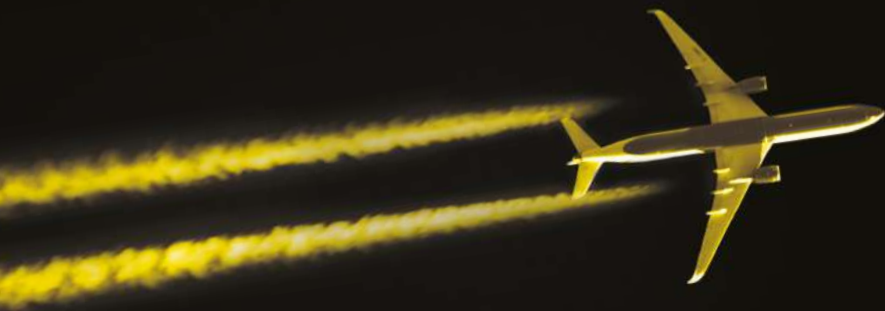


ECO LIGHT NOTE BOOKS

GOING
INTERNATIONAL
volume 5



Finanziato
dall'Unione europea
NextGenerationEU



Ministero
dell'Università
e della Ricerca



Italiadomani
PIANO NAZIONALE
DI RIPRESA E RESILIENZA



ISTITUTO
ITALIANO
DESIGN

©2026, Istituto Italiano Design Anwa
Editor-in-Chief: Andrea Lenterna
Association of Journalists - Umbria Region (30.05.2013)
Approved by the IID Srl Scientific Committee

Coordination and Curation: Maria Bocelli
Project Manager: Benedetta Risolo
Art Direction: Nicola Alessandrini
Educational Project: Filippo Bernardini, Beatrice Bufaloni, Francesca Paraboschi,
Shari Sersante.

Promotional communication project, printing and graphic production files by:
8.6 MARKETING S.R.L.
P.IVA: IT03178640540 - C.F.: 03178640540
Perugia, Strada Trasimeno Ovest 215 - 06132 Italy

The rights of translation, electronic storage, reproduction, and adaptation in whole or in part, by any means (including microfilm and photocopies), are reserved in all countries. Photocopies for the reader's personal use may be made up to a limit of 15% of this work, provided that the provisions of Law No. 633 of 22 April 1941 are complied with in all cases. Any reproduction other than that specified above (for personal use – including, for example, commercial, financial or professional purposes – and/or exceeding the 15% limit) may only take place following specific authorisation granted by IID Srl. Although the texts and images have been prepared with the utmost care, no liability can be accepted for any errors or inaccuracies.

With the additional contribution of: Nicola Alessandrini, Marine Arena, Raimondo Biagiotti, Laura Biancalana, Maria Bocelli, Marcello Cannarsa, Stefano Ceccarelli, Stefano Chiochini, Nadia Cintia, Eleonora Granieri, Claudia Ioan, Sandrina Maggioli, Sara Minelli, Marta Mussini, Umberto Paesani, Sara Palazzetti, Nicola Palumbo, Guendalina Passeri, Francesco Pecorari, Elisa Pietrelli, Monica Pioggia, Carlo Pizzichini, Luca Ravanelli, Benedetta Risolo, Walter Risolo, Anna Maria Russo, Walter Sbicca, Simone Spaccia, Giovanni Tarpani, Alessandra Torresi, Rudy Trapassi, Massimiliano Tuveri, Ilaria Volonté.

www-eco-light.it/wp11

© Istituto Italiano Design
Via XX Settembre 63, Perugia
www.istitutoitalianodesign.it

Finished Printing: June 2026

ISBN 979-12-80235-36-7

ISBN 979-12-80235-36-7



9 791280 235367 >

ECO LIGHT NOTE BOOKS

**GOING
INTERNATIONAL**
volume 5



eco light project

Financed by the European Union
Next Generation EU
Mission 4 Component 1
CUP E96E2400000001

