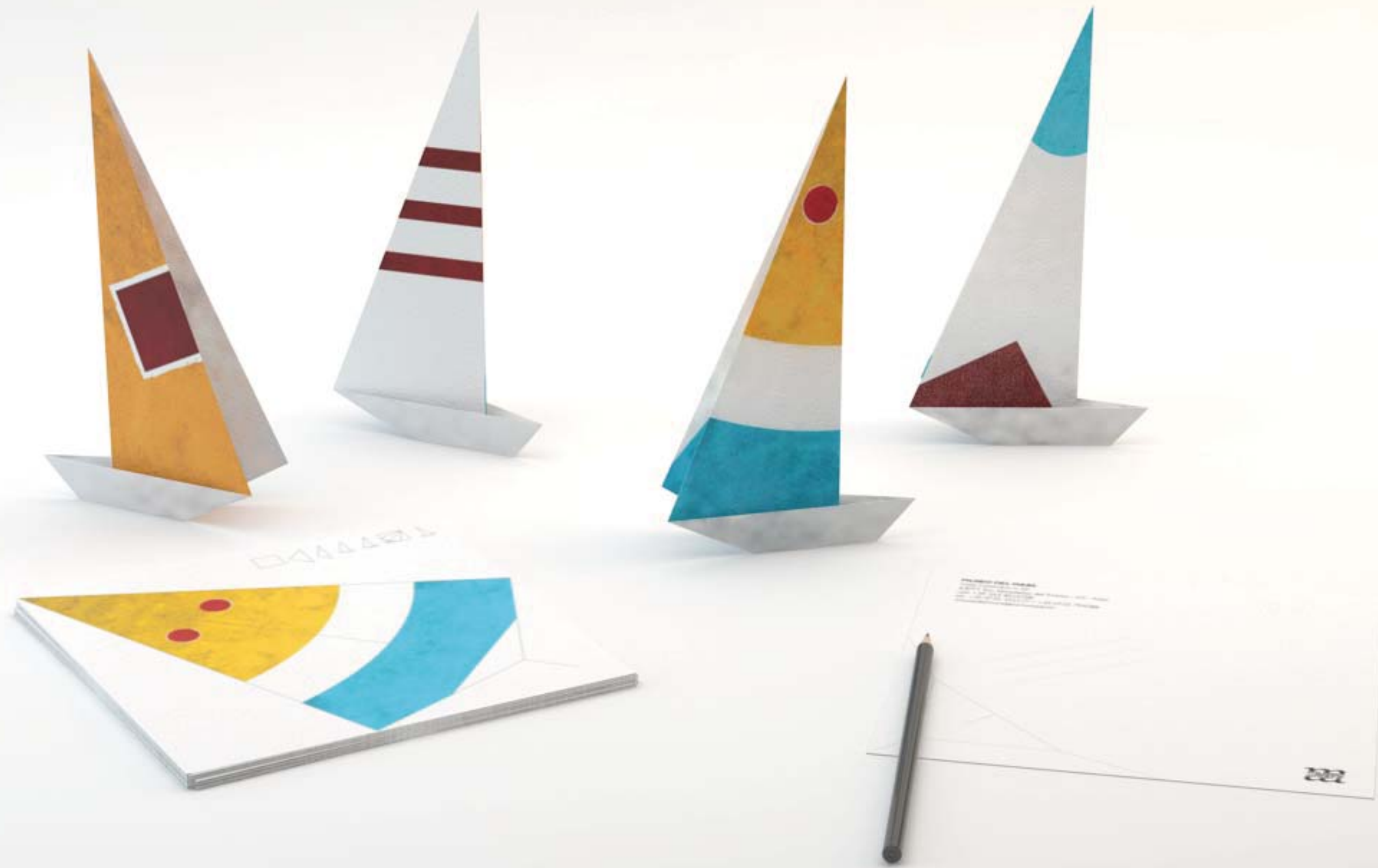


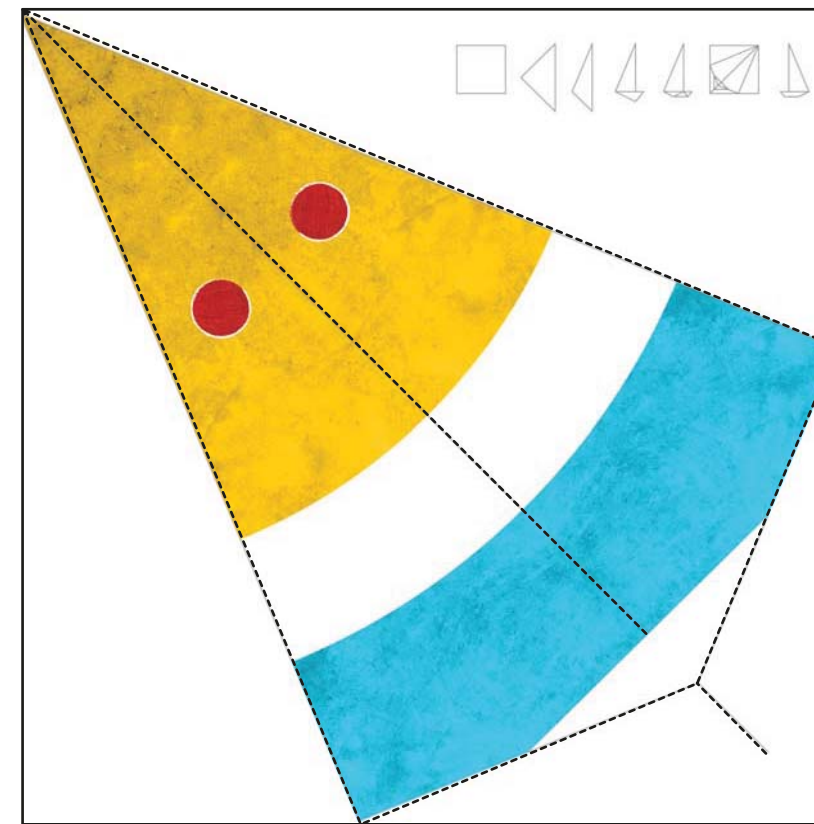
INFRADITO



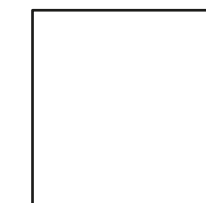


VELE SAMBENEDETTESI

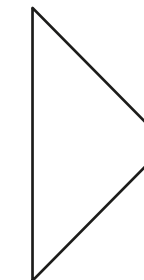




