



**REGIONE AUTONOMA DELLA SARDEGNA**

Regione Autonoma della Sardegna  
Assessorato del Turismo, Artigianato e Commercio  
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# EM EMPORIO MEDITERRANEO

Artigiani e competenze del Mediterraneo

Cagliari, 5 / 8 March 2009  
Sardinia's International Trade Fair Showgrounds

**SARDEGNA**

Thursday 5 March 2009

Sala A

## The art of the artisan: reconstruction of a status

- 15,00 Registration
- 15,30 Official Welcome  
Coordinator Carmina Conte
- 15,40 The valorisation of the status of the artisan  
between necessity and subjectivity  
Gabriella Da Re, Teacher of Anthropology University of Cagliari  
Alberto Caoci, Anthropologist
- 16,20 The collective trademark, an instrument for the  
valorisation of Sardinian craftwork  
Orazio Olivieri, Vice Director Dintec
- 16,40 Market, competitiveness and entrepreneurial culture  
Marino Fadda, Expert in Marketing and Communication Consultancy
- 17,00 Round Table: Artisans  
Lecis, Picciau, Squintu
- 18,00 Work ends

Friday 6 March 2009

Sala A

## Historical techniques and energy saving for buildings and open spaces

- 11,00 Registration
- 11,30 Official Welcome
- 11,45 Modernity and tradition in sustainable architecture  
Cettina Gallo, IAA
- 12,15 Water and architecture  
Massimo Pica Ciamarra, Vice President IN ARCH
- 12,45 The role of energy efficiency in the Euro Mediterranean economy  
Edgardo Curcio, President A.I.E.E.
- 13,15 Saving the Planet: sustainable urban space  
Jaime Lopez De Asiain, University of Seville
- 13,45 End of first session
- 15,00 Technology and architectural language  
Cesare Casati, Director L'Arca
- 15,30 Green infrastructures in sustainable towns  
Hillary Brown, New York Civic Works
- 16,00 Ministry for the Environment
- 16,20 New manuals for the recovery of historical building in Sardinia  
Antonello Sanna, Director Department of Architecture, University of Cagliari
- 16,40 Ministry for Infrastructures
- 17,00 Round table
- 18,00 Work ends

Saturday 7 March 2009

Sala A

**Unfired Clay: 15 years of experience,  
in Italy and the world**

- 10,00 Registration
- 10,30 Official welcome
- 10,45 Opening and presentation of the conference  
Ennio Cabiddu, President "Associazione Nazionale Città della Terra Cruda"
- 11,00 Presentation of the "Unità di Progetto Cultura Immateriale e Diversità"  
Valeria Noli, UNESCO
- 11,20 Experiences in the recovery of "massone" houses  
Ferdinando Rencetti, Artisan
- 11,40 Public Authority Experiences  
Luca Becciu, Mayor of Serrenti
- 12,00 The experience of craftsmen in Palestine  
Rashid Abdelhamid, Freelance Architect
- 13,00 End of first session
- 15,30 Opening and presentation of second session  
Maddalena Achenza, Teacher University of Cagliari
- 15,40 The experience of craftsmen in Morocco  
Brahim El Minsari, Artisan
- 16,00 The work of the "Centro da Terra" Association  
Teresa Beirao, President "Associazione Centro da Terra" - Portugal

- 16,20 Controlled production of unfired clay bricks  
Mauro Coni, Manufacturer
- 16,40 Art and earth  
Isabella Breda, Artist
- 17,00 Teaching workshops and unfired clay  
Rainer Warzecha, Artisan
- 17,20 Debate and conclusions  
Work ends

Saturday 7 March 2009

Sala B

**The new forms of craftwork:  
ancient skills and new employment**

- 15,00 Registration
- 15,30 Official welcome  
Coordinator Carmina Conte
- 15,45 Historical skills in the restoration manual  
Antonello Sanna, University of Cagliari
- 16,10 The needs of local authorities and professional artisans  
Tore Cherchi, President ANCI
- 16,30 The experience of craftsmen in Palestine  
Rashid Abdelhamid, Freelance Architect
- 16,50 Innovating tradition  
Marco Migliari, Business Consultant, Professor Milan Polytechnic
- 17,10 Artists backstage  
Maurizio Pietrantonio, Superintendent "Fondazione Teatro Lirico" Cagliari
- 17,30 Working together: designer, artisan, accountant  
Gianfranco Secci, Owner of a craftshop
- 17,50 Problems related to transfer, generalisation  
within the craft industry  
Maria Antonietta Dessì, Sardinian CNA
- 18,10 Conclusions and debate

Sunday 8 March 2009

Sala A

**The Mediterranean, the crossroads for skills and markets:  
a development proposal**

- 11,30 Opening and presentation of work  
Osvaldo Bevilacqua, Journalist RAI
- 12,00 The art of the set designer yesterday and today  
Augusto Renzi, RAI Direction Set Design sector
- 12,20 When the artisan becomes artistic and even ethnic  
G. Angioni, Professor Anthropology University of Cagliari
- 12,40 Artisan knowledge, a vehicle for integration  
Gildo Baraldi, Director "Osservatorio Internazionale Cooperazione allo Sviluppo"
- 13,00 End of first session
- 15,00 Presentation of work in the second session  
Technological development and the anachronism of manual work  
Marco Vallesi, Publicist and Expert in Craftwork
- 15,20 Live video-showing a smith at work
- 15,50 Virtuous incomes  
Stefano Tienforti, Economist
- 16,10 The Mediterranean, the crossroads for skills and markets  
Pecilli Pietro Antonio, OICS Expert for the Middle East and the Balkans
- 16,30 Editorial observatory – From craftwork to art and back  
Luciano Marziano, Art Critic
- 17,00 Debate and conclusions
- 18,00 Work ends