Designed by
Istituto Italiano Design

Curated by
Maria Bocelli
(Conservatory of Terni)

financed by



**Finanziato
dall'Unione europea**
NextGenerationEU



**Ministero
dell'Università
e della Ricerca**



Italiadomani
PIANO NAZIONALE
DI RIPRESA E RESILIENZA

designed by



**ISTITUTO
ITALIANO
DESIGN**

in partnership with

CONSERVATORIO STATALE DI MUSICA

G. Briccialdi di Terni
ISTITUTO SUPERIORE DI STUDI MUSICALI



UNIVERSITÀ
POLITECNICA
DELLE MARCHE

POLIARTE
GRUPPO RAINBOW

and with the collaboration of



Consolato Generale d'Italia
Vancouver



PERÚ

Consulado del Perú
en Perugia



ITA
ITALIAN TRADE AGENCY

SOMAIYA
VIDYAVIHAR

**1 Work Package 8:
Internationalization _8**

2 Roadshows

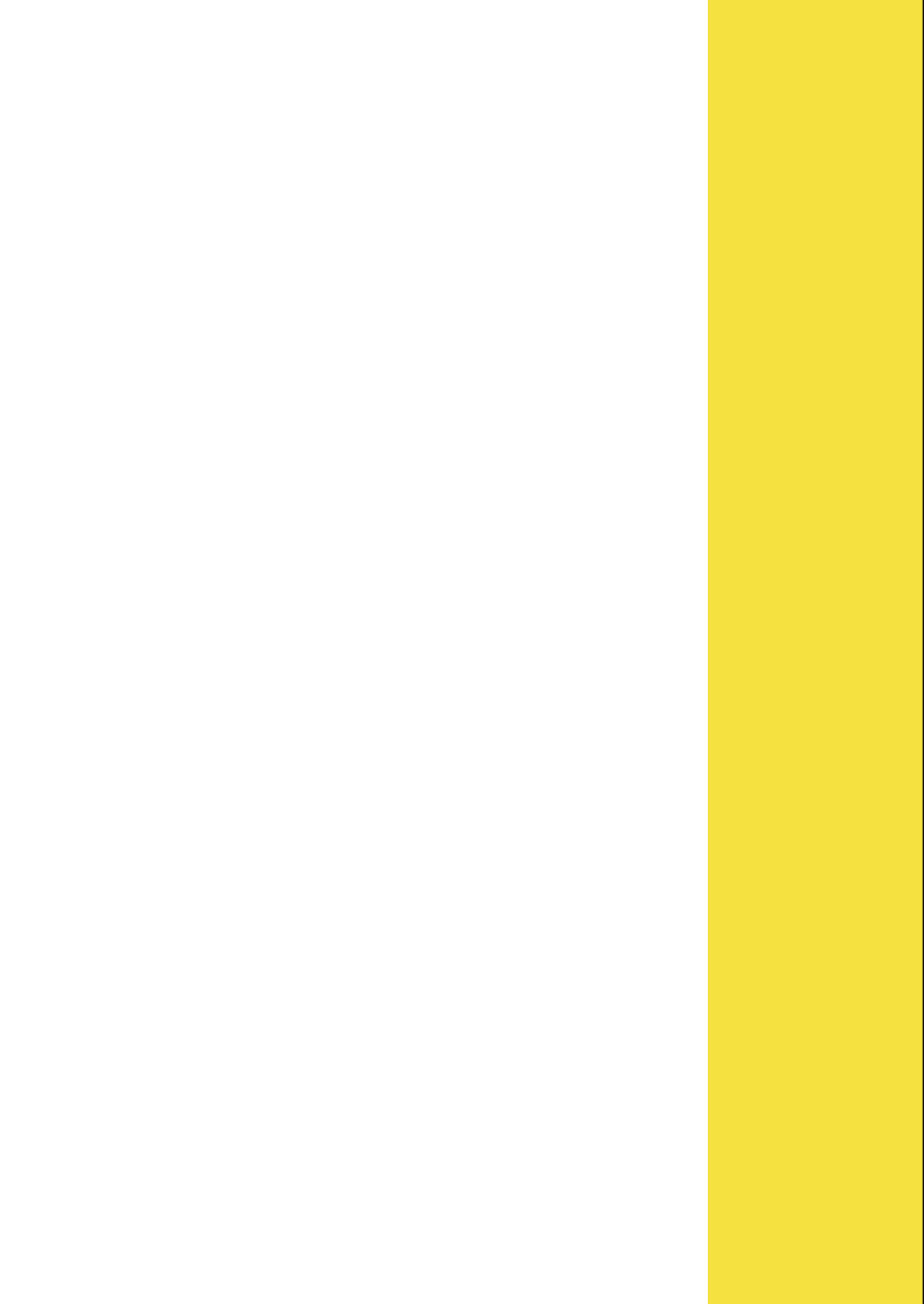
- 2.1 n.1 Vancouver - Canada _11
- 2.2 n. 2 Chongqing - Cina _13
- 2.3 n.3 Mumbai - India _15