1



2



3



4

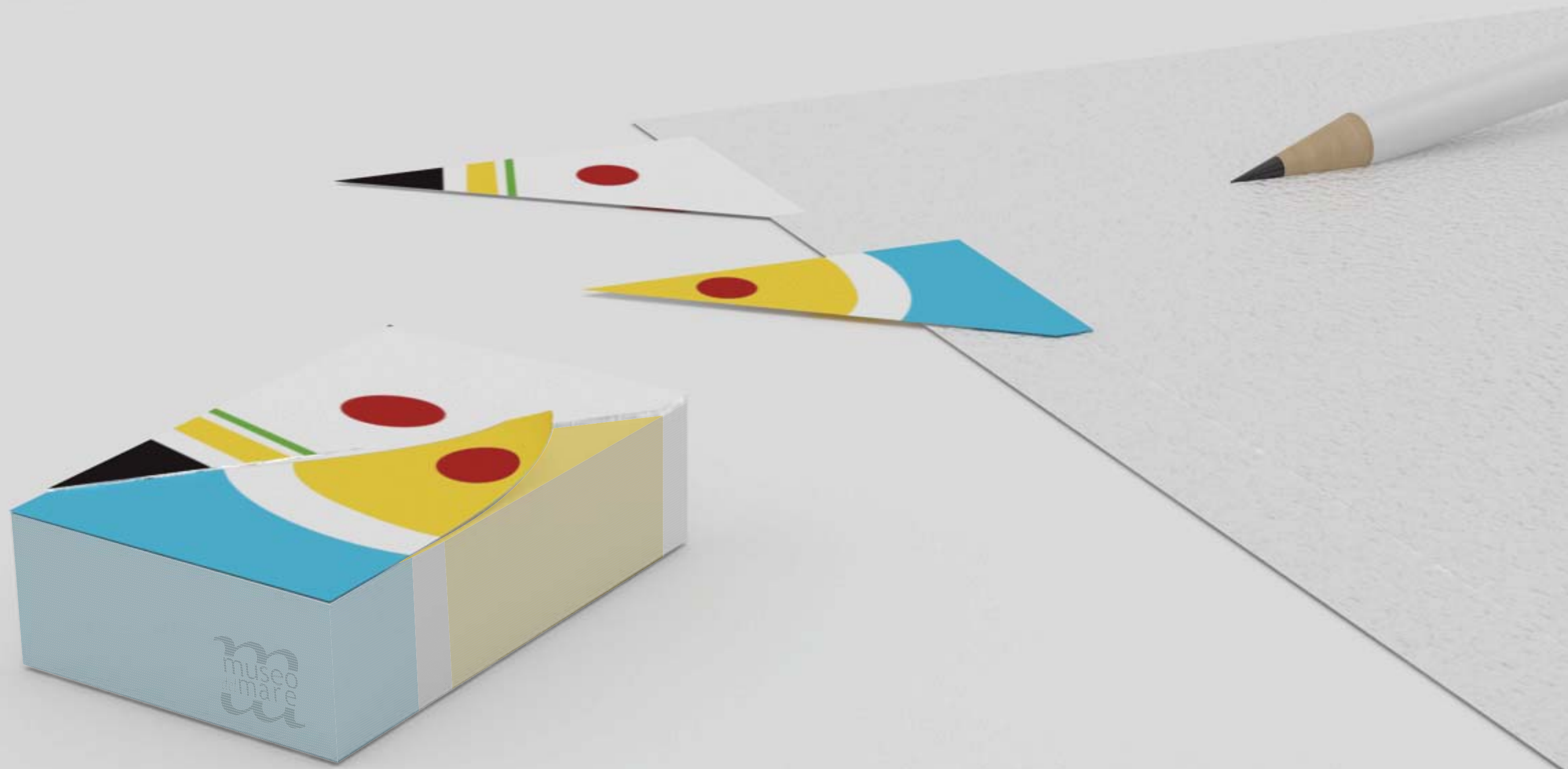


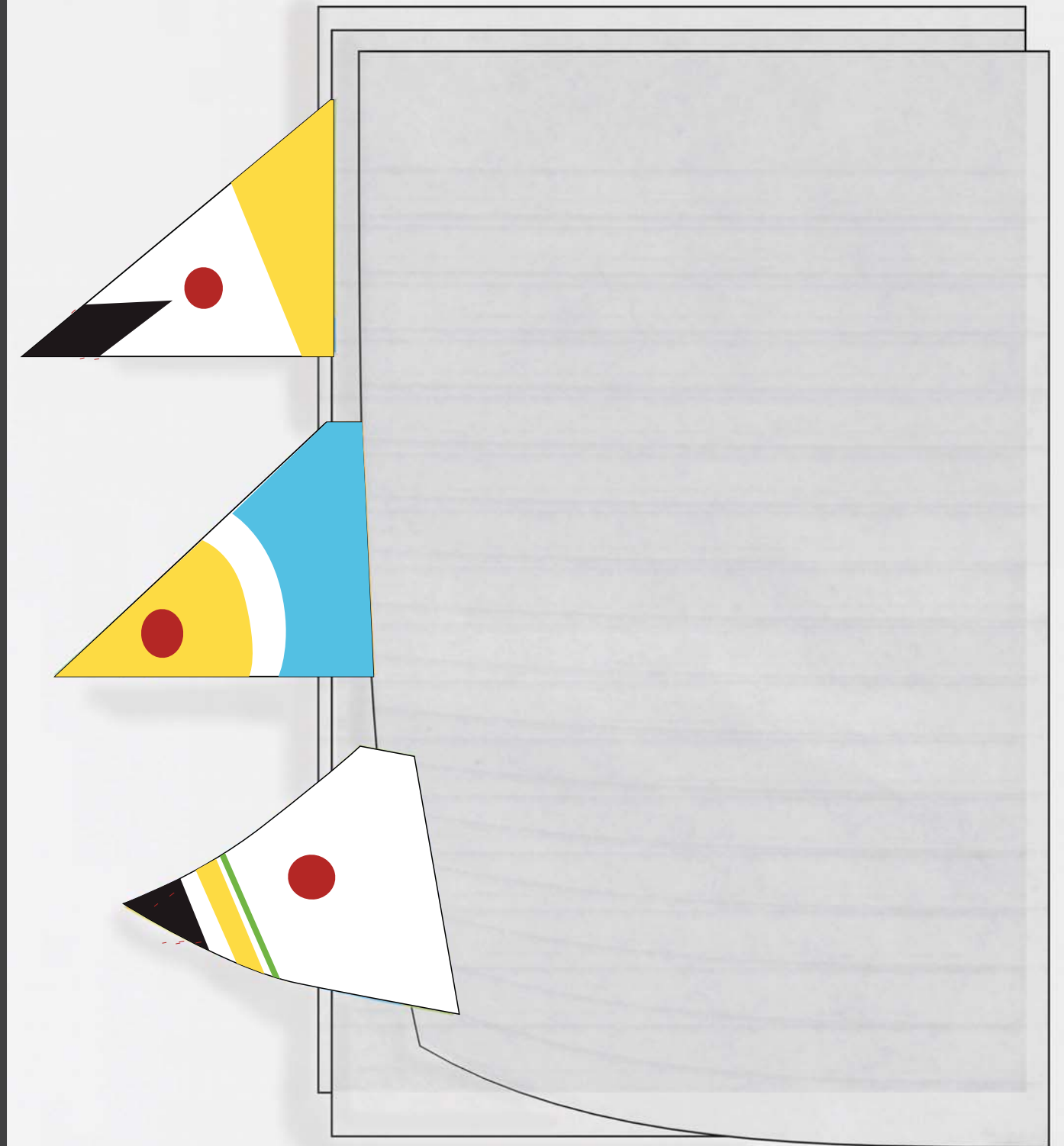
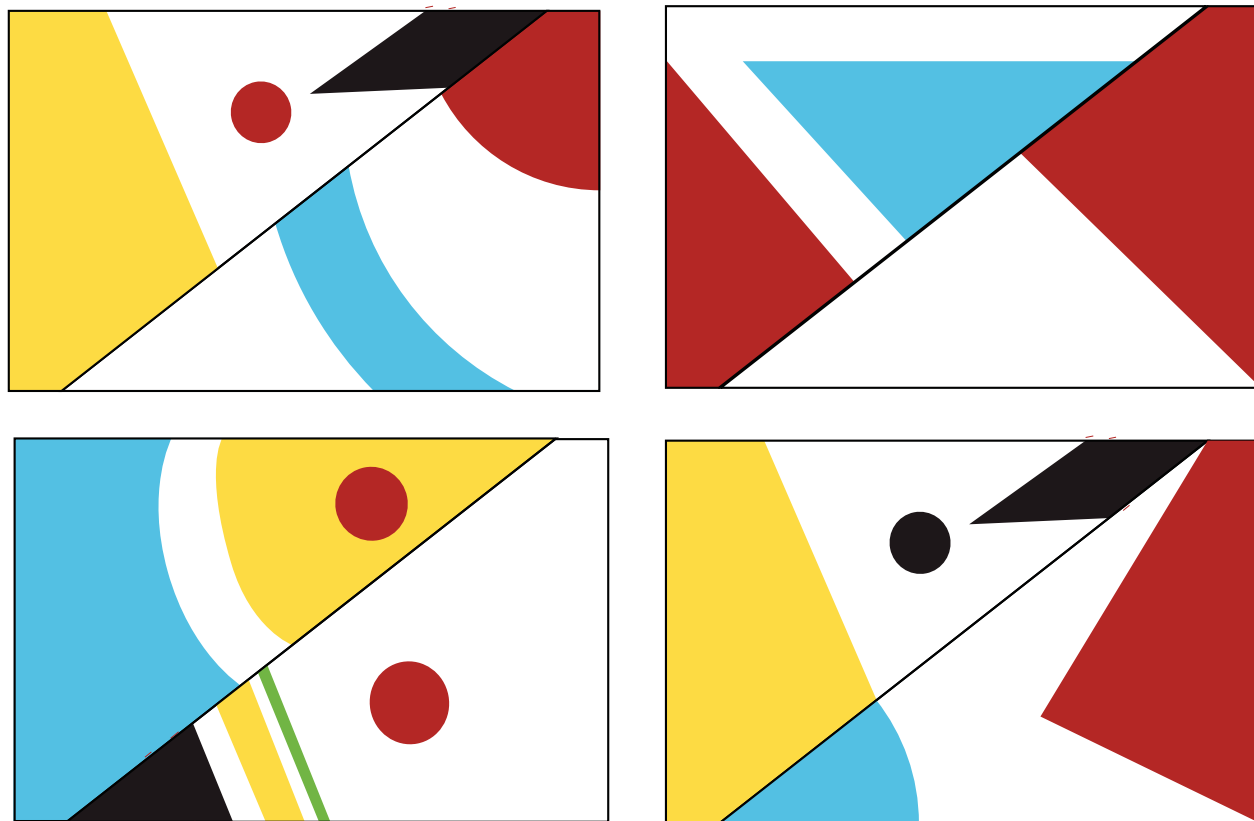
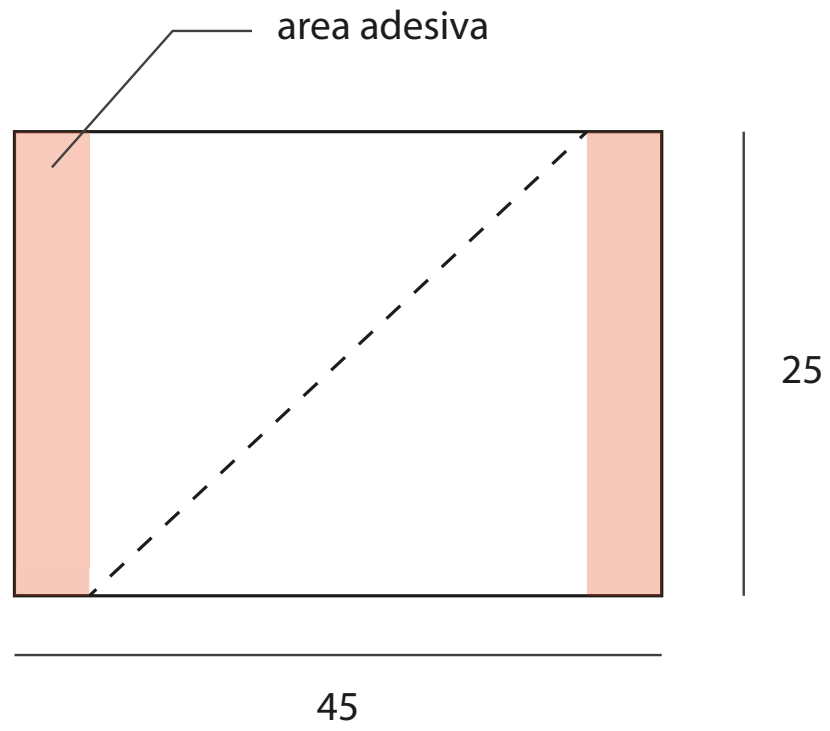
5

