



**SUMMER SCHOOL
MARKET SPACES, PRODUCTION SITES AND SOUND
LANDSCAPE OF EUROPEAN CITIES
from History to Regeneration**

Group 5 Arts & Crafts (HISTORY/CULTURAL HERITAGE)

***SILK ROAD AS A CULTURAL LEVERAGE. BRINGING
TOGETHER HISTORY AND FUTURE NETWORK***

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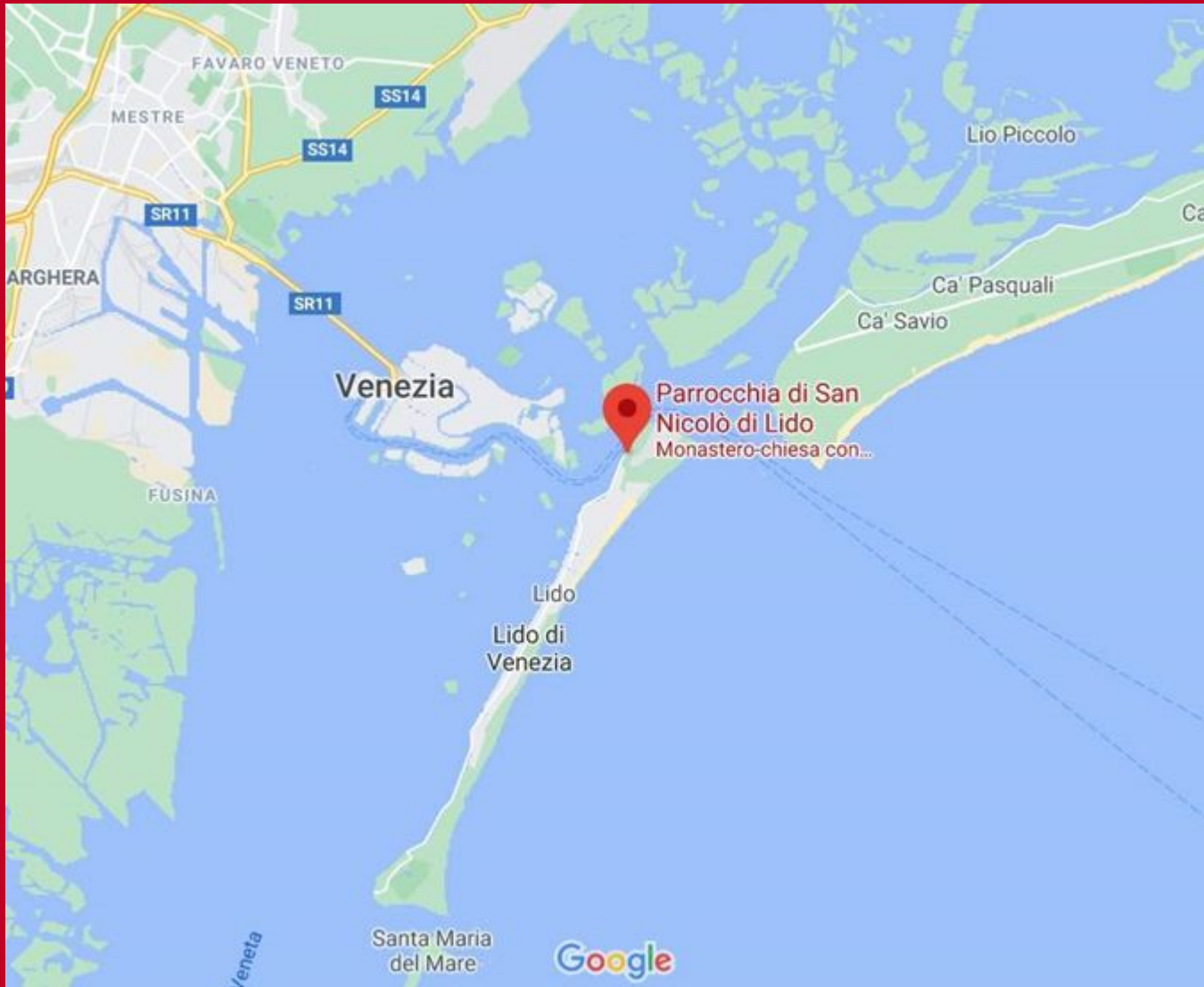
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Introduction: Why Silk?



In the island of Lido, the gateway of Venice from the sea before the construction of the long **Ponte della Libertà**,

a cultural recovery project aims to create also a **museum of the silk road** to enhance the cultural and commercial connection between East and West.

Introduction: Why Silk?



Two panoramic view of the complex (left from the lagoon, right from the sea)

Today former **Pepe Barracks**, dates to 1591: it was the first barracks for military troops of this type in the world. The **monastery of San Niccolò al Lido** and the **cloister** go back to the 16th century, even if their foundation is more ancient.

Introduction: Why Silk?



Pepe Barrack



Cloister of the Monastery of San Niccolò al Lido

Today former **Pepe Barracks**, dates to 1591: it was the first barracks for military troops of this type in the world. The **monastery of San Niccolò al Lido and the cloister** go back to the 16th century, even if their foundation is more ancient.

Introduction: Why Silk?

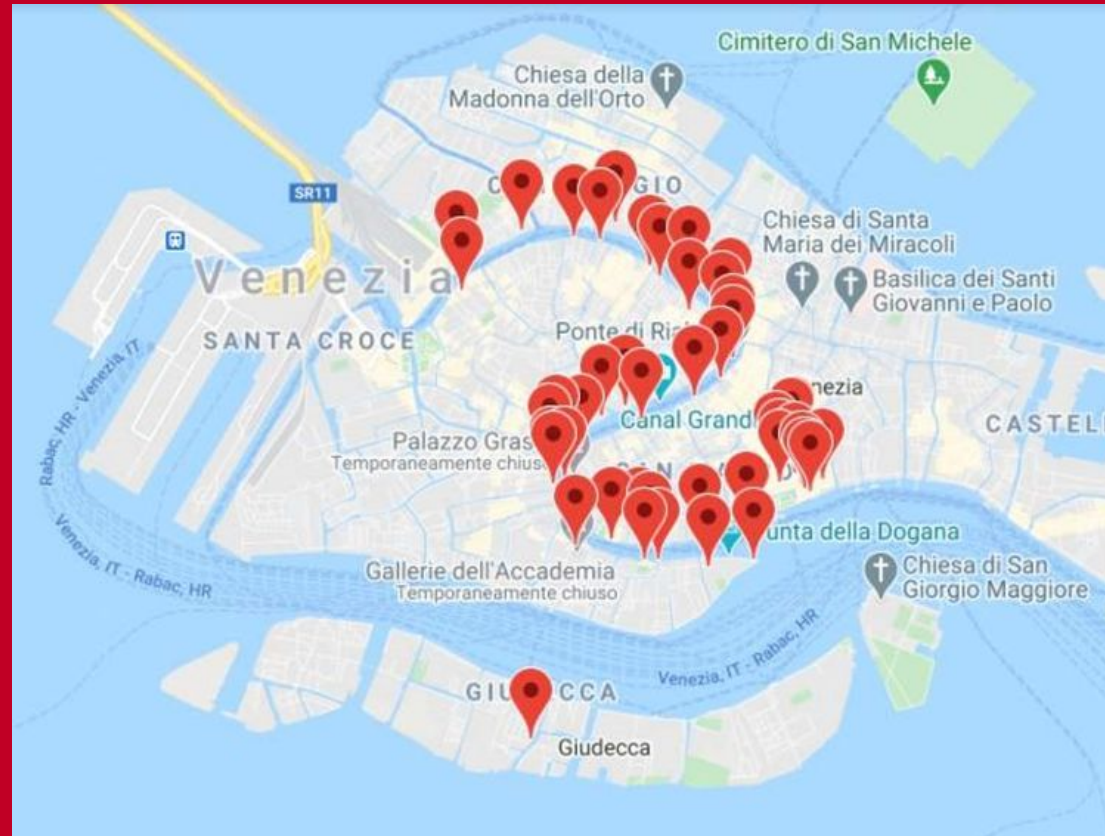
The idea is to connect the **Silk Road Museum** also to stories related to the **silk heritage** in Venice and in other countries: thanks to a meta-app called **Tellingstones** that allows to georeferenced stories of all kinds (territorial or thematic) and replicated them to many places



