



# Artistic Residency Report

## 17th - 21st February 2020



Co-funded by the  
Creative Europe Programme  
of the European Union



The following  
report covers the  
follow-up on the project  
**Digital Treasures**  
**artistic residence for**  
**graphic and industrial**  
**designers** which took  
place in Madrid from  
17th to 21st  
February.

This Project  
has been  
funded with  
support from  
the **European**  
**Commission.**





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## Project's goal

European Digital Treasures is a project selected in 2018 by the European Agency "The Education, Audiovisual and Culture Executive Agency (EACEA)", in the Creative Europe-Culture Program. Eight partners from seven European countries (Austria, Spain, Hungary, Ireland, Malta, Norway and Portugal), take part of this project led by the General Subdirectorate of the Spanish State Archives of the Ministry of Culture and Sport.

The starting point is the realization that the European Archives are fundamental primary sources for discovering and reinforcing European Culture and History.

In this timeframe, the partners will collaborate in a wide range of complementary and, in most of the cases, cross-cultural activities and actions. The first working package is named New Business Model for European Archives in the XXI Century. One of the key objectives of the project is to generate a greater added value, profitability, visibility and economic return of European archives, through the identification and implementation of new business models and activities.



Among the new field of business model still quite unexplored by the European Archives are the incomes opportunities derived from the creation of merchandising products. Some Archives receive hundreds of thousands visitors and users yearly, but unlike museums, most of them do not have their own shops or products.



## How

In order to open the mind to these new opportunities and to identify potential creative merchandising products linked to the contents of the archives, the partners will invite graphic and industrial designers to think, produce and exchange ideas and samples.



During the week of February 17-21 an artistic residency has taken place in Madrid that has brought together 12 important graphic and industrial designers from Austria, Hungary, Norway, Malta, Portugal and Spain with the aim of creating merchandising products related to archival documents. The artists were working at local level at their studio, and then met during one week in order to exchange ideas, techniques and processes and work together.



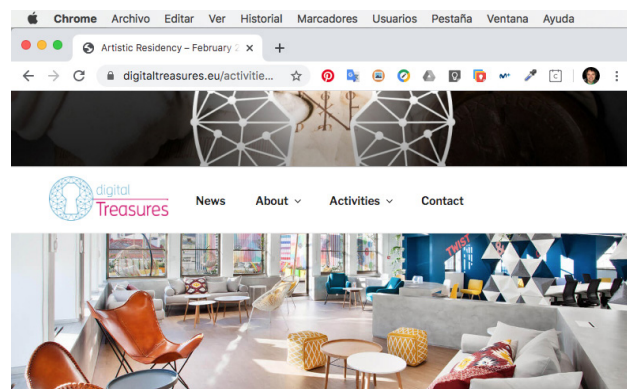
## Social networks

There is extensive social network coverage of the project, the website; [www.digitaltreasures.eu](http://www.digitaltreasures.eu). Also through twitter platforms, Facebook. Mentioning Instagram, during the week we worked with different phrases to describe each product in a fun way, they will be sent to each of the designers if they want to use them and publish on Instagram along with their projects.

The Spanish designers have included information about the project on their websites. The other designers were also informed as a possibility to give more visuality on an international level.

Perhaps one of the most popular networks is Instagram, during the week with each of the products we have worked on different "motto" to create an attraction for the public, motivate them to visit the page and want to expand their knowledge of the hidden treasures that each country keeps in its archives.