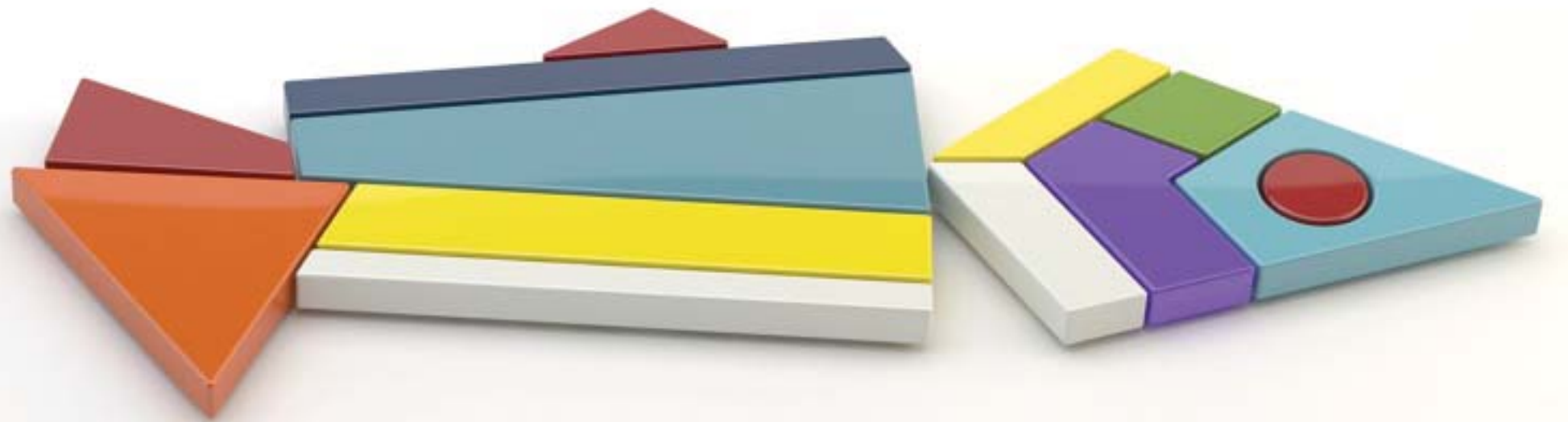
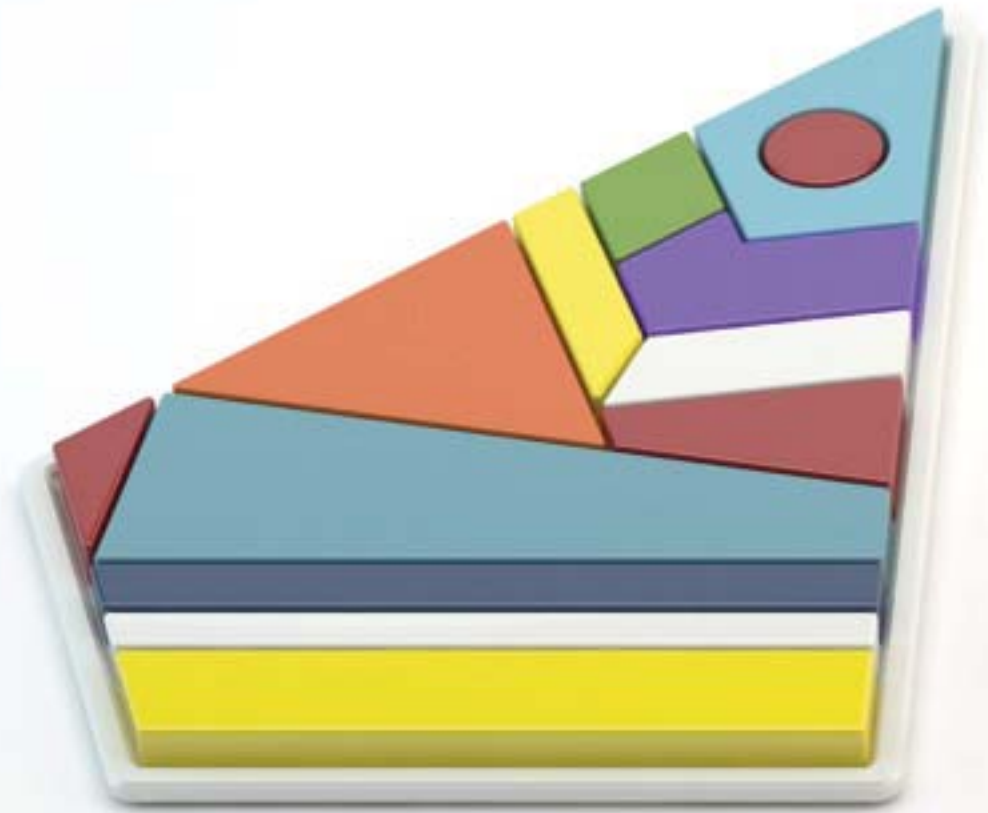


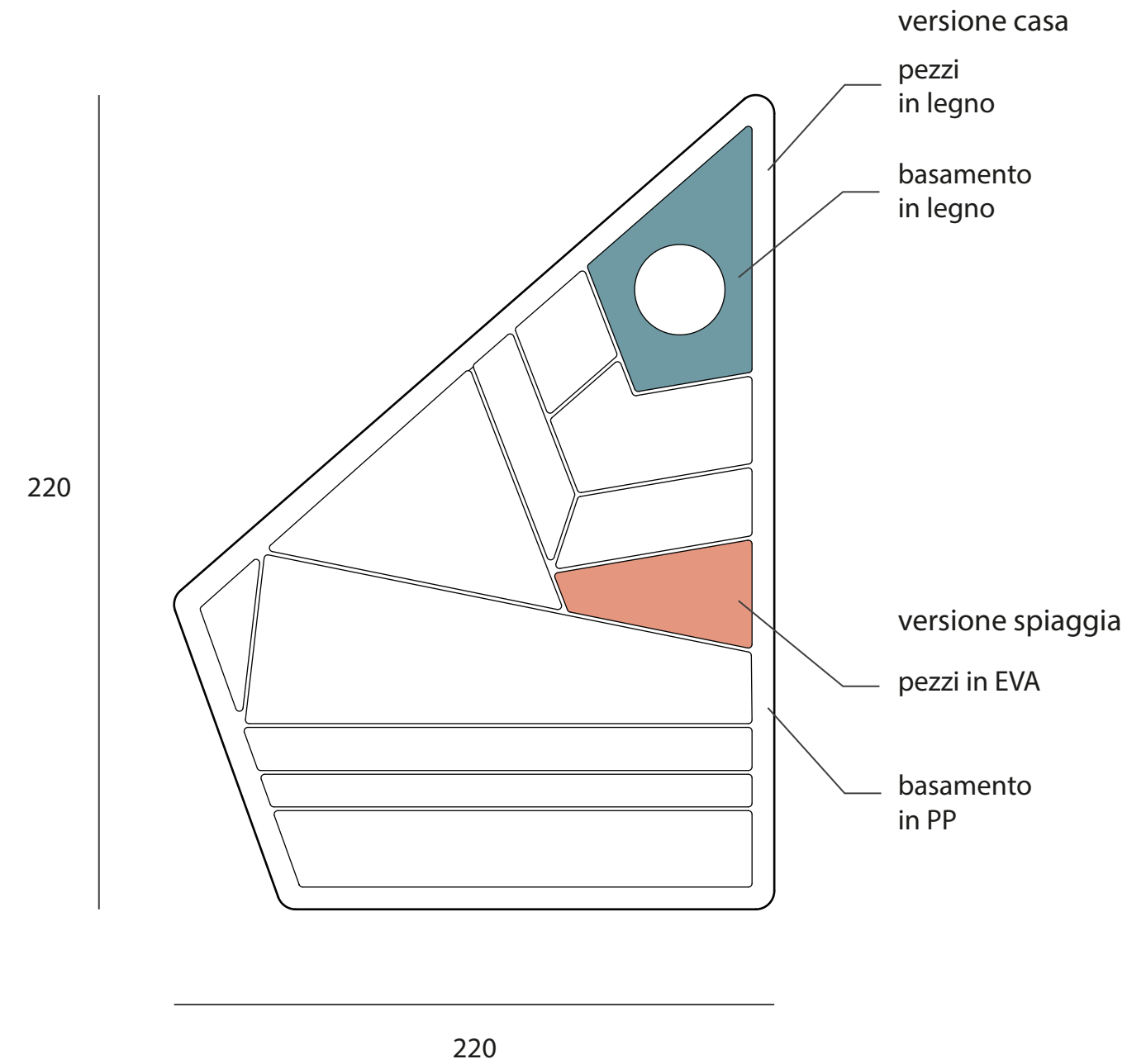
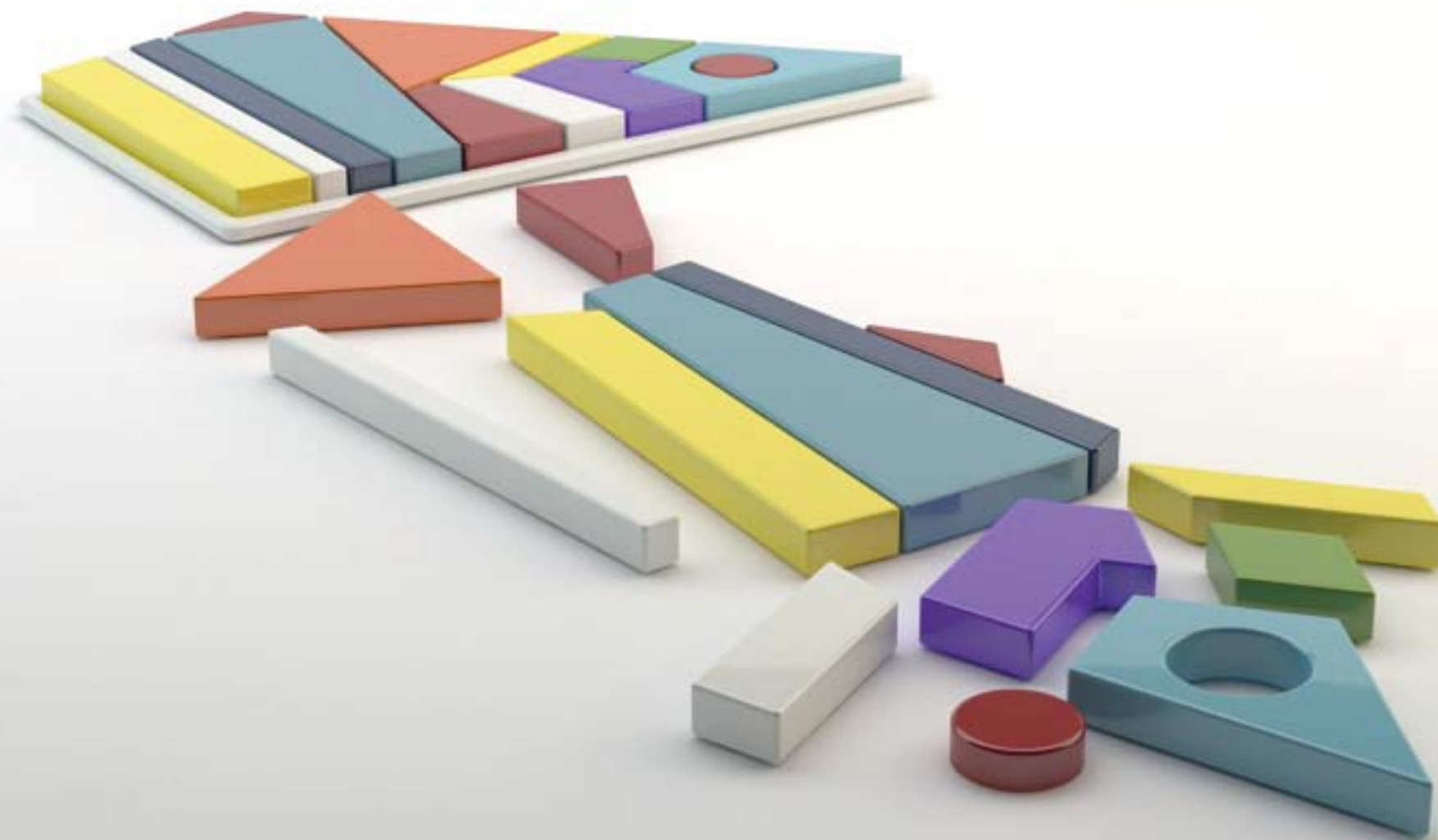
MUSEO DEL MARE
Viale Colombo n. 92
63074 San Benedetto del Tronto - AP - Italia
cell. +39 393 8925708
tel. +39 0735 592177 / +39 0735 794588
museodelmare@comunesbt.it