Benvenuto

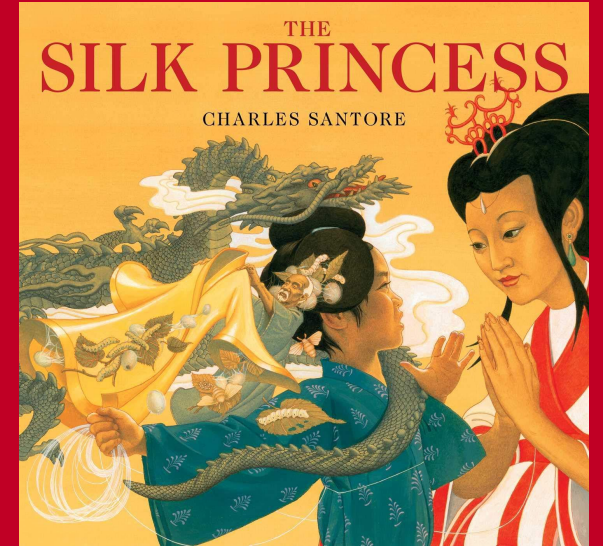
Tellingstones è un sistema digitale che ti racconta in modo originale il luogo che stai visitando o in cui vivi. Vai nella sezione LE MIE CARD del menu e aggiungi almeno una card per attivare i servizi di notifica.

HO CAPITO



1. Why Silk? The History of Silk

Precious type of **fabrics** obtained through an **animal origin protein fibre** (silk processing was known in China as early as 3000 BC)



Chinese emperors strove to keep knowledge of sericulture secret (a **fabulous commercial monopoly**) but **chinese merchants** extended to the most distant areas of the empire

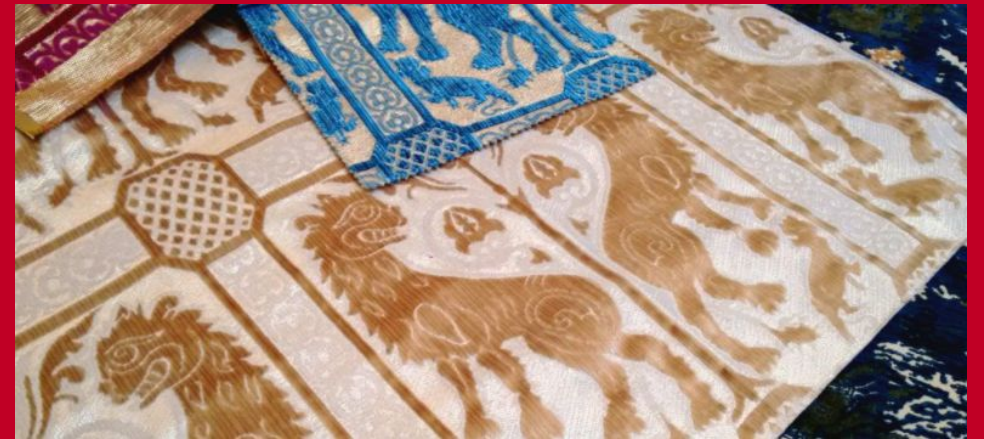
Although the Roman Empire knew and appreciated silk, **sericulture only began in Europe around 550**, through the **Byzantine Empire**



2. The Importance of Silk for Venice

- Silk was introduced to Venice through trade with the Byzantine Empire.
- Silk production has been developed in Venice in particular high quality silk fabric.
- Venice led silk production until the 18th century.
- Today there is not much of the industry left in Venice.

Learning the history why the Venetian silk industry has developed and lost competitiveness would be beneficial for thinking about the future of Venice.



3. Why Has Silk Almost Disappeared in Venice?

From trade to manufacturing + from urban production to mainland

In XVII Italy lost competitiveness in international trade, banking.

Venice knew a decline in **trade** based on competition from Portuguese, Spanish, British and Dutch.

Silk **manufacturing**: 16-17th centuries Italy boasted the absolute primacy (albeit reduced) until **France imposed a new model of silk industry** (low cost productions with less quality: middle class needs, invention of **fashion**)

Italian silk looked towards Eastern Europe. Florence and Bologna adapted to the new needs of the market. **What about Venice?**

Crisis of **Urban manufacturing**, artisan workshops in the **countryside**.

Italy became a producer and marketer of **raw silk** until the mid 19th century, competition of China and Japan.