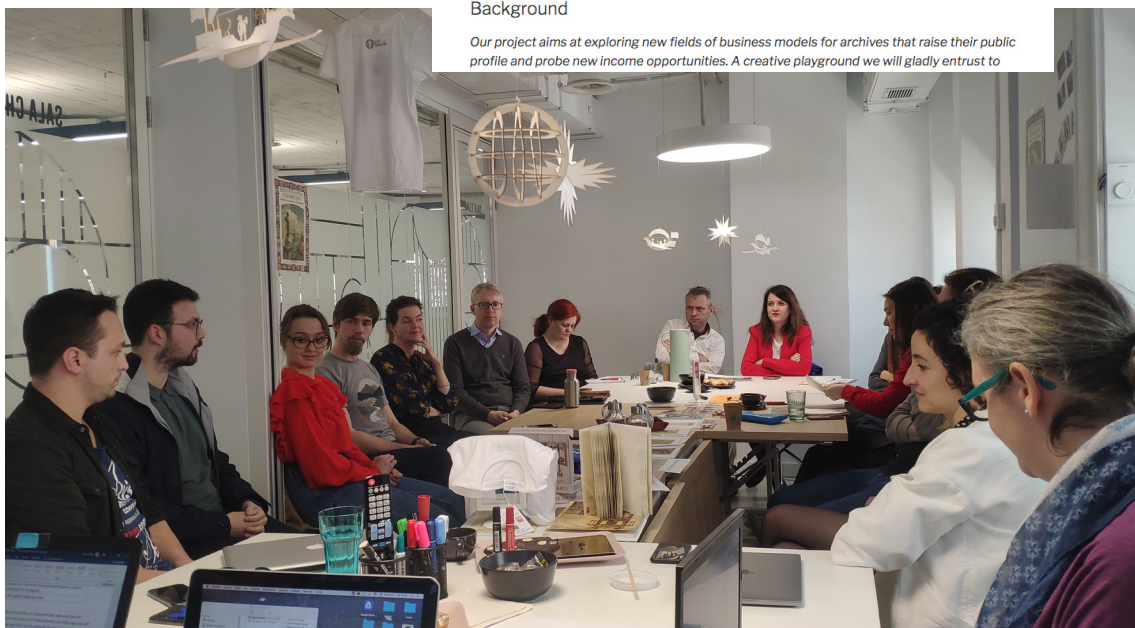
We attach them to each of the designer's products.



### ARTISTIC RESIDENCY - FEBRUARY 2020

#### Background

*Our project aims at exploring new fields of business models for archives that raise their public profile and probe new income opportunities. A creative playground we will gladly entrust to*



# Presentation of projects

## Austria Hansjörg Schwab

### Emigration to America from Czechoslovakia (1930)

The materials document conditions of travelling from the Czechoslovakian republic to the USA and Canada in the Interwar period both for migrant workers and for tourists. Travelling of migrant workers to Canada was subject to permission of the Ministry of Social Welfare and a fee paid to shipping companies. In the document from the 28th February 1930 the White Star Line shipping company requested a fee payment of 500 Czechoslovakian crowns from farmers who applied for travelling to Canada, and pointed out that there was a long waiting list.



### T-Shirt New life ahead!



Inspired by generic T-Shirts with random words and numbers on them. On this T-Shirt the message is clear, the elements are historic facts and add up to an adventurous story in your mind.

### Motto for Instagram

"this time it won't sink", "come on board", "tries me"

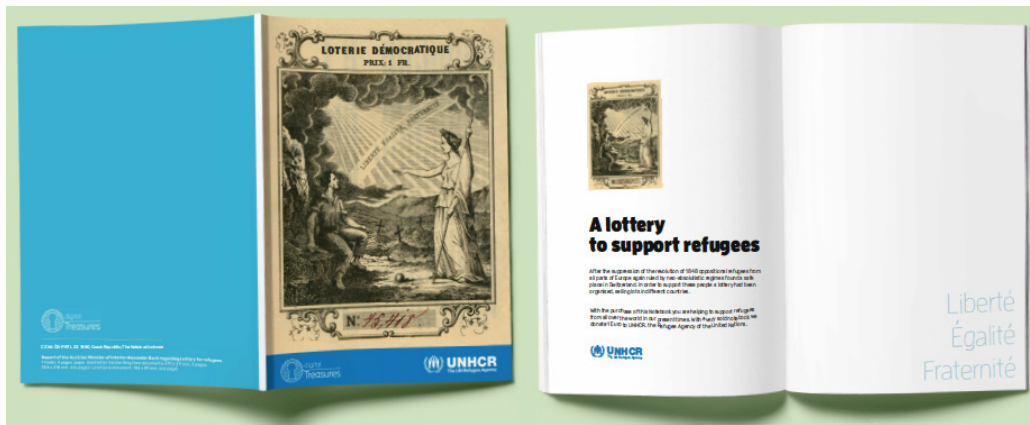
## Austria Hansjörg Schwab

### A lottery to support refugees (1850)

A report of Minister of the Interior Alexander von Bach about a lottery in Geneva to support emigrants from Germany, France, Italy, Poland and Hungary with enclosed lottery ticket. Due to the reign of the new and strict Emperor Francis Joseph I and the situation after the great revolutionary years of 1848/49, there was a huge wave of emigration in Europe. The former emigrants (and fellow republicans) wanted to help those who had to flee their country by a lottery, where numbered tickets were sold for a set price. In this case, the lottery was held in Geneva, Switzerland. Because Bach's neo-absolutistic regime wanted to have everything under control, this was seen as an anti-state act and was actually illegal in the monarchy.