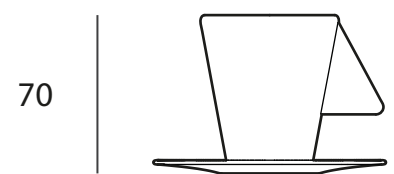
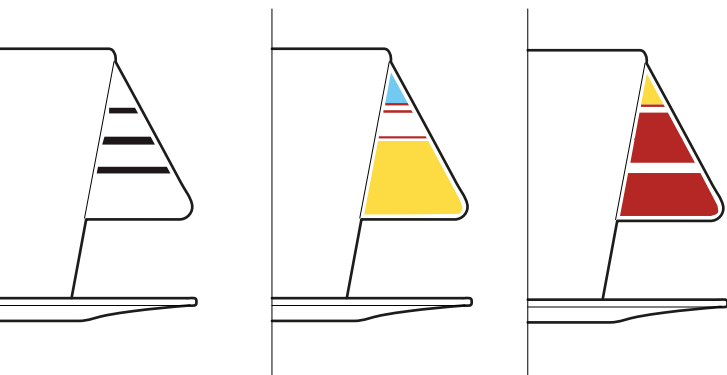




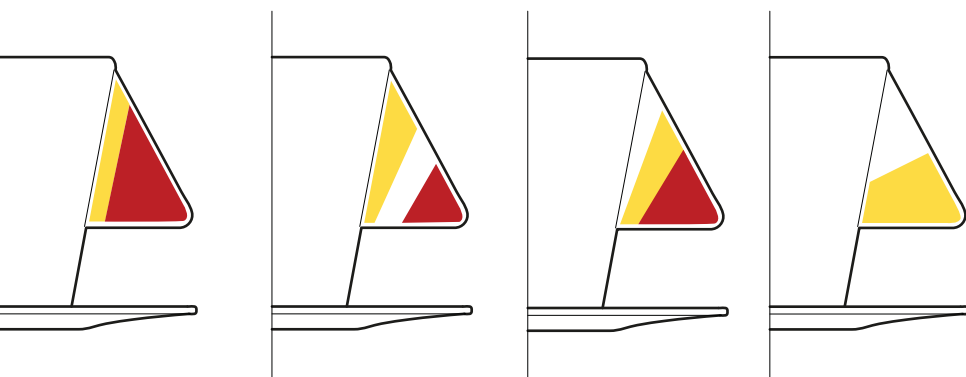


set tazze da caffè | casalinghi

set da 3pz

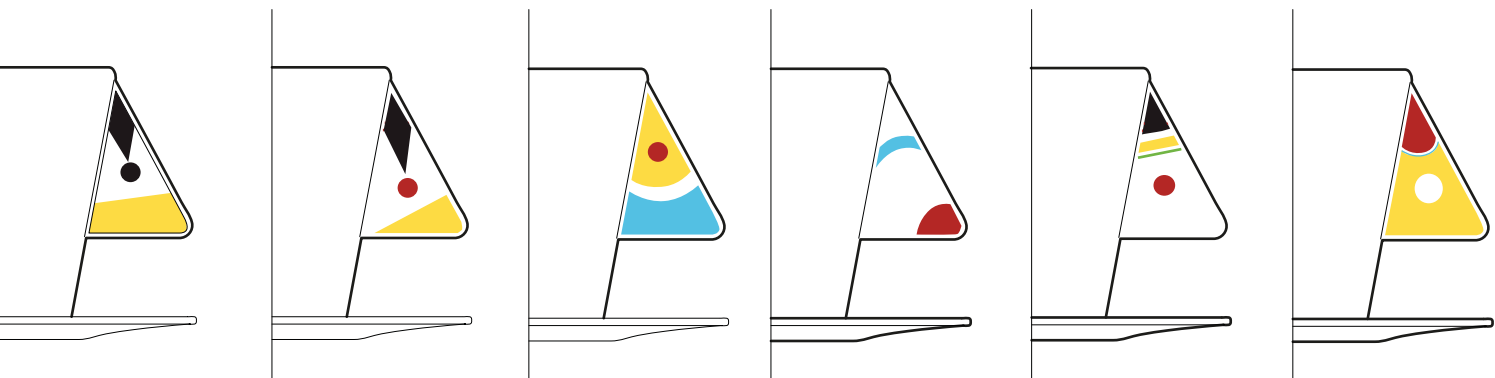


set da 4pz



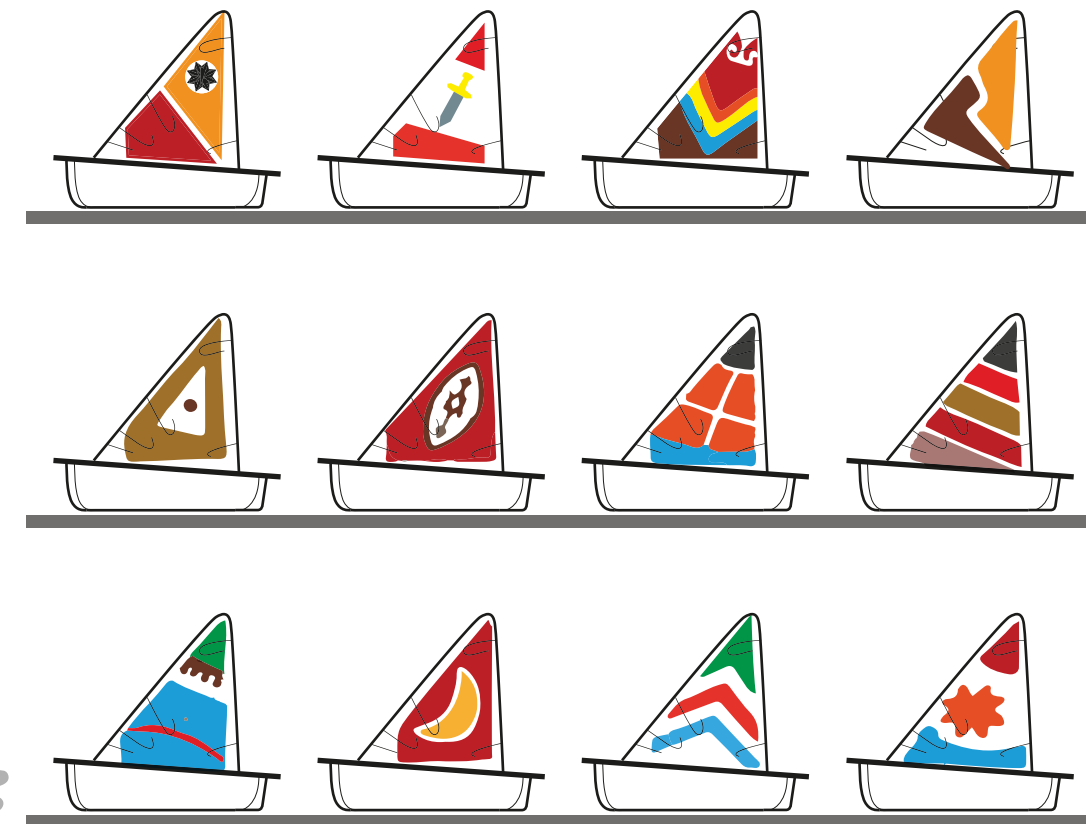
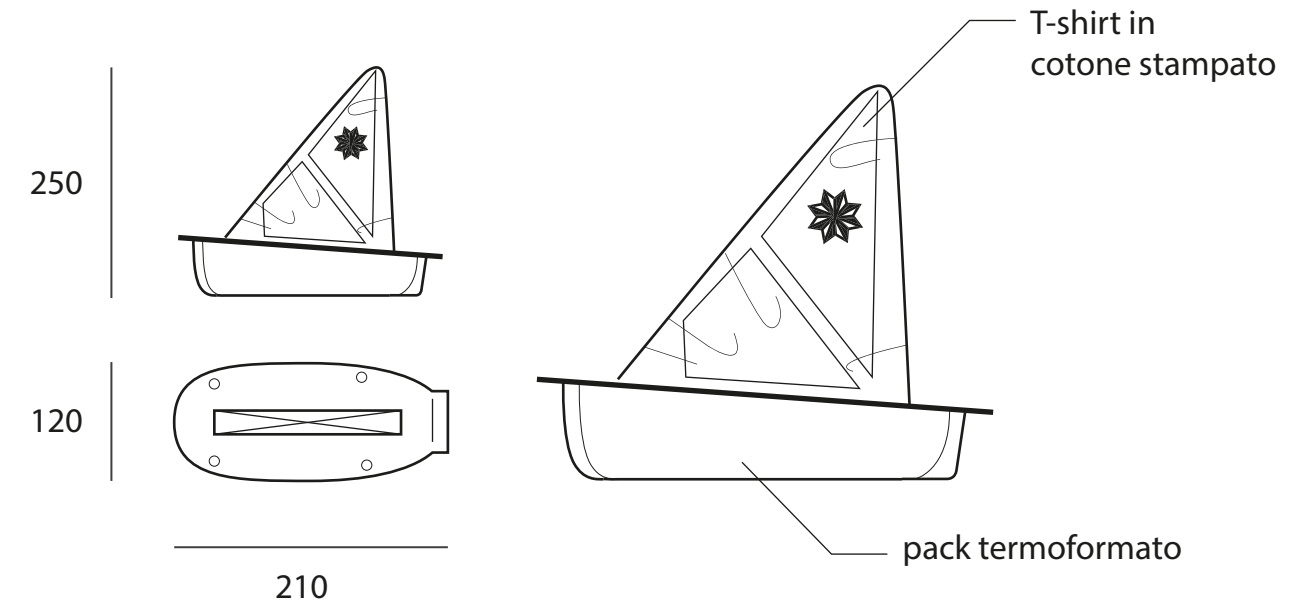
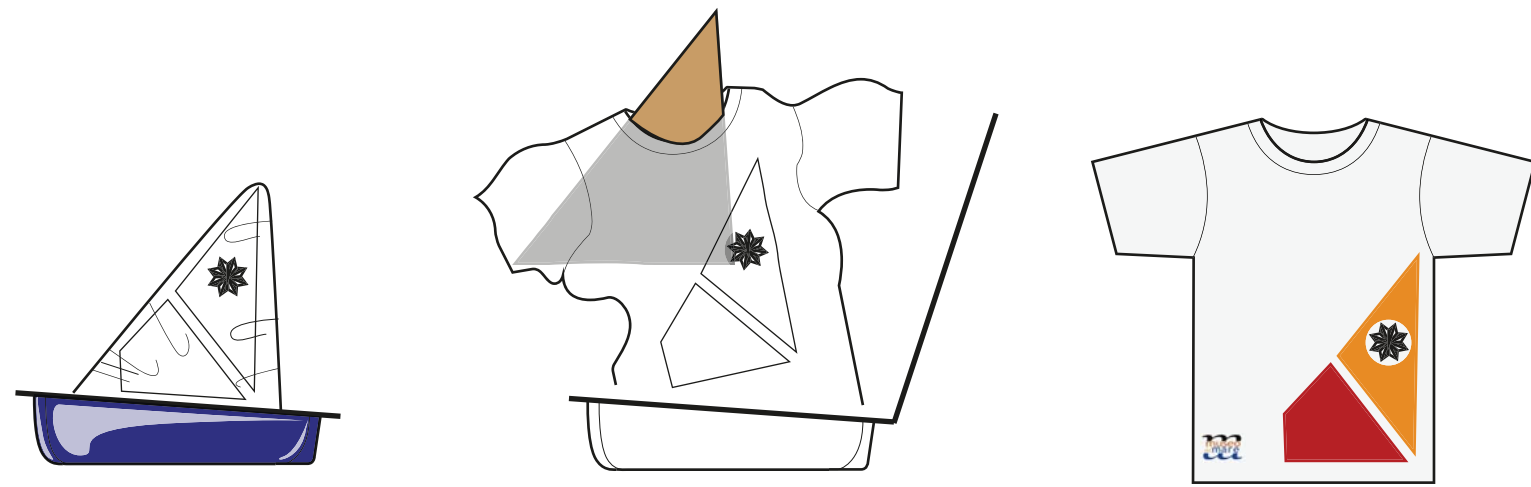
100