LUIGI BEVILACQUA

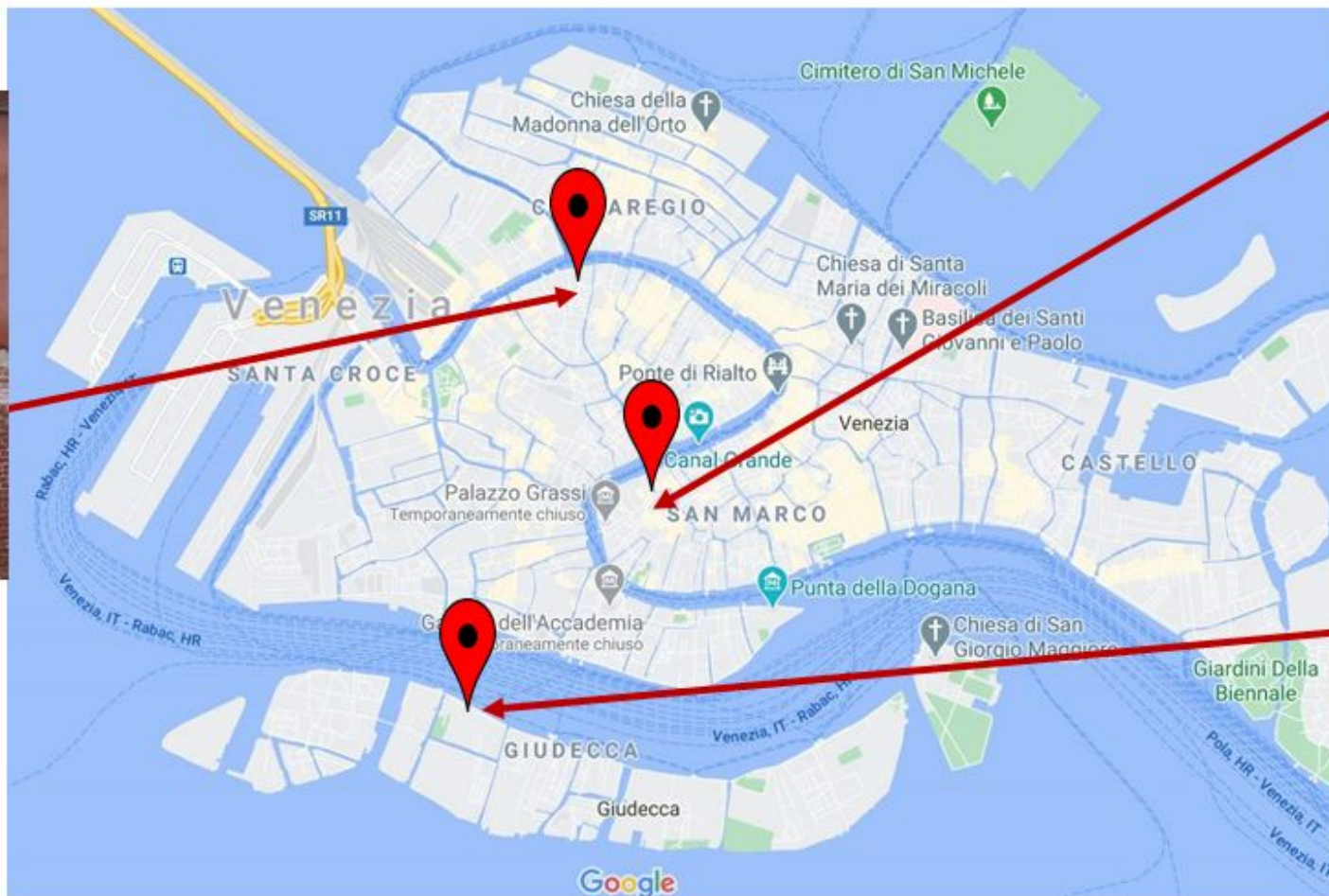


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Luigi Bevilacqua



Rubelli Showroom

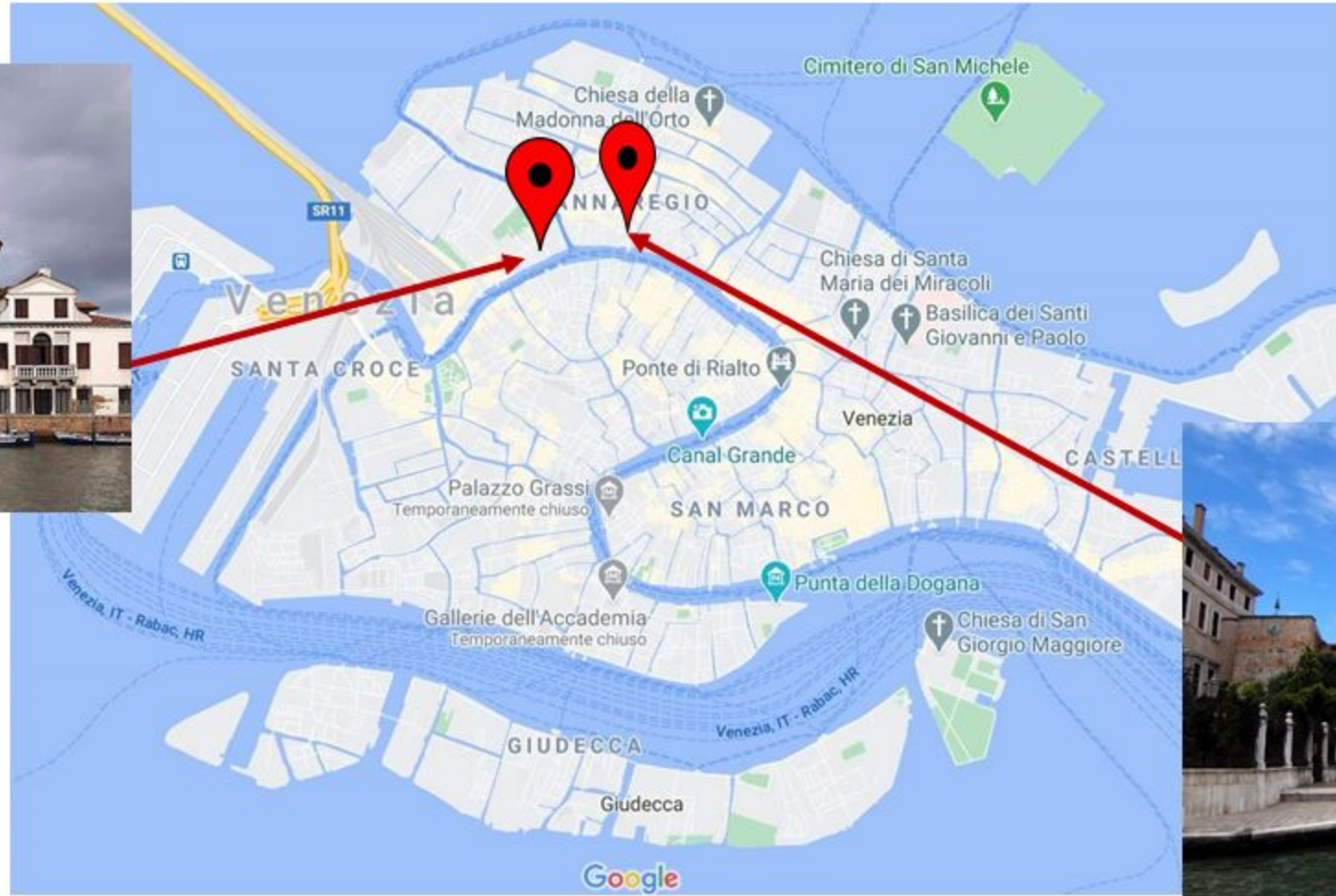


Fortuny Showroom

West areas of the Cannaregio district: in particular the parishes of S. Geremia and S. Marcuola