3 Partners

- 3.1 John Casablanca Institute _19
- 3.2 Italian Chamber of Commerce in Canada - West _20
- 3.3 Chongqing Dazu High-Tech Industrial
Development Zone Management Committee _21
- 3.4 Italian Trade Agency of India - Mumbai _22
- 3.5 K J Somaiya College of Arts & Commerce
- Mumbai _22

**4 Exchange
Program _23**

- 4.1 Institut d'Educació Secundària i FP Abastos _24
- 4.2 JCI Insitute of Vancouver _26



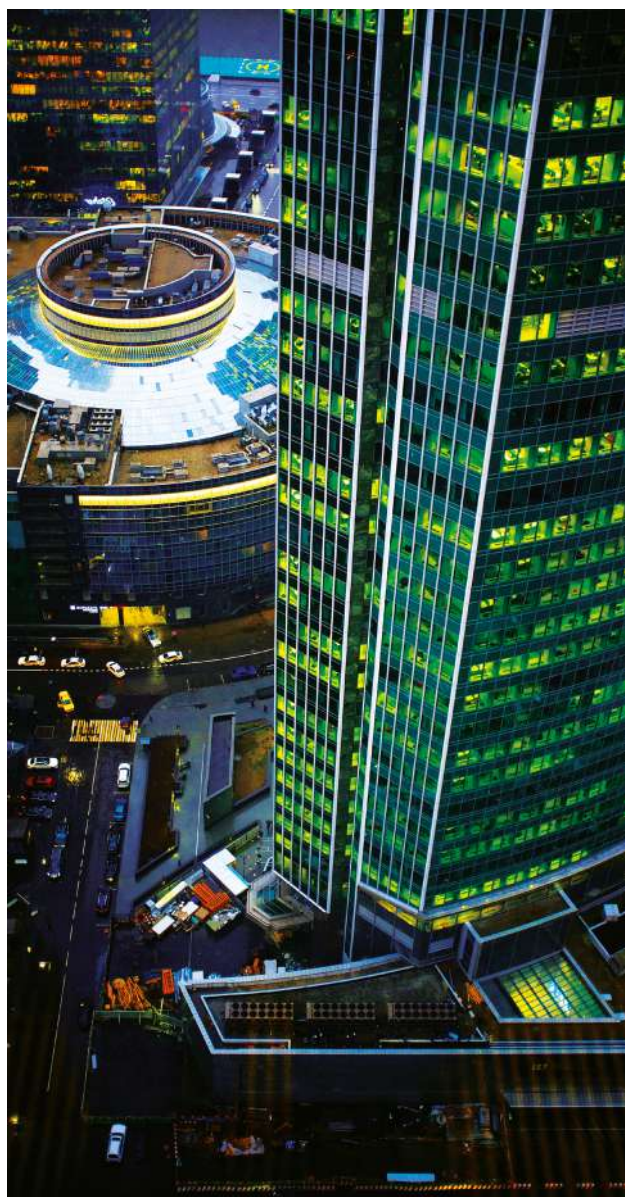


WP8 is the international engine of ECO-Light: its mission is to take the project beyond national borders to forge global connections between universities, artists, and businesses. Under the guidance of the International Committee, we promote Italian design and build concrete collaborations around sustainable art and innovation. From roadshows in Canada that put the spotlight on “Made in Italy” creativity, to upcoming initiatives in India, the objective is to transform our research into an open and competitive model. Through international fashion shows, workshops, and roundtables, WP8 ensures that ideas born in the heart of Italy become a global benchmark, fostering a continuous exchange of talent and vision.