set da 6pz

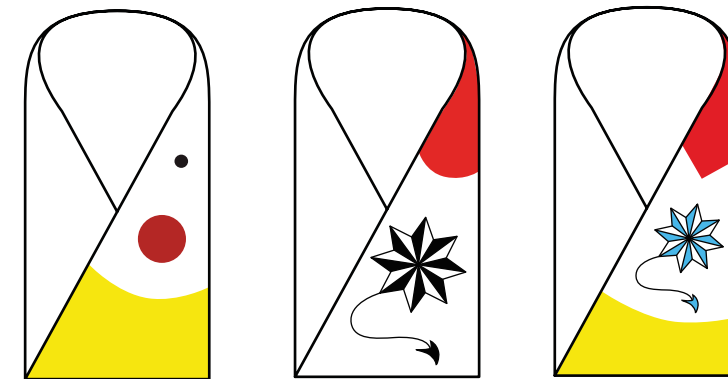
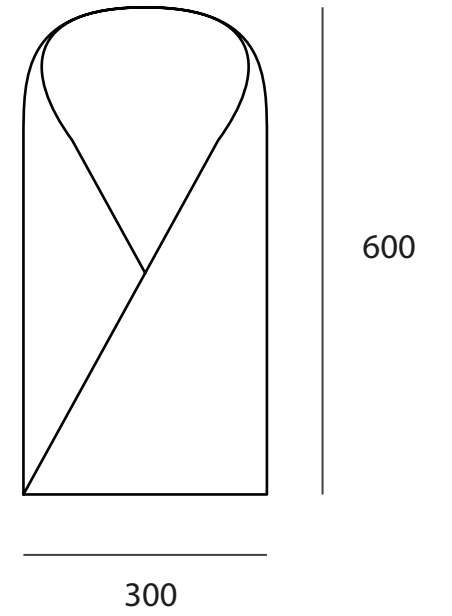




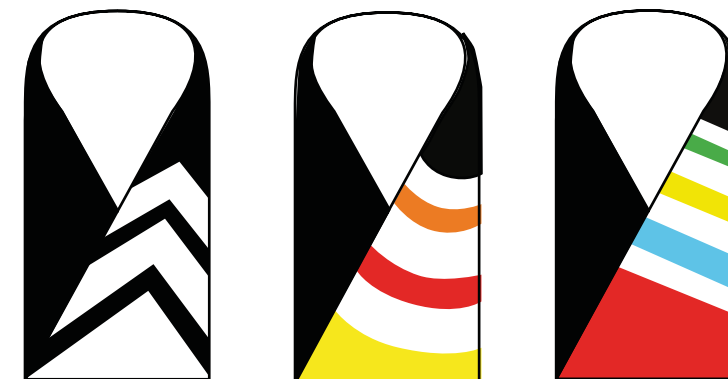
T-shirt vela | abbigliamento bambini



shopper in canapa/cotone | abbigliamento



COLLEZIONE
WHITE



COLLEZIONE
BLACK

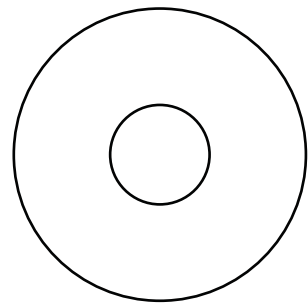


ANFORE



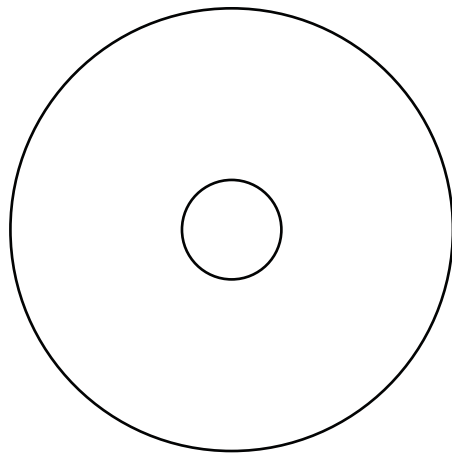
ANFORA
CANANEA

40



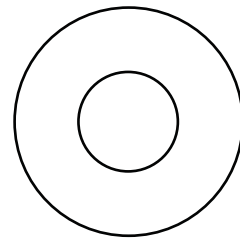
ANFORA
DRESSEL

57

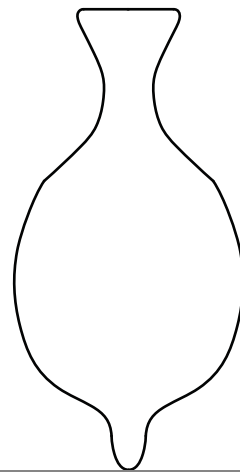
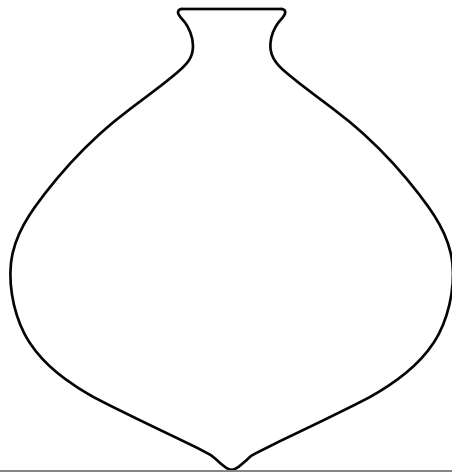
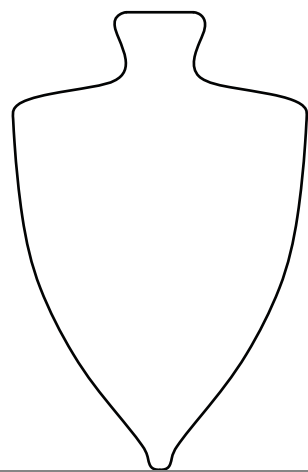


ANFORA
LAMBOGLIA

30



60





ANFORA PUNICA



ANFORA CANANEA



ANFORA DRESSEL



DRESSEL 30

ELEMENTS TIPOLOGICAL

Hard grey-buff (10YR 6/2) fabric with prominent angular white inclusions up to 1 mm across and an off-white slip on the outer surface.

A collection of tradition, values and territories, Museum of amphoras of San Benedetto del Tronto, Italy.