S. Geremia



S. Marcuola



From

CANNAREGGIO

crossing S. Lucia and
the Grand Canal,

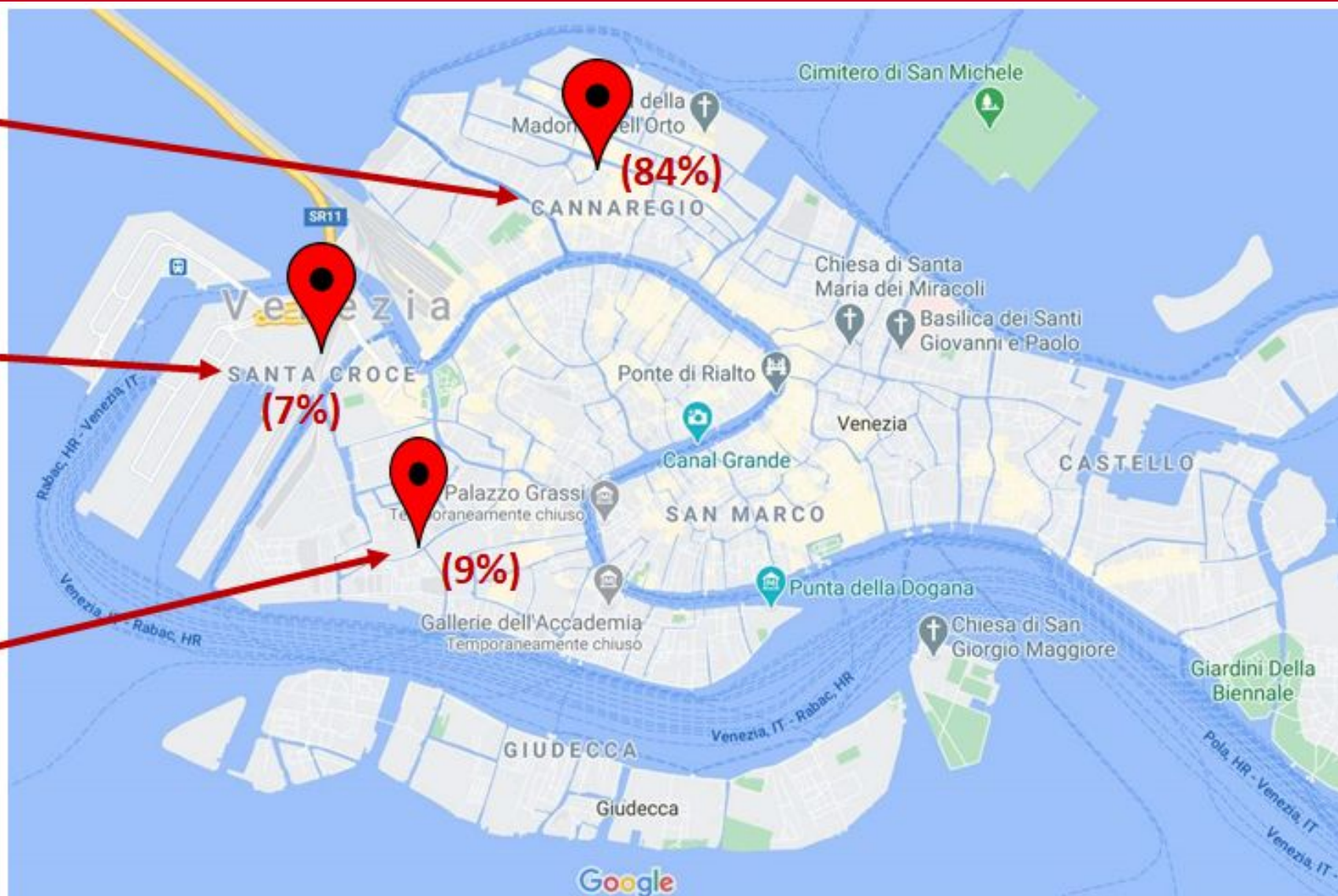
the area extends in
the **SANTA CROCE** -

in Campo Morto a S.
Andrea - to end up

in the parishes of S.
Nicolò and Angelo

Raffaele, in

DORSODURO.

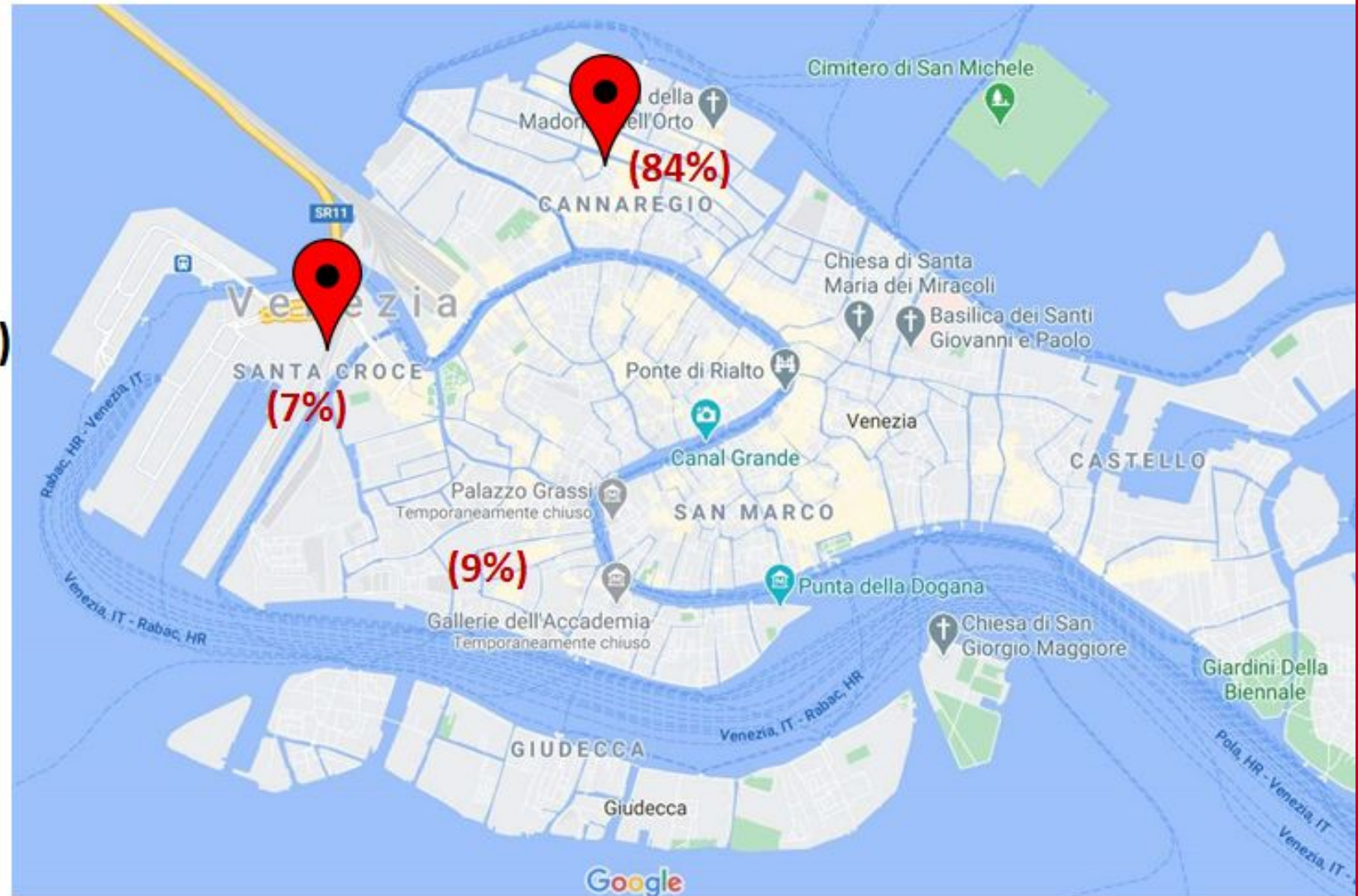


In 1754, out of the resulting 795 weavers in Venice
**667 (84%) lived in
the Cannaregio**

**71 (9%) in
Dorsoduro**

**52 (approximately 7%)
in S. Croce**

Less 1% (only 5
Weavers) in
S. Marco,
S. Polo and Castello
3 of which however
no practiced
the profession



Silk Venice Areas: Cannareggio



Painting of Cesare Gheduzzi (Italian, 1894 -1944)

Mercato. Il Ponte delle Guglie, Venezia

Who in the eighteenth century in Venice had found himself visiting the areas of the Cannaregio district could have noticed **hundreds and hundreds of looms swinging at full speed**, thousands of women and men busy in the silk workshops, shops and warehouses full of drapes, merchants, weavers, customers intent on negotiating and concluding business. Not by chance, Carlo Goldoni set his evocative comedy *Una delle ultime sere di Carnevale* - descended into the world of **silk weavers** - right in a shop near the **Ponte di Cannaregio** (or Guglie), an area that every Venetian had to recognize immediately as typical of the “silk work” – “*mestier de la seda*”.