1. Work Package 8: Internationalization

WORK PACKAGE 8 (WP8) CONSOLIDATES THE INTERNATIONAL DIMENSION OF THE ECO-LIGHT PROJECT, PROMOTING COOPERATION BETWEEN ACADEMIC INSTITUTIONS, CULTURAL BODIES, AND CREATIVE ENTERPRISES ON A GLOBAL SCALE.

UNDER THE GUIDANCE OF THE INTERNATIONAL COMMITTEE (IC), THE INITIATIVE AIMS TO ENHANCE THE COMPETITIVENESS OF THE ITALIAN EDUCATIONAL SYSTEM AND FOSTER THE EXCHANGE OF BEST PRACTICES IN THE FIELDS OF DESIGN, ART, AND SUSTAINABILITY.



International roadshows and strategic networking

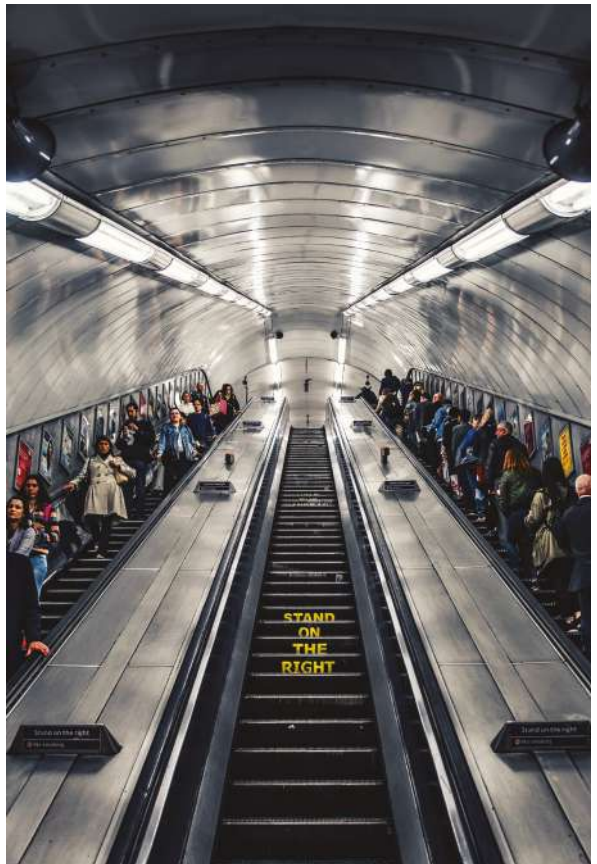
The internationalization strategy is structured around long-term planning and the implementation of promotional events abroad. The first roadshow, which took place in Canada in November 2024 in collaboration with the Italian Chamber of Commerce in Vancouver (ICC Canada - West), featured the participation of the Italian Consulate and prestigious local universities. The roundtables explored the themes of sustainable design and trans-national education, laying the foundation for future collaborations on a global scale.

Creative excellence and global visibility

The project found its expressive synthesis in the “Night in Venice” gala, a runway show and event curated by the Fashion Design department that combined fashion, light, and music. The initiative drew significant participation and achieved a digital reach exceeding 10,000 views. This success demonstrates ECO-Light’s ability to bridge educational creativity with international production chains, highlighting the value of the Made in Italy model.

Sustainability and replicability of the model

The results of the networking activities and the best practices that emerged from the roadshows have been formalized into dedicated internationalization guidelines. These documents, together with the consolidated network of contacts, will feed into the ECO-Light spin-off (WP10), ensuring the replicability of the research model and the long-term continuity of international relations beyond the project’s official duration.