ANFORA CANANEA



ANFORA PUNICA



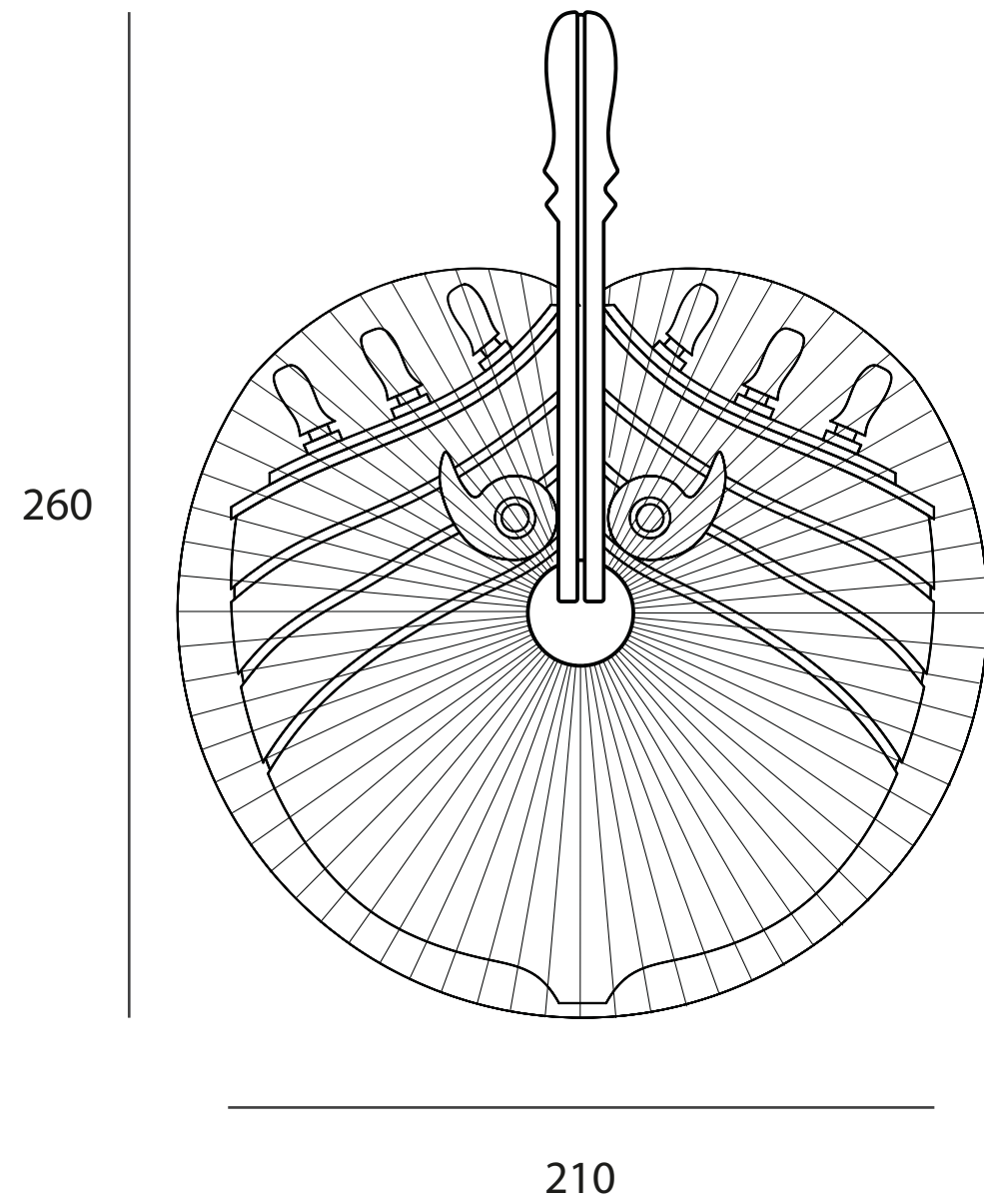
ANFORA DRESSEL





PARANZA

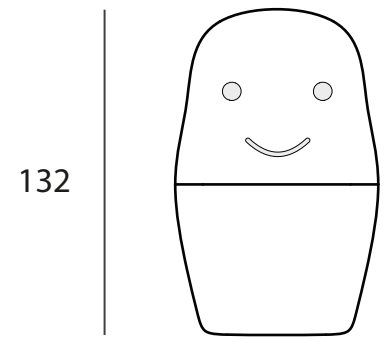




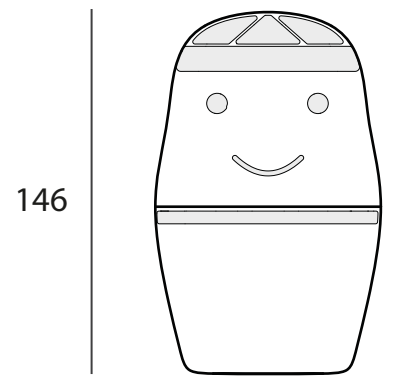


contenitori equipaggio della paranza | casalinghi

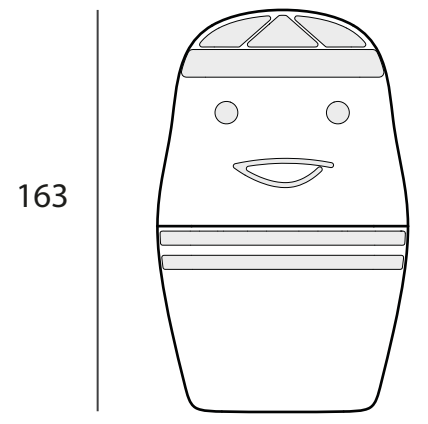
LU MERENILLE



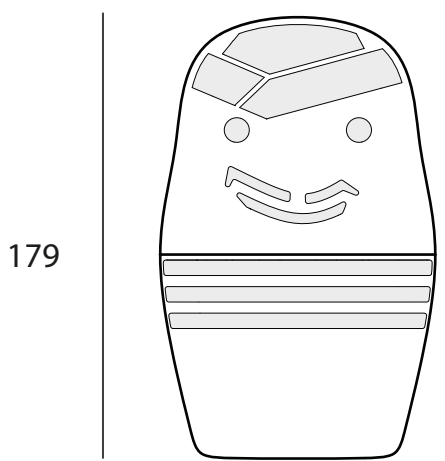
LU MERÈ



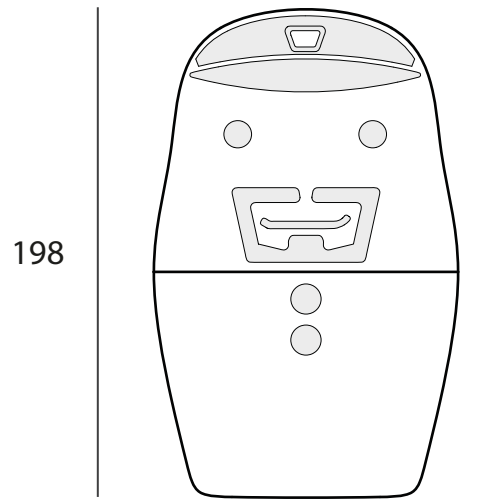
LU JVNETTE



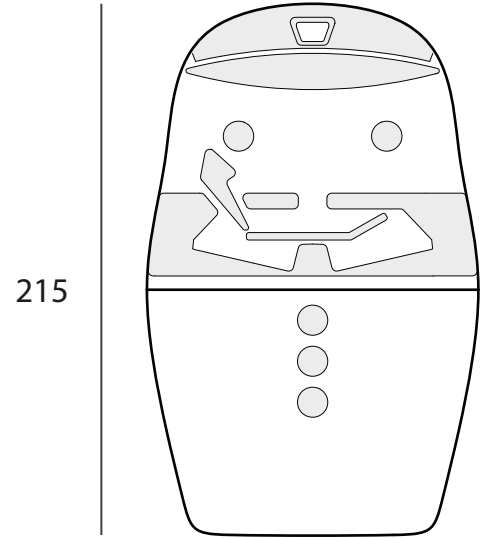
LU MARENARE



LU SOTTEPARÒ



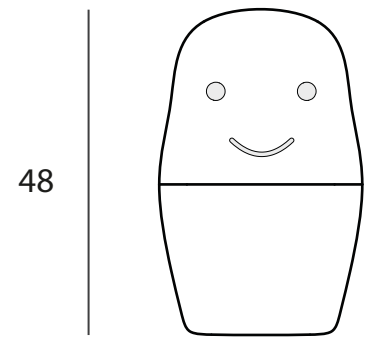
LU PARÒ



m
museo
del mare
u



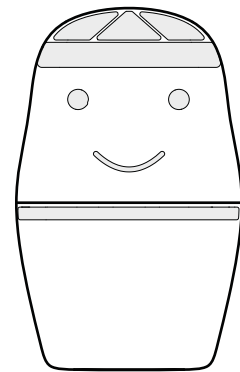
LU MERENILLE



48

30

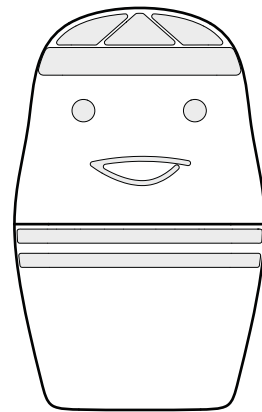
LU MERÈ



51

32

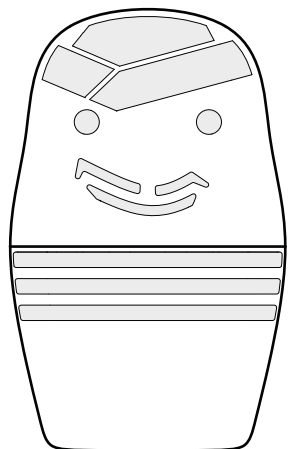
LU JVNETTE



54

34

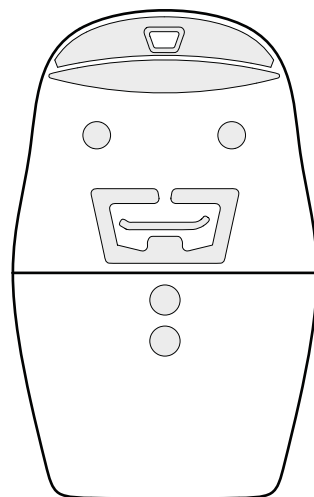
LU MARENARE



56

35

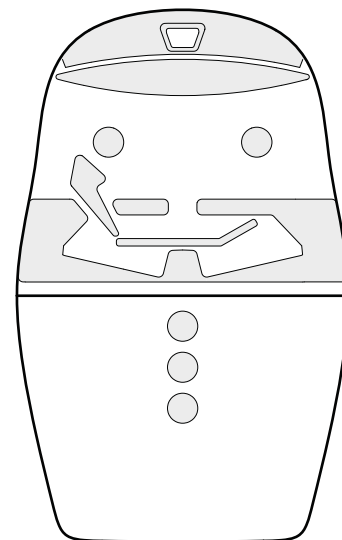