Marcello Della Valentina

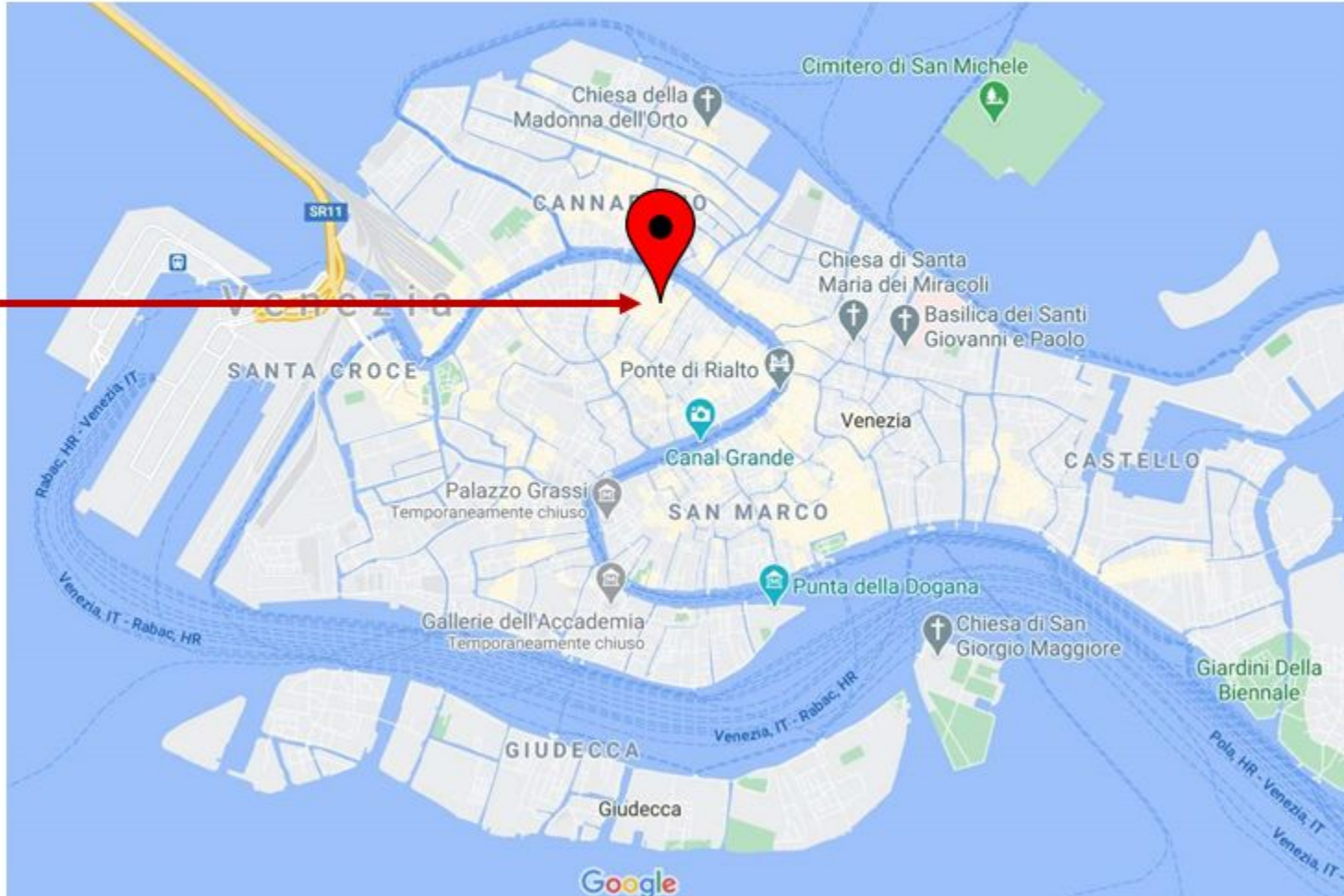
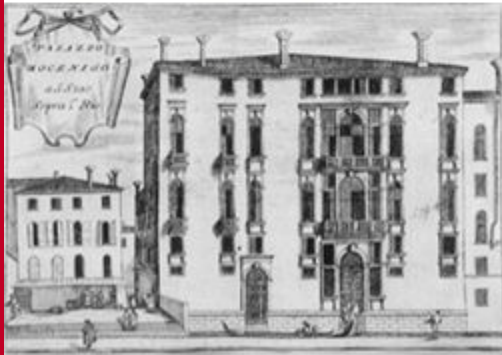
I tessitori di seta a Venezia nel Settecento

(doi:10.1408/10056)

Quaderni storici (ISSN 0301-6307) Fascicolo 2, agosto 2003

But... even today
Venice hosts many
places **where the
history of silk can be
told.**

For Example:
Palazzo Mocenigo
Museum - Study
Center of the History
of Textiles, Costume
and Perfume



But also,
other prestigious
palaces, theatres,
churches, and
basilicas until the
most exclusive
hotels.

**Do these places
deserve to be
told?**

Silk map: the Biennale di Venezia

55. Esposizione Internazionale d'Arte
Padiglione Venezia

Silk Map

Padiglione Venezia 2013

AES+F
Marya Kazoun
Anahita Razmi
Mimmo Roselli
Marialuisa Tadei
Yiqing Yin

01/06
24/11/2013
Giardini
della Biennale

RUBELLI

Partners:

Patrons:

Organized by:

Silk Map

Con Silk Map il Padiglione Venezia si riappropria della sua originaria vocazione, le Arti Decorative, e rende omaggio attraverso sei artisti attivi tra l'Italia e l'Oriente, all'arte soffice, la tessitura che, fin dal XIV secolo, ha costituito una delle più importanti e creative attività manifatturiere della città, grazie anche agli scambi che avvenivano lungo le Vie della seta. Bevilacqua Fortuny e Rubelli sono i proseguitori di quella professionalità e di quell'eccellenza e gli artisti selezionati sono entrati in contatto con le loro produzioni e con le conoscenze storiche e artistiche che le sottendono. Essi si cimentano così con questa tradizione e con questo viaggio di sapori lungo le vie d'Oriente, reinventando materiali tradizionali, immaginando invenzioni libere, reinterpretando il loro percorso artistico.

Silk Map

With Silk Map the Venice Pavilion returns to its original vocation, the Decorative Arts. Six artists who work in both Italy and the East, make homage to the soft art, weaving that, until the fifteenth century, was one of the most important and creative manufacturing sectors in the city, and thanks to the commerce that took place along the Silk Roads. Bevilacqua Fortuny and Rubelli are synonyms for that professionalism and excellence, and it is with their modern productions and underlying historical and artistic knowledge that the selected artists entered into contact. They draw by their hands on this tradition, understanding a current of knowledge along the routes of the Silk, reinventing traditional materials, imagining free inventions and reinterpreting their own artistic development.