2. Roadshows



■ 2.1 Roadshow n. 1 Vancouver - Canada Italian Design Week 1-3 November, 2024

The internationalization journey of the ECO-Light Project began with its official debut in Vancouver, Canada, selected as the strategic location to launch the global roadshow. The event, held in November 2024, was organized to coincide with the “Italian Design Weeks,” a high-profile setting that allowed the project to connect with an international audience of experts and enthusiasts of Italian artistic and manufacturing heritage.

The initiative took place on November 1, 2024, at the offices of the Italian Chamber of Commerce in Vancouver (ICC Canada West), located in the prestigious UK Building. Here, a multidisciplinary roundtable brought together representatives from the Consulate General of Italy, the Italian Cultural Institute, and

academics from Simon Fraser University, alongside key industry figures such as the leadership of Vancouver Fashion Week.

The discussion focused on four strategic pillars for the sector:

1. International Promotion:

The adoption of best practices to enhance the value of the “Made in Italy” brand;

2. Global Education:

The planning of integrated, transnational educational tours;

3. The Future of Fashion:

An analysis of trends and new demands within the global market;

4. Digital Art:

The expansion of artistic initiatives beyond physical borders through innovative digital content.



PHOTO: DAVID G. GORDON - OWN WORK
CC BY-SA 4.0

ROADSHOWS

The day culminated in the striking fashion show “Night in Venice Gala – Enjoy a Special Fashion Runway Show with Styles directly from the Heart of Italy.” Curated by Fashion Design students under the guidance of designer Alessandra Stasi, the runway show celebrated the marriage of tradition and avant-garde.

The absolute highlights of the evening were the creations developed during the “Design for Knitwear” workshop (WP6), where traditional Italian knitwear techniques were re-interpreted through a contemporary lens. The event was further enriched by performances from the Vancouver Dance Academy, accompanied by live piano and violin music.

The initiative was a major success, engaging 30 industry experts during the seminar phase and drawing over 150 guests to the evening gala.

The roadshow achieved widespread media coverage, documented through an integrated communication strategy featuring custom-designed graphics for brochures, posters, and digital invitations, alongside a social media campaign (via ICC Canada West and IDM Instagram accounts) that shared videos and images of the runway show with a global audience. This Canadian success confirms the ECO-Light Project’s mission to serve as a cultural and professional bridge, successfully exporting Italian innovation, artistic research, and craftsmanship to the world.



HERE ARE SOME PHOTOS FROM THE NIGHT IN VENICE GALA, WHERE THE FASHION DESIGN STUDENTS SHOWCASED THEIR CREATIONS UNDER THE GUIDANCE OF ALESSANDRA STASI.

■ 2.2 Roadshow n. 2
 Congqing - China
 Dazu District
 7-11 May, 2025

The second international roadshow of the ECO-Light project marks a prestigious milestone in the heart of China. From 7 to 11 May 2025, the diplomatic and artistic mission made a stop in the Dazu District (Chongqing), transforming what was initially a planned stop in Mumbai into a strategic opportunity for long-term cooperation between Italy and the Land of the Rising Sun.

This relocation, the result of analysis by WP8 “Internationalization Strategies”, made it possible to integrate the project into an academic and institutional context of exceptional prominence, culminating in the event: “Mastery without borders: the symphony between ceramics and textiles, an artistic encounter-clash”



PHOTO: CAPITALAND CHINA

Under the guidance of Project Manager Benedetta Risolo and with the contribution of lecturer-artists from the Istituto Italiano Design, Carlo Pizzichini and Nicola Boccini, the mission promoted the richness of the Umbrian cultural heritage and the innovations of Light Art.

Thanks to the success of the initiative, institutional contacts were officially activated with Chinese government bodies for the enhancement of Italian heritage through multimedia technologies; an academic networking system was created with the universities and art schools of Chongqing with the aim of implementing intercultural exchanges of lecturers, students, and joint workshops; artis-



Nicola Boccini 尼科拉·博奇尼
 Professor at the Academy of Fine Arts of Perugia
 Professor at the Italian Design Institute
 佩鲁贾美术学院教授、意大利设计学院教授
 Because every cup or bowl
 因为这里的每一个杯子或碗

PRESENTATIONS BY PROFESSORS
 NICOLA BOCCINI
 AND CARLO PIZZICHINI ON
 CHONGQING TELEVISION



There are so many iconic details along the way
 这一路上有很多有标志性的东西

tic relations were forged to establish a network of curators and cultural practitioners for future co-productions in international festivals; and a dialogue was initiated with galleries, companies, and stakeholders from the creative sector for the global dissemination of Made in Italy.