LU SOTTEPARÒ



60

37

LU PARÒ

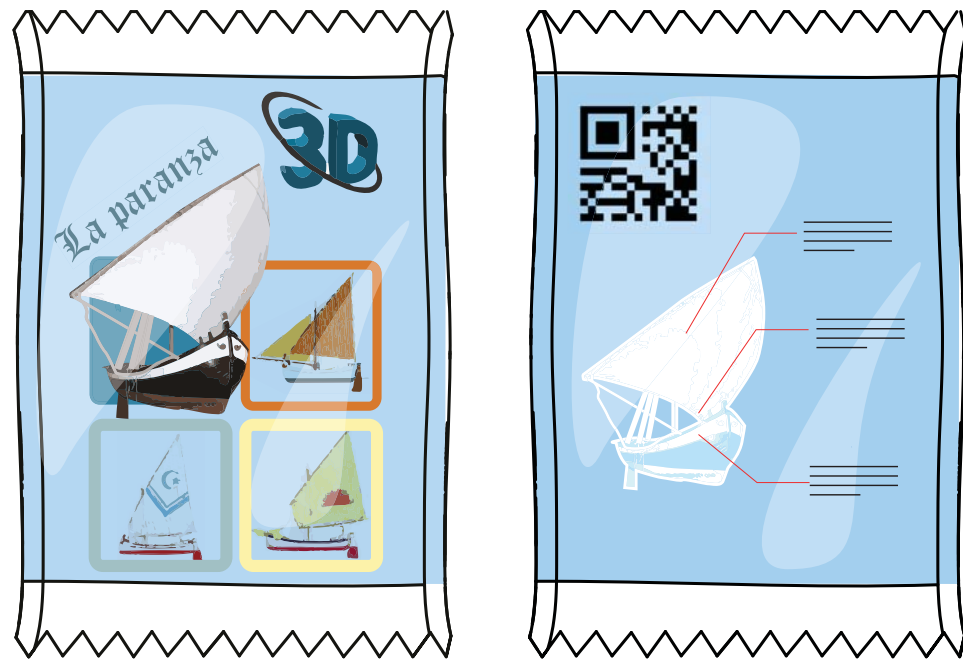


65

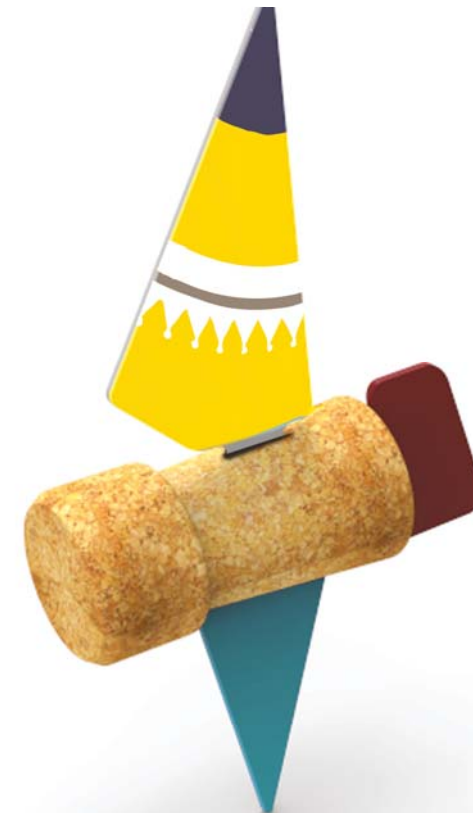
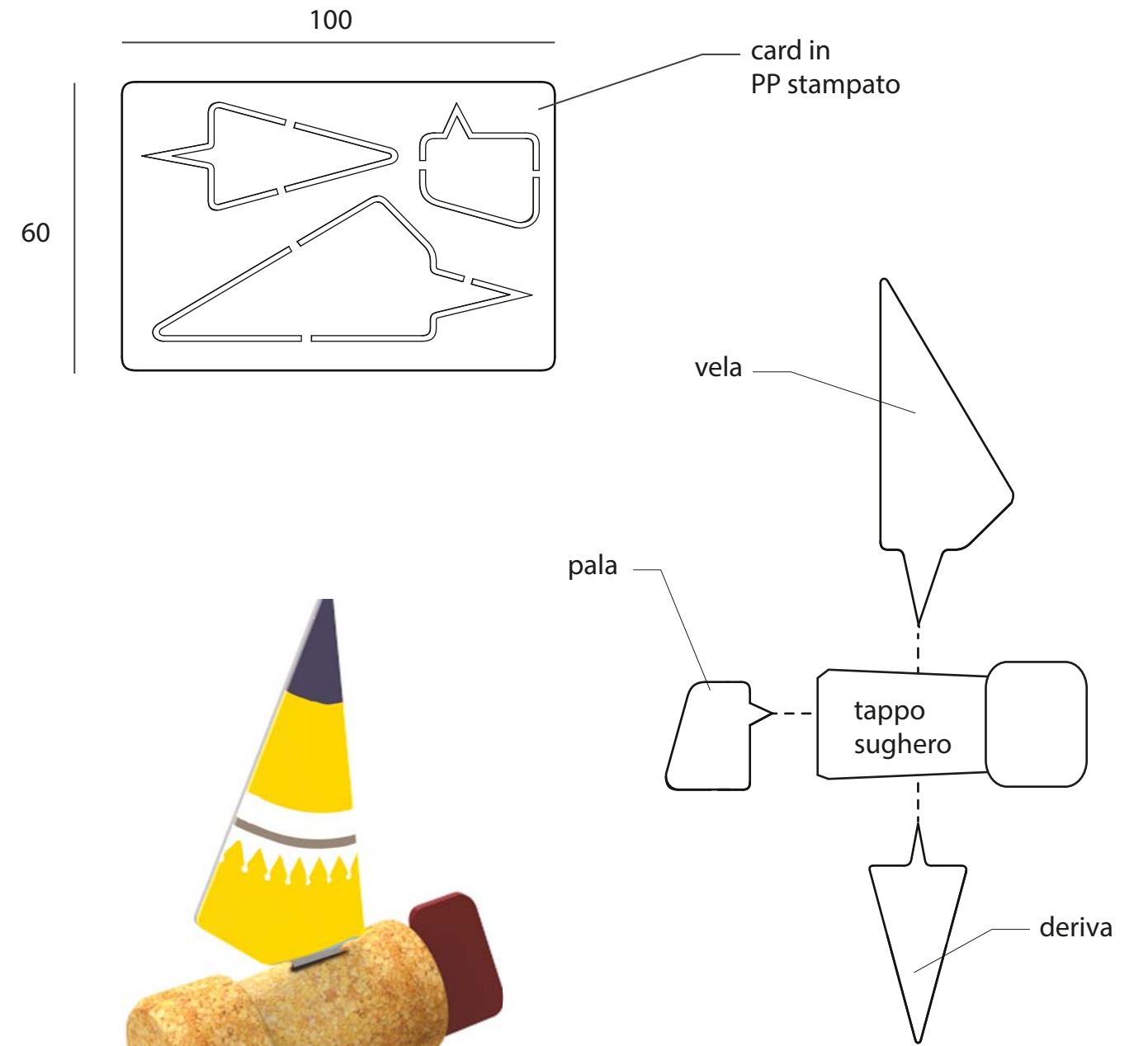
39



card paranza in realtà aumentata | giochi



bustine collezionabili con varie tipologie di navi da pesca e con le vele tipiche sambenedettesi



Da lu mare scappe, a la canténe rrintre

*Lu mije pèsce de mmare jè la zanchètte,
la mije giuventù a Sammenedètte*

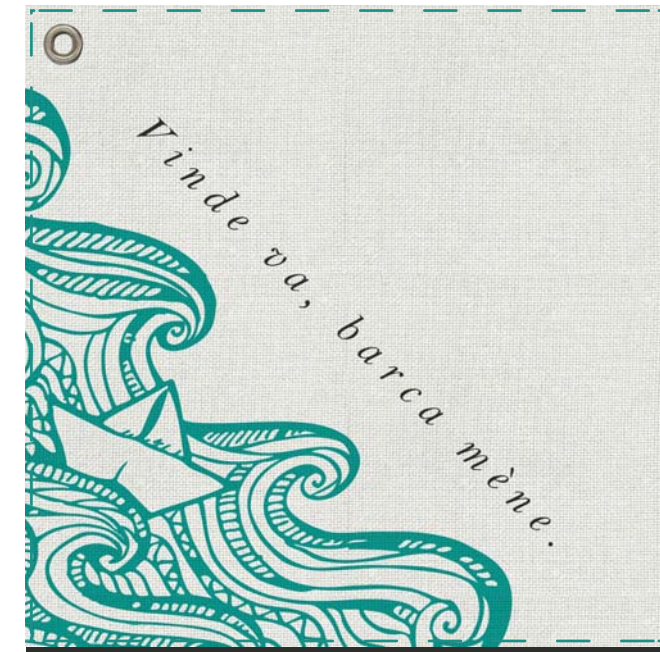
*Sarba parò che lu vinte jè fresche,
l'arie se contrubbe e fa burrasca*

Arbé, da lu pòrte 'nen parté!

Sciròcche, uje tére dematéne scròcche!

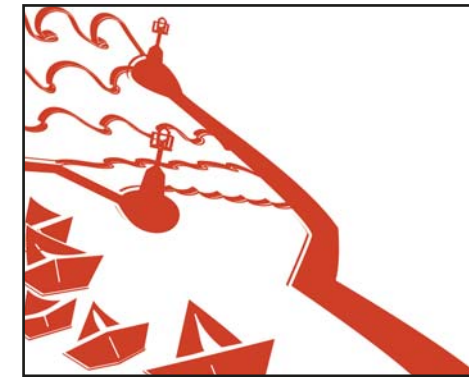
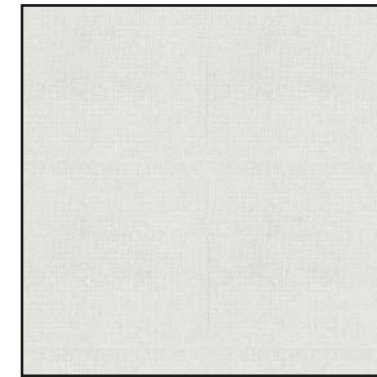
*Jème a le Gròtte a magnà i ciuffelòtte,
jème a Marà a magnà lu baccalà*

DETTI DIALETTALI



500

SERIE



Arbè, da lu pòrte 'nen parté!