UNWTO Verotour project in Venice



VENETIAN MARITIME
TRADE ROUTES:
VENICE-CORFU
PIRAEUS-HERAKLION
ISTANBUL-BODRUM



VENETIAN ROUTES:
ENHANCING A EUROPEAN
SHARED MULTICULTURAL
SUSTAINABLE TOURISM

verotour



4. Experiences in the International Context on Silk Handcraft

Gender equality VS luxury

tourism booster (risk of globalization) VS
guarantee of work



<https://localwomenshandicrafts.com/>

INCLUSIVE TOURISM

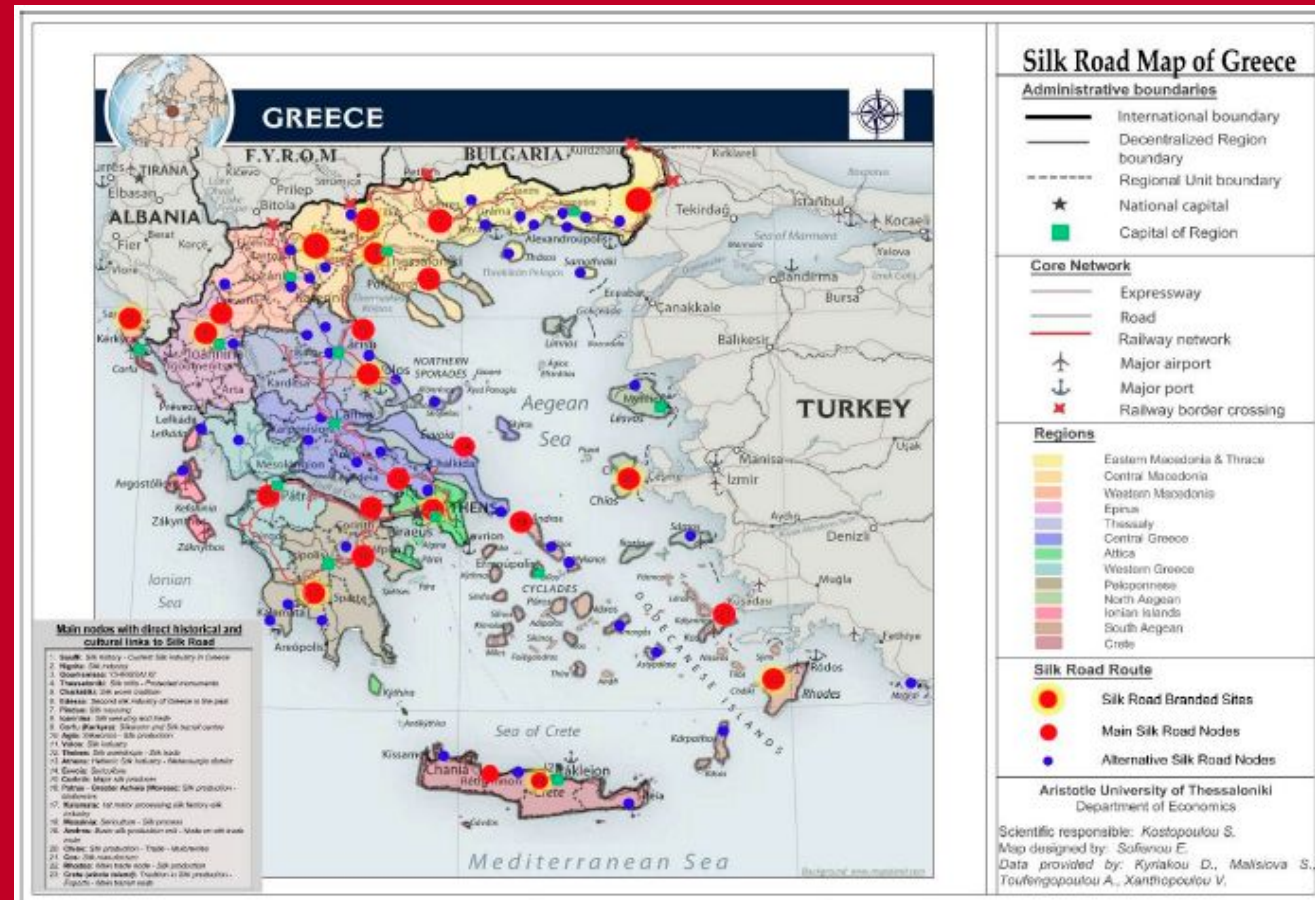
LINKING THE HANDICRAFT
SECTOR TO TOURISM MARKETS



https://www.intracen.org/uploadedFiles/intracenorg/Content/Exporters/Sectoral_Information/Service_Exports/Tourism/Linking%20the%20Handicraft%20Sector%20reprint%209%2010%202012%20for%20web.pdf

5. Silk Case Study Outside of Italy

- GREECE Silk Road Heritage,
http://www.visitgreece.gr/en/greeceonthespotlight/the_greek_silk_road