The most tangible result of the mission was achieved on 11 May 2025, with the signing of a five-year Strategic Framework Agreement between the Management Committee of the Chongqing Dazu High-Tech Industrial Development Zone and the Istituto Italiano Design.

The agreement, captured by the cameras of Chinese national television

networks, formalises a structured collaboration across four key areas:

1. Creation of practical centres at the Dazu Rock Carvings Cultural and Creative Park (a UNESCO site) for workshops and research;
2. Shared programmes in the fields of sculpture, jewellery, fashion design, and digital creativity;
3. Commitment to joint research projects on Interior design, Industrial design, and visual communication;
4. Use of the scenic areas of Dazu as a hub for mutual cultural and promotional initiatives.

These achievements form the operational foundation for WP10 (Spin-off), ensuring the replicability of the ECO-Light model and the stability of a Sino-Italian cooperation platform well beyond the duration of the project.



HIGHLIGHTS FROM THE ROADSHOW IN CHINA: THE LECTURE GIVEN BY PROF. NICOLA BOCCINI, THE SIGNING OF THE STRATEGIC FRAMEWORK AGREEMENT BETWEEN THE ISTITUTO ITALIANO DESIGN IN PERUGIA AND THE CHONGQING DAZU HIGH-TECH INDUSTRIAL DEVELOPMENT ZONE MANAGEMENT COMMITTEE, AND A GROUP PHOTO.

■ 2.3 Roadshow n. 3 Mumbai - India - Postponed

Due to developments in the international geopolitical situation that occurred during the first part of 2026, the third Roadshow planned in India has been postponed until a later date. However, the opportunity was taken to strengthen the already well-established partnership with Fara srl, a high-fashion and prêt-à-porter embroidery company now based in Perugia, but originally founded in Mumbai in 1992 by Ferial Irani.

In this regard, the OEL are being prepared, planning an expansion of the “hand embroidery” section of the materials library in partnership with Fararicami India Int.

This section, which will rely on a heritage of 20,000 hand-embroidered pieces created in Indian workshops in Mumbai by Master Karigars over 40 years of activity, will soon be made available to students, companies, professionals, and enthusiasts.



**ON THE TOP: THE GATEWAY OF INDIA, IN MUMBAI.
LEFT AND ABOVE: SOME EMBROIDERIES FROM THE FARA SRL COLLECTION, SOON TO BE ADDED TO THE ISTITUTO ITALIANO DESIGN'S MATERIALS LIBRARY.**





SAMPLES FROM FARA
SRL WILL BE ADDED TO
THE ISTITUTO ITALIANO
DESIGN'S MATERIALS
LIBRARY THANKS TO A
PARTNERSHIP WITH THE
INDIAN COMPANY

3. Partners



■ 3.1 John Casablanca Institute

Since 1978, the JCI Institute has represented an authoritative benchmark in professional training dedicated to the makeup, hair styling, fashion, and aesthetics sectors. With over forty-five years of established experience, the institute stands out for its ability to translate individual talent into qualified professional profiles, defining internationally recognized standards of excellence. The educational approach is based on a pragmatic, market-oriented methodology, prioritizing targeted, experiential learning that allows students to rapidly acquire the technical skills and confidence needed to operate successfully in highly competitive fields.

Strategically located on Robson Street, in the beating heart of Vancouver, the campus offers a dynamic and easily accessible study environment, immersed in an urban context rich in cultural and commercial references that fosters creative and professional growth. Through its specialized programs in Fashion, Hair, Makeup, and Clinical Esthetics, the JCI Institute confirms its position as an academic institution of excellence, capable of transforming technical preparation into a solid foundation for future employment in the fashion design and personal care industries.



