



INTRODUCTION

Co/rizom is committed to a responsible and sustainable model of production, one that protects the essential craft skills and artisan knowledge of small-scale makers around the world. We connect artisans with the support they need to turn their heritage craft skills into viable livelihoods, integrating their unique products into the global supply chain.

We have arrived at a moment in time when the way we consume damages both us and our environment and has become unsustainable. Objects that surround us have lost their eternal value and traditional artisans, excluded from global markets, have little opportunity to secure their livelihood and have lost their standing in society. At the same time, the skills and knowledge of small-scale makers — the very people who can help us end our over-reliance on mass-produced goods — are vanishing at an alarming rate. We must stop this destructive pattern before we do irreversible damage to ourselves and to our planet.

Heritage skills are disappearing on our watch: without the capacity to make a living from their wares, the generational transfer of skills and knowledge is being threatened, locking us further into a vicious cycle of unsustainable production and consumption.

The good news is that consumers are already starting to make changes to their buying behaviour, seeking out more sustainable products and driving companies towards greater corporate and social responsibility.

However, the majority of artisans are unable to take advantage of this opportunity; craft skills alone are not enough to access global markets.

co/rizom is here to change that by supporting a system of fair compensation for makers and responsible production, we can help create a world where sustainable consumption of unique products is not just possible — it is once again the norm.



HOW WE WORK

We connect artisans with the support they need to turn their heritage craft skills into viable livelihoods, integrating their unique products into the global supply chain.

Under the form of an incubator - a unique co-creation model - we bring together a small team of artisans, designers and business developers with equal shares of responsibility, local knowledge and ownership of the development process.

We offer them access to funding and a structured process with regular input from co/rizom's global marketing and sales experts, to develop a new collection that will be ready for market within 30 weeks. Collections are promoted and sold through the co/rizom network of partners and distribution channels.

TEAM

Alina Șerban

"Working with artisans and supporting them to develop their skills and tell their stories of craft inspires me every day. My focus within co/rizom lies in contributing to structuring our process, engaging with partners on the implementation of the co/rizom roadmap as well as managing the incubation programme and institutional funding."

Andrei Georgescu

"I focus on business development for teams working with wood, textiles and silver, as well as developing the co/rizom process and translating it into an easy-to-use digital platform. Co/rizom was created to cover the gap between artisans and modern retail. I've seen first-hand how this can change a community, and I'm determined to recreate that on a global scale."

Sabina Baci

"I am a creative with extensive experience in supporting and developing creative industries communities in Romania. My mission at co/rizom? Collect and distil the most relevant information about the amazing work done for creating the collections and promote it to the world."

ANNICA VANITAS

looks into the inherent fragile beauty of brass through the lens of different cultural heritages. The result is a collection of objects that interpret impermanence physically and symbolically.

ARTISAN: **Carl Auböck V.** is the first one in his family who focuses on shaping sheet metal, creating endless possibilities for creation in this new generation of craftsmanship. After working in the architectural field, he returned to the workshop of his father, which has a great tradition of craftsmanship dating back to the 19th century and is creating handcrafted motorbike bodies and objects.

DESIGNER: Initially trained in Industrial Design, **Luca Gruber** graduated with a diploma from the University of Applied Sciences Darmstadt. After working for Bodo Sperlein in London, he decided to deepen his knowledge of the luxury industry at ECAL in Lausanne. He continued to work in Switzerland after his studies alongside Ini Archibong and on several projects in the watch industry. In 2022 he decided to focus on his own practice and strengthen his relationship on ongoing projects with various materials and artisans around Europe.

BUSINESS: **Sandro Reginelli** is the Business Development Officer and Head of the Creative Lab at Preciflex. He gained vast experience in the luxury industry and launched several successful products after working with Maurice Lacroix, Hautlance, and HYT, to name a few. Together with an excellent team from a variety of disciplines, he develops new products and pushes the boundaries of luxury products, while exploring new territories in the field of medical, technology and consumer goods.

BULRUSH

zooms in the Bunho technique – a Portuguese basketry technique that shapes the natural fibre Bulrush (*ShoenoplectrusPalla*), into a mesh of knots and stitches.

With an intentional focus on natural fibres and ancient techniques, Manuel, Lucrezia, Iany and Allegra invite us to reconnect with ourselves through the raw materials from our landscapes, our ancestral know-how and our makers.