5. Silk Case Study Outside of Italy

- SPAIN, Ruta de la Seda

SI ESTÁS PENSANDO EN VENIR A

València

TAMBIÉN TE PUEDE INTERESAR



PATRIMONIO UNESCO

Lonja de la Seda



RUTA SEDA

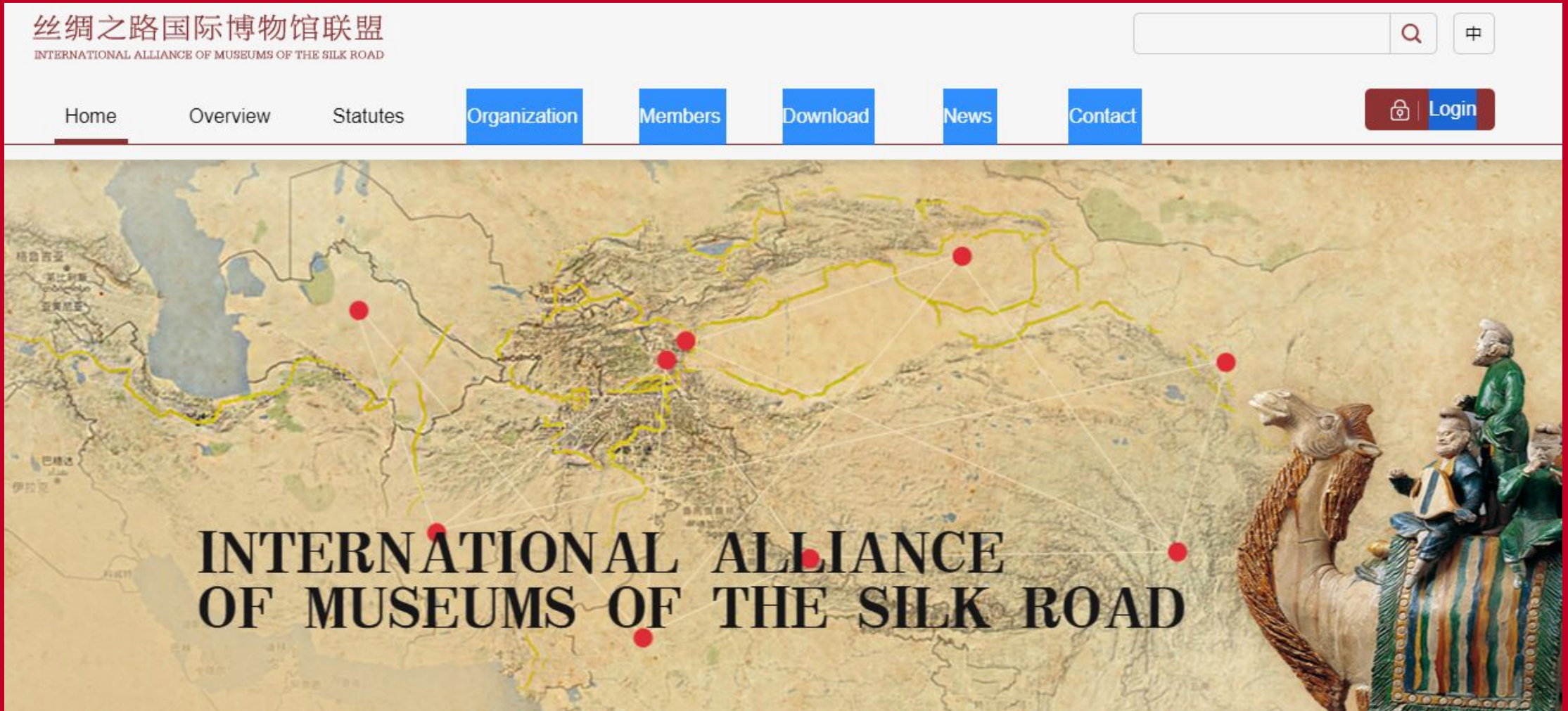
Museo de la Seda



RUTA SEDA

Visita guiada ciudad de la seda

5. Silk Case Study Outside of Italy

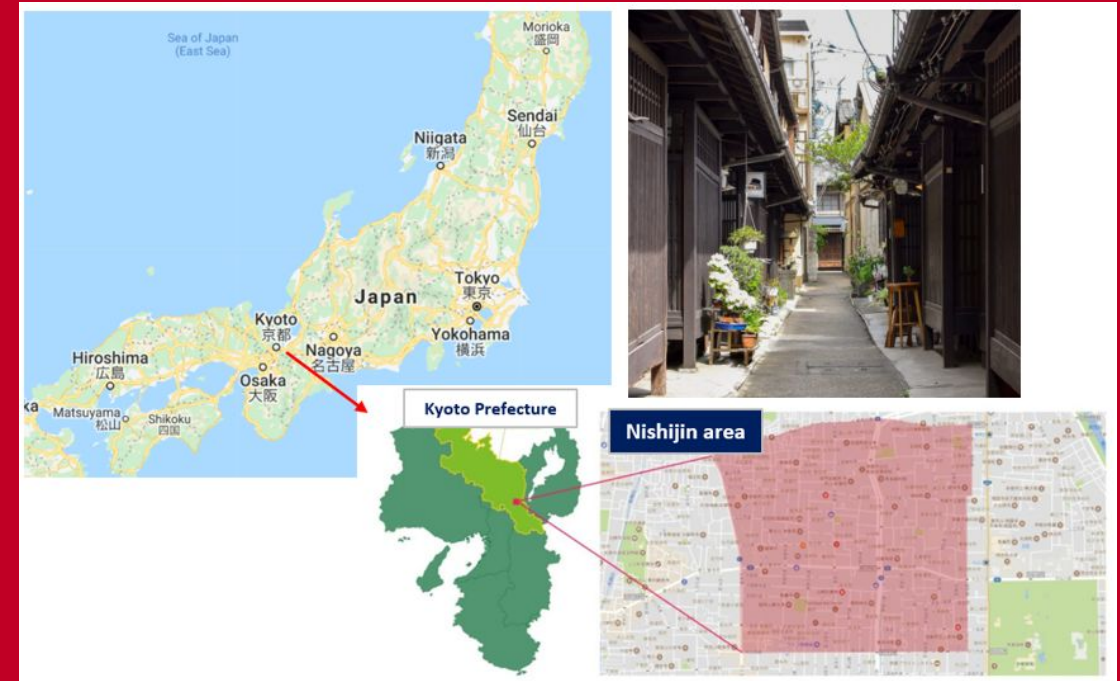


- <http://www.musesilkroad.com/en/index.php?c=home&a=index>

5. Silk Case Study Outside of Italy

Nishijin (Kyoto), Japan

As the UNESCO's map shows, the eastern end of the Silk Road is Japan. Various cultures were introduced to Japan by the Maritime Silk Road and silk culture is one of them.



UNESCO Silkroad Interactive Map (ref.
<https://en.unesco.org/silkroad/silkroad-interactive-map>)

Ref.<https://smile-log.net/ro-ji-kamigyoku/>

5. Silk Case Study Outside of Italy

Nishijin : Site of production

- History
- Products
- People and Facility (skill, aging artisans and successor problem)
- Ecosystem (architecture, like the whole area is one factory)
- Trade (Sales as declining trend, dependencies)
- Proximity, production and trade place is close to.



ref: <https://www.maimai-kyoto.jp/event/ky18d045/>

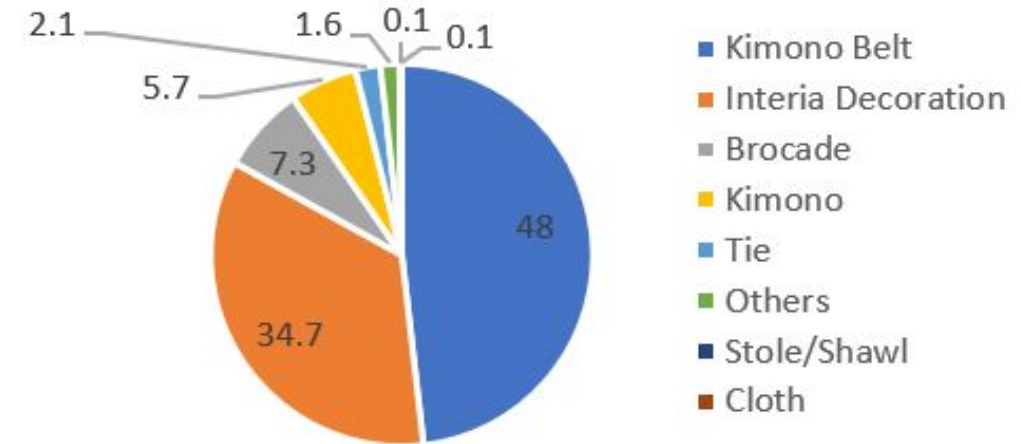
ref: <https://www.the-noh.com/jp/index.html>

5. Silk Case Study Outside of Italy

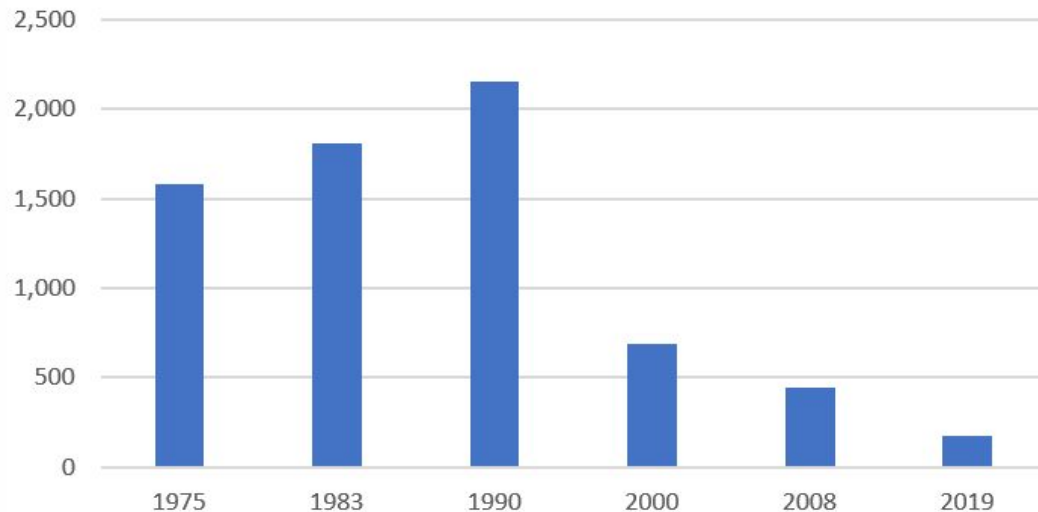
Site of Market - Trade

- Sales as declining trend, dependencies
- The site has difficulties and the pandemic situation makes pre-existing difficult situations more difficult. (e.g. cancellation of expo, ceremony..)