THE NEW PREMISES OF THE JOHN CASABLANCA INSTITUTE ON ROBSON STREET IN VANCOUVER, AND A SNAPSHOT OF ITS FASHION PROGRAMME.



■ 3.2 Italian Chamber of Commerce in Canada - West

Founded in Montreal in 1964, the Italian Chamber of Commerce in Canada (ICCC) operates as an official body recognized by the Italian Government for the development and consolidation of trade exchanges between Italy and North America. As a non-profit international business association, the institution represents a strategic benchmark for enterprises, institutional bodies, and the academic world, facilitating internationalization processes through an in-depth understanding of the local, bureaucratic, and cultural dynamics of both markets. Thanks to solid professional relationships with various government levels and established partnerships in key industrial sectors, the ICCC offers specialized consulting and business intelligence services, supporting companies in achieving tailored commercial and investment objectives.

The Chamber's activities extend from traditional sectors of Italian excellence - such as agri-food, wine, and tourism - to the frontiers of technological innovation, with specific expertise in fields like ICT, life sciences, aeronautics, and renewable energy. Beyond its consultancy role, the institution promotes high-profile forums and networking opportunities designed with the rigor and elegance characteristic of the Made in Italy brand, offering industry and technology leaders a privileged space for discussing market trends. Through this integrated approach, the Italian Chamber of Commerce in Canada continues to build strong ties between the excellences of both countries, serving as a fundamental bridge for seizing growth opportunities in an increasingly interconnected global economy.



■ 3.3 Chongqing Dazu High-Tech Industrial Development Zone Management Committee

The Chongqing High-tech Industrial Development Zone Management Committee coordinates one of China's first 27 national technology districts, established in 1991 and an integral part of the Chongqing Pilot Free Trade Zone. Spanning an area of 74.3 km², the Zone is a hub of excellence for innovation in the software, biotechnology, and integrated circuit sectors, with a strong focus on the development of intelligent connected vehicles.

The area stands out for its robust industrial foundation and an R&D investment equivalent to 4.6% of the district's GDP, significantly exceeding the regional average. Thanks to cutting-edge infrastructure and one of the highest invention patent densities in the country, the Committee acts as a strategic engine for technological modernization and as a key institutional interlocutor for industrial and academic cooperation on a global scale.



THE HIGH-TECH INDUSTRIAL DISTRICT IN CHONGQING, CHINA.



■ 3.4 Italian Trade Agency of India - Mumbai

The Italian Trade Agency (ITA) is the governmental body responsible for promoting the international expansion of Italian companies, operating in close alignment with the strategic guidelines of the Ministry of Enterprises and Made in Italy. Through its headquarters in Rome and a vast network of operational offices worldwide, permanently integrated into the system of Italian Embassies and Consulates, the Agency ensures comprehensive and qualified support for both domestic and foreign enterprises.

ITA's institutional mission is achieved through a wide range of specialized services designed to facilitate commercial connections and cross-border business development. The agency's activities span from identifying strategic partners and organizing bilateral business meetings to coordinating trade delegations to Italy, managing official participation in international trade fairs, and organizing technical forums with industry experts.

In 2020, the Istituto Italiano Design collaborated with the Mumbai office of the agency on an internationalization project dedicated to the Made in Italy brand.

■ 3.5 K J Somaiya College of Arts & Commerce - Mumbai

Founded in 1960 in Mumbai under the Somaiya Trust, the K. J. Somaiya College of Arts and Commerce is a hub of academic excellence affiliated with the University of Mumbai and recognised by the UGC (University Grants Commission). Operating autonomously since 2011, the institute stands out for its scientific rigour and educational innovation, as confirmed by its prestigious NAAC accreditation ("A" grade) and its 20th position nationally in the India Today 2025 rankings for the Arts & Commerce sectors.