ARTISAN: **Manuel Ferreira** is living in Santarém, Portugal, and is currently one of the very few artisans working with Bunho – the endangered basketry technique. Before retirement, he is willing to transfer his knowledge to the younger generation.

DESIGNER: **MACHEIA** is a design studio, based in Lisbon. Created in 2020 by Italian-German product designer **Lucrezia Papillo** and Mozambican-Portuguese architect **Iany Goyo**. MACHEIA's work ranges from "transfer of know-how" related products, collaborative installations and private commissions.

BUSINESS: Allegra Zanirato, was born in Italy, and lived in Porto, São Paulo and Bordeaux. From 2019 to 2022 she worked at KWY.studio specialising in art production and exhibition design. From her interest in art and design she co-founded Cosebelle, a research project focused on production services for young artists and designers.

CASTED VESSELS

A collection of aluminium casted vessels, that embrace the imperfections occurring during the process of metal casting. Instead of removing seams and flaws of the casted object, they will be highlighted and used as a focal point of the objects.

ARTISAN: Martin Petermann is a metal-casting craftsman in Vienna. His workshop is located in the 16th district. He works with sand casting and lost wax casting techniques and can already look back on over 30 years of professional experience. His specialization is in art casting, sign-making and the production of trophies.

DESIGNER: Anna Zimmerman is a designer working in the fields of object design, spatial design and concept development. Anna's work is versatile, multidisciplinary, and inspired by everyday life and there is often a layer of social controversy beneath it. With a conceptual approach, her fascination for material, surfaces and contemporary aesthetics is key in her practice.

BUSINESS: Rheija Hug studied business and marketing management. Working in a circular economy startup, she has experience in product development and product launch.

WOOGIE ȘEZ

brings the Romanian classical wooden three-legged stool into a contemporary context. The collection consists of 100% hand-carved wooden products, accessorised with hand-crocheted pillows from pieces of carpets with traditional Romanian motifs.

ARTISAN: Nicu Drăgan is a young craftsman from Vâlcea, who learned his artisan skills from his parents and took them further – a craft that represented the main source of income for him and his family for two generations.

ARTISAN: Zestrea is a craft cooperative from the Beiuș area, Romania. Using traditional production techniques, they produce woven and embroidered textiles on cotton and linen. Pillows designed by Wiener Times (Susanne Schneider and Johannes Schweiger).

BUSINESS: Victor Dulgheru has a long history in the product development of household objects and home decor, handmade in underprivileged communities in Romania.

FEEL.AMBIGUITY

shows a variety of handicrafts made in Nepal by connecting the skills in producing wall hangings and furniture, at the crossroad of contemporary Western design and traditional arts and crafts from Nepal.

ARTISAN: Artisan community from **Nepal Knotcraft Centre**.

DESIGNER: **Mareike Lienau** designs knotted objects and unique carpets that fuse an avant-garde design approach with traditional craftsmanship. All her textiles are handmade in a fair trade project in Nepal, using socially and environmentally responsible materials and processes.

BUSINESS: **Marie Ange Holmgren Sylvain** designs functional home decor objects to be hand-crafted by artisans of the world. Her brand, Pia, is based in Nepal and works with coppersmiths, weavers, potters and wood artists to create contemporary objects that have their place in today's lifestyle.

GARBAHA

aims to attract attention to the ceramic district of Grottaglie by revisiting and re-interpreting the ancestral symbols of Apulia. The project takes off from extensive iconographic research, connecting the tradition of Grottaglie to contemporary rituals in a collection of ceramic artefacts.

ARTISAN: **MENA FUECO** is a space in Grottaglie, Italy, that actively exhibits and promotes works from worldwide emerging contemporary ceramic artists, whilst engaging as a kind of incubator of audacious projects. The studio offers a selection of funky and unusual ceramic works with a strong personality and an extraordinary story to tell.

DESIGNER: **Sara Bologna** is a designer and design curator based in Milan. With a background in both design and contemporary art, she develops and manages projects related to the exploration of cross-disciplinary design practices, while at the same time pursuing her own design research with a focus on the immaterial and anthropological dimensions.

BUSINESS: **Diapason Consortium** was born in 1997 and is very active in the fields of territorial marketing, tourism, culture and art, represented by Antonio Bologna.

More info:

<https://www.corizom.org/>

<https://app.corizom.org/pods>

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