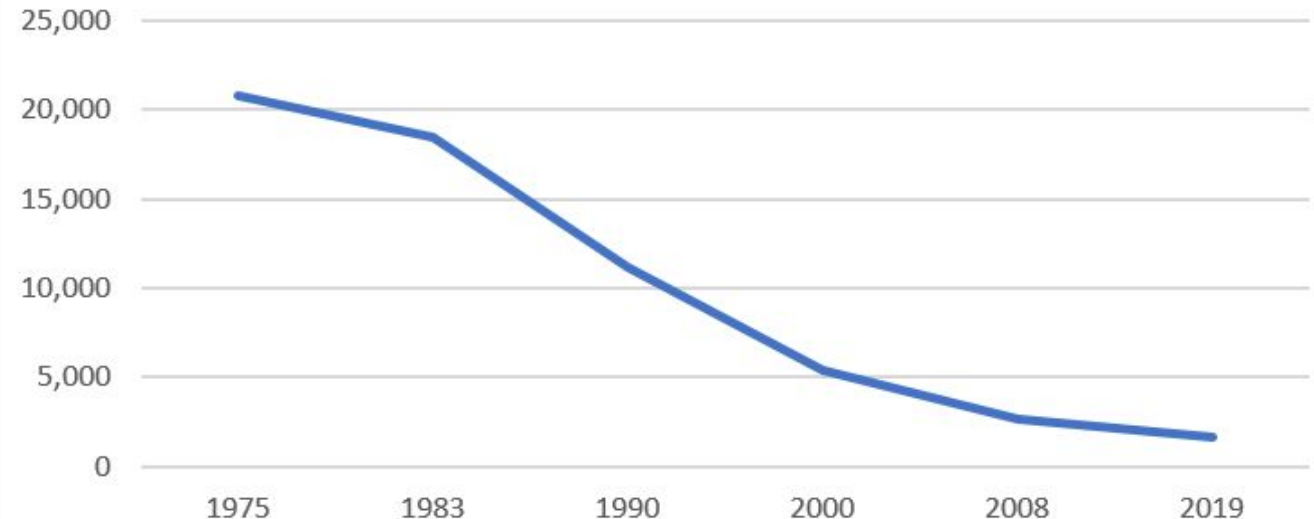
Component ratio of silk product (%) 2019



Silk Products of Nishijin (incl. kimono, belt, shawl, brocade, etc.)
Total Shipped Amount for Sales (mil, €)



Total number of looms (Nishijin internal)



5. Silk Case Study Outside of Italy

How about **Market Regeneration and Site Regeneration?**

- Classical craft meets modernity by collaboration
- Local network and global market
- Immobility sometimes creates unique atmosphere
- Small scale initiatives by local residents also attract external people (kids event, scrapped cloth market)



Ref. <https://www.roji-cul.net/about/>



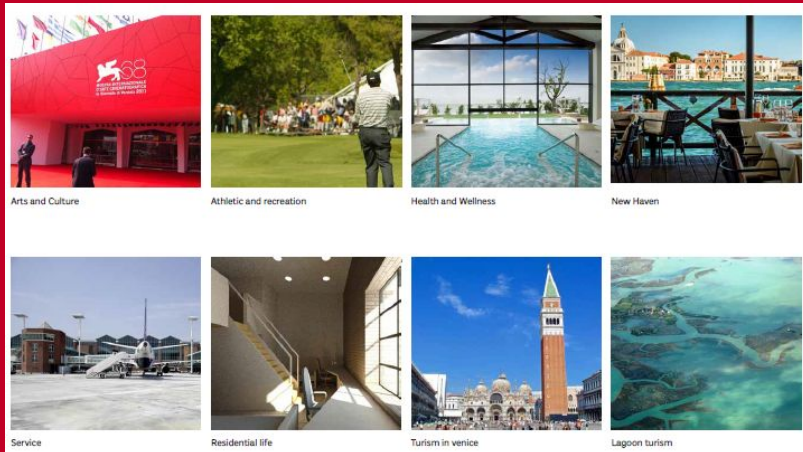
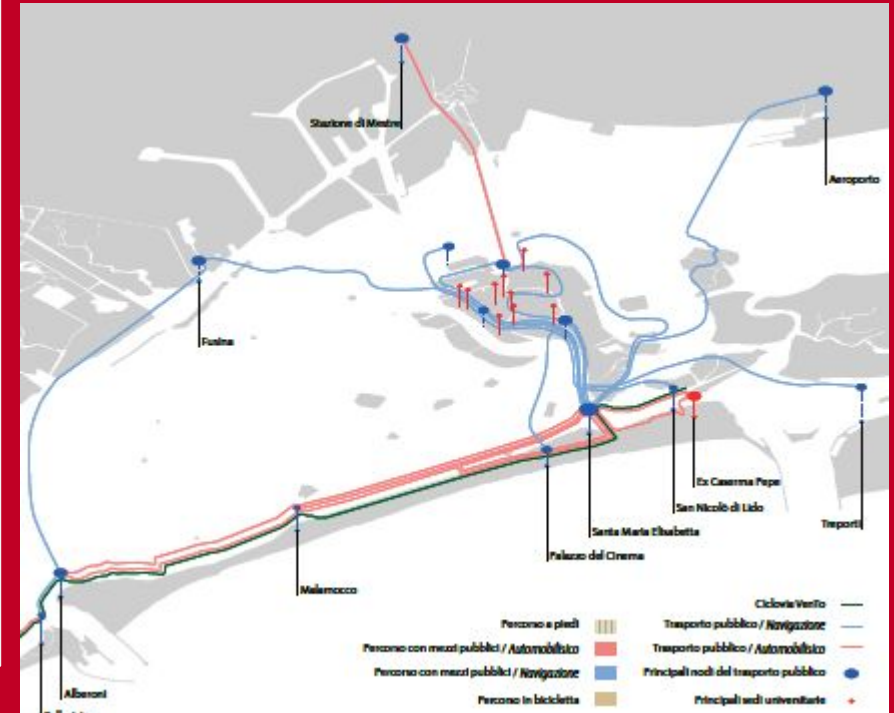
Ref. <https://www.nishijin-connect.com/>



Ref. <https://okamotoorimono.com/news/finnish-dress-2/>

6. Future Outlook and Proposal for Venice

- Rise the “issue” of Silk to involve local citizens and associations (i.e. focus groups, participatory processes) through institutional support (i.e. Universities)
- Create partnership within international networks
- Temporary reuse with a medium-long term vision for the redevelopment of voids (i.e. Pepe barracks)



- Post-COVID-19 city. From theory to real application of concepts such as 15-minute-city

7. Conclusions

- Several cities show a strong cultural and material heritage connected with the trade and production of silk. Even if the use of the “Silk Road” term is still under discussion, **Venice still has a deep connection** with this itineraries: silk trade and production deserving **more attention, research, and promotion**
- International initiatives to create new kind of tourism → **brink the Silk Road back**
- Silk Road cities both the west and east (e.g. Venice and Kyoto) to **exchange information** on how the culture and technology have evolved since the Silk Road age.
- From the case study, **small scale initiatives based on locality by local people** should be welcomed for site regeneration, it would attract external people. The process would help market regeneration.
- Potential initiatives in **collaboration with global network related to not a production site** but a research site (e.g. eco-silk, medical use), and market trading site (e.g. new fabric expo by collaborating with existing organizations) could be considered.
- **Recovery projects** (like the one under development on the area of Lido of Venice) together **with technologies application** (such as Tellingstones), can help to identify which are the main historical sites involved and the role they played in the trading and producing of Silk in Venice and along the Silk Road.

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