With a community of over 6,500 students, the college offers a wide range of educational pathways, from undergraduate degrees to PhDs. The academic programme offers from Bachelor (English, Hindi, Psychology, Sociology, Economics, Marathi, Political Science, History, Gujarati, Philology, Sanskrit), to Master (Commerce, Arts, History, Marathi, Philosophy, Sociology, Psychology, English) to PhD (Hindi, History, Gujarati, Business Policy & Administration, English).

4. Exchange Program



■ 4.1 Institut d'Educació Secundària i FP Abastos

Within the framework of WP8 and in synergy with WP6 “Open Days to New Generations”, the Istituto Italiano Design welcomed approximately 30 Erasmus students from the Institut d'Educació Secundària i FP Abastos – IES Abastos in Valencia across four intakes (March 2025, May 2025, March 2026, and May 2026), totaling around six months altogether.

The experience represented an international opening of the Open Eco-System Labs (OEL) toward young people in training, strengthening the dialogue between secondary schools, AFAM higher education (Higher Education in Art, Music and Dance), technological innovation, and design culture.

The students, aged between 16 and 20 and coming from construction, computer science, and multimedia backgrounds, were placed in training internships within the design, digital manufacturing, and multimedia communication sectors. The activities allowed them to experiment with the tools and methodologies offered by the Open Eco-System Labs (OEL), contributing to the creation of digital projects and visual content linked to ECO-Light.

The program integrated theoretical-technical and practical activities in the materials library, the PC lab, and the carpentry workshop, allowing students to engage with materials, production processes, representation techniques, and multimedia output. Hosting the Erasmus students contributed to WP5 as an international training and exchange experience; to WP10 in terms of traineeship, tutoring, and mentoring oriented toward professional skills in the creative and digital sectors; and to WP6 by involving younger generations in a practical orientation experience focused on contemporary design languages.

The initiative fostered the internationalization of teaching practices, the cross-pollination of technical and creative skills, and the promotion of Open Eco-System Labs (OEL) as open and experimental spaces, transforming the internship into an active experience of growth and intercultural exchange.

EXCHANGE PROGRAM



TWO EXCHANGE STUDENTS FROM SPAIN IN THE MATERIALS LIBRARY AT THE IID NEW IID HUB

■ 4.2 JCI Institute of Vancouver

In August and September 2025, IID launched an Exchange Program with a delegation of students and lecturers from the JCI Institute in Vancouver (Canada), creating an itinerant educational experience between Perugia and Milan aimed at strengthening the project's international dimension. This initiative aligns fully with the goals of WP8, which is geared toward consolidating foreign networks and partnerships, promoting mobility, and generating transnational learning experiences capable of producing concrete impacts on skills, reputation, and new collaborations.

The first phase took place in Perugia within an intensive laboratory setting: participants engaged in hands-on activities in the fields of fashion styling, fitting, hair & make-up, pattern making, and paper artwork, utilizing a practical approach typical of exchange programs, supported by targeted instructional tutoring to ensure skill transferability. The second phase in Milan completed the program with a more advanced professional orientation: students interacted with a high-density creative ecosystem, closely observing workflows and operational standards tied to major fashion system events.

The Exchange Program concluded with participation in two highly prestigious and symbolic events, transforming the training into a landmark international experience. The first, Paper Runway (September 12, 2025), was hosted in Fabriano as part of the Fabriano: carta è cultura schedule - a UNESCO festival in a city that belongs to the UNESCO Creative Cities Network - under the artistic direction of Maltese architect James Dimch. The second, a runway show on September 26, 2025, at the Chiostri di San Barnaba, took place during Milan Fashion Week, confirming the global scope and curatorial quality of the experience.

In terms of WP8, the activity went far beyond "mere mobility": it established a stable bridge with Canada, linked educational practices to real-world production environments, and transformed a study trip into a measurable path toward internationalization centered on skills, networking, and professional outputs (portfolios, projects, documentation, and visual storytelling). The attached photographs and produced materials provide cohesive evidence aligned with the WP8 framework, capturing hands-on learning, the intercultural dimension, and the Exchange Program's connection to internationally recognized venues and events.

EXCHANGE PROGRAM

FASHION CREATIONS
RESULTING FROM THE
EXCHANGE WITH CANADA