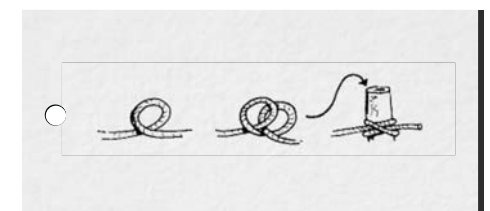
TARGHETTA

fronte



45

retro

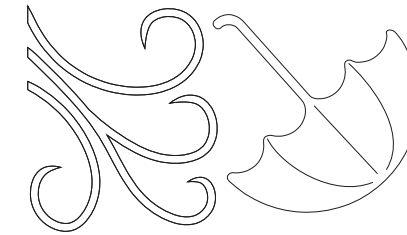


100



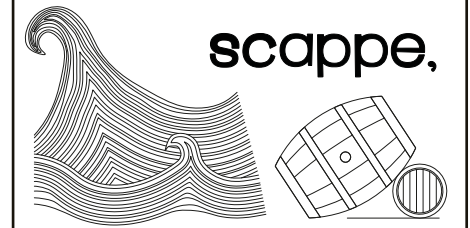


Jè da levante



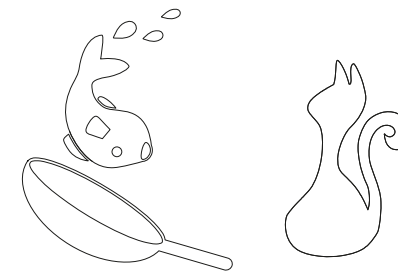
e piove

Da lu mare
scappe,



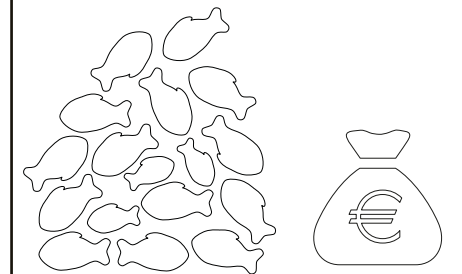
a la canténe
rrintre

Fréje lu pèsce



e 'uarde la 'atte

Barca péne,

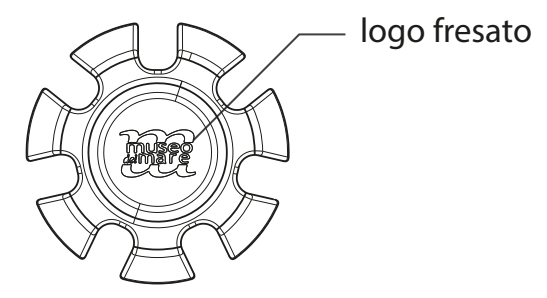
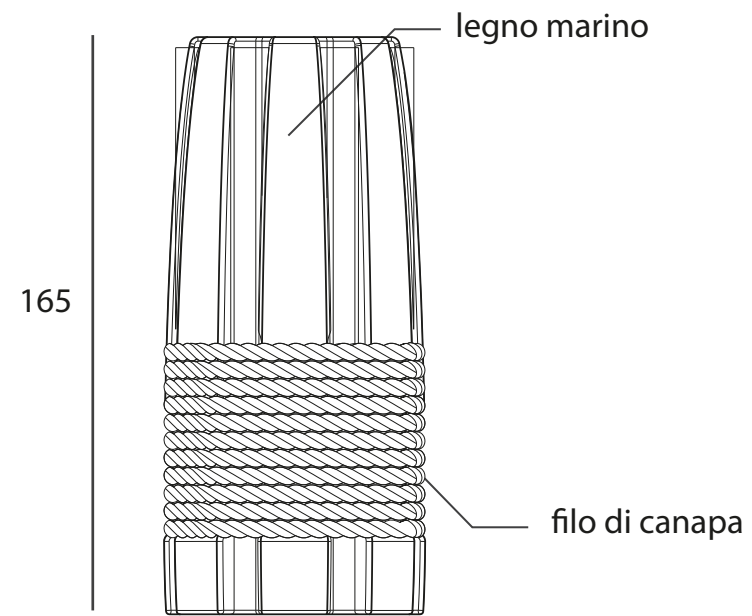


cónte fatte...



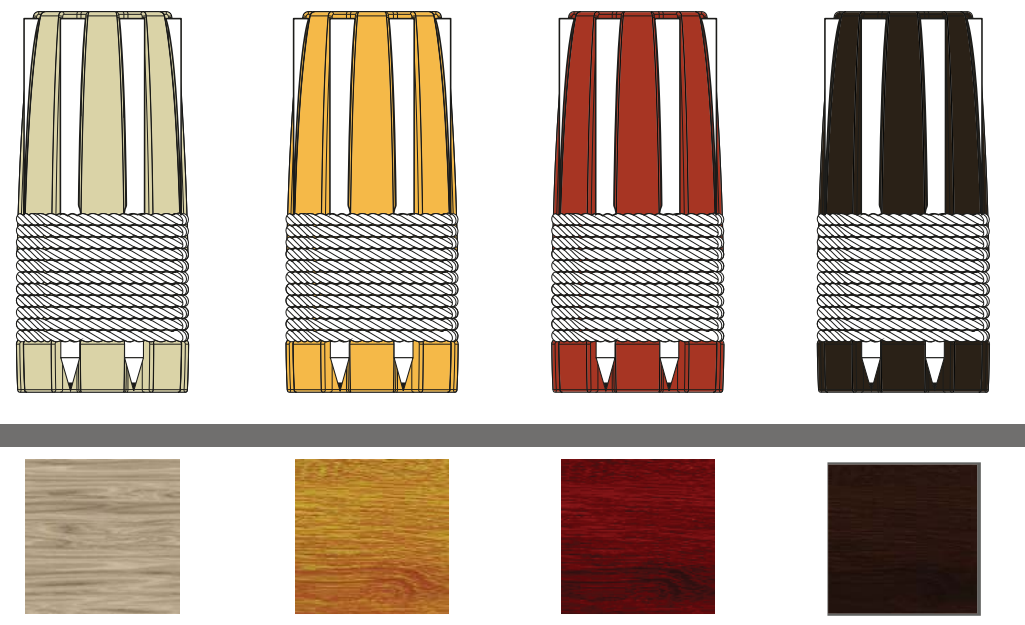
FORMELLE E SPOLETTA





75

DIVERSE ESSENZE





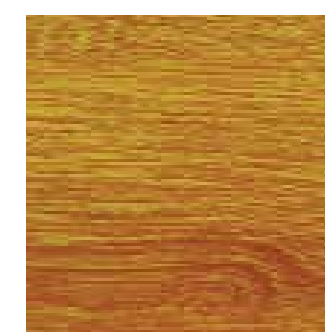


legno marino
spessore 4 mm

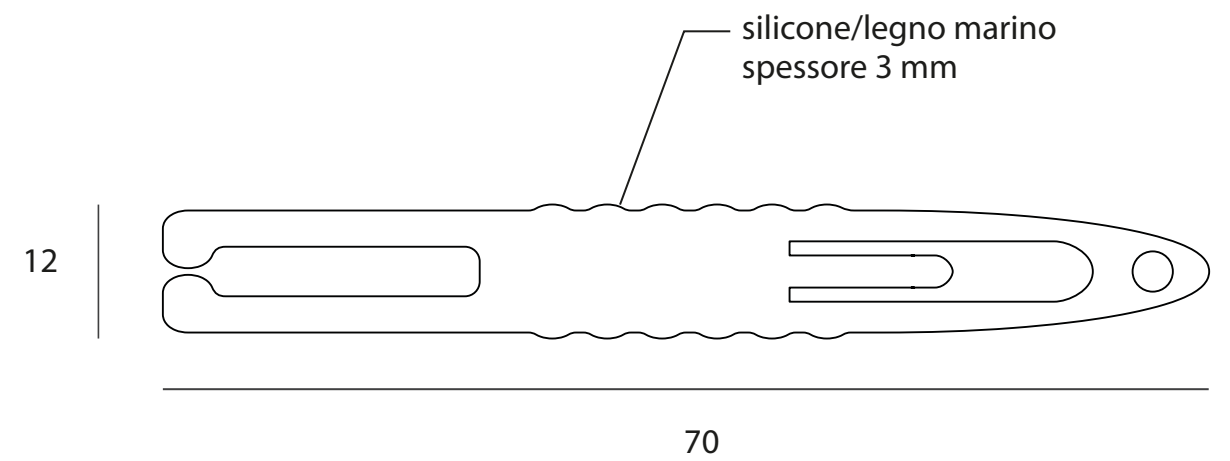
150

10

VARIANTI ESSENZE



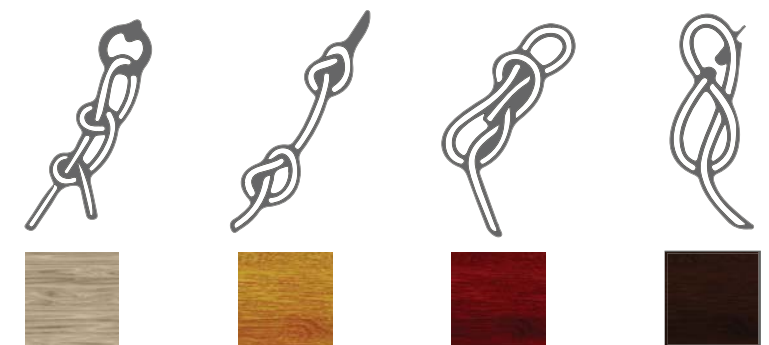
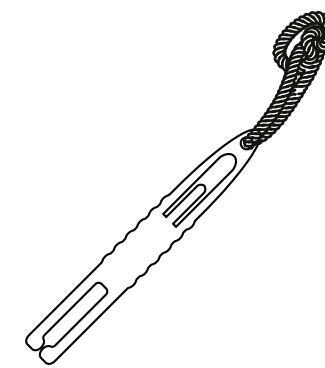




versione in silicone



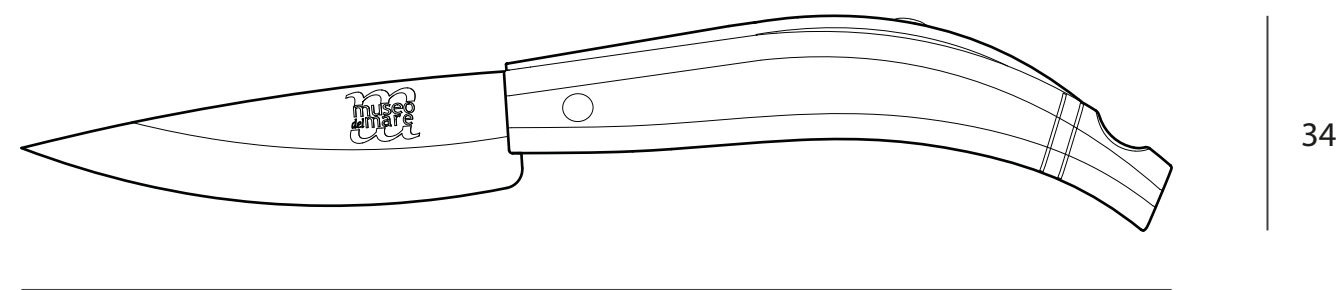
versione in legno con nodi marinari



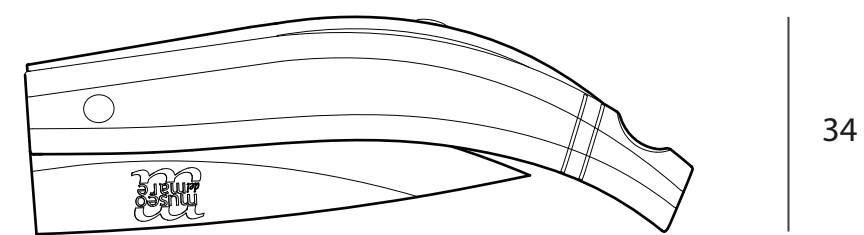


COLTELLO DEL RETARO





180



105



MASA



masa

centopercento sambenedettese