### A notebook to support refugees



A notebook in DIN A6 with perforated pages.

The pages show the motto of the revolution "Liberté, égalité, fraternité" and remind us of the basics of democracy. With every sold item 1 Euro is donated to UNHCR. By buying one of these notebooks you support refugees in a similar way people did in 1850 by buying a lottery ticket.

### Motto for Instagram

"shouldn't be a lottery democracy", "buy this and make someone else luck", "supporting Treasures"

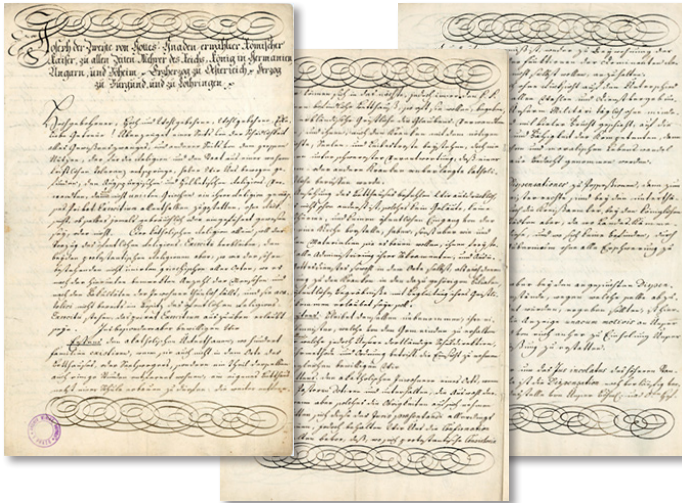




## Austria Hansjörg Schwab

### Patent of Toleration issued by Emperor Joseph II(1781)

The Patent of Toleration issued by the Habsburg emperor Joseph II can be regarded as one of the crucial parts of the Josephinist reforms, extending



religious freedom to non-Catholic Christians in the crown lands of the Habsburg Monarchy.

The tolerance included Lutherans, Calvinists, and the Eastern Orthodox church, who were allowed to hold religious exercises and services. However, non-catholic worship was heavily regulated. In many Habsburg areas (Upper

Austria, Styria and Carinthia) Protestant parishes developed, based upon older crypto-protestant traditions. The Patent was followed by the Edict of Tolerance for Jews in 1782.

### Calligraphy and lettering pen set



to fulfil the urge of being able to do as beautiful handwriting as the personal secretary of Emperor Joseph II you can at least buy the tools. Now you need only practice.

### Motto for Instagram

"Writing never goes of style", "style up your writing", "practice makes perfect"

## Austria Hansjörg Schwab

### Privilege charter of Brevnov Monastery (1224)

Přemysl Otakar I, king of Bohemia, Confirms inserted privilege of pope John XV. from 31th May 993 (Reate), given to the Benedictine Abbey in Břevnov. Throughout the whole Middle Ages Monasteries have been central institutions with crucial functions in important fields, like education, cultivation of land, pastoral care or diplomacy. It was a vital interest of the ruling families to establish well donated institutions they could count on as loyal and reliable bases.



### Hipster Bag



A hipster bag made out of cotton printed with the privilege charter. On the front is a leather pouch with the engraved Digital-Treasures-Icon.



### Motto for Instagram

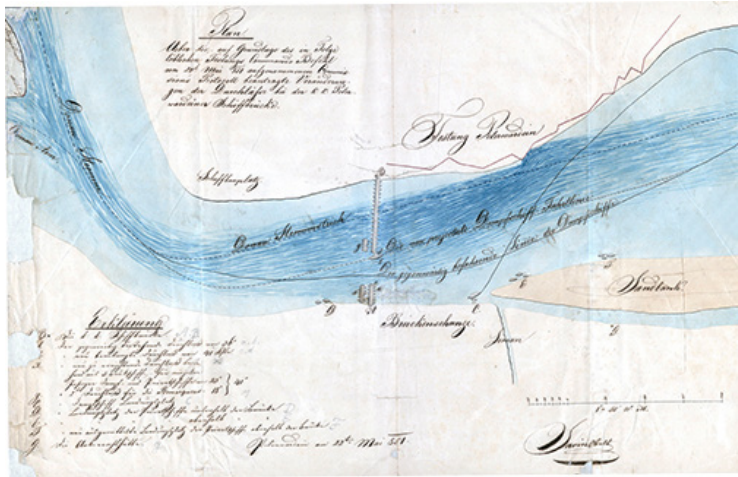
"carry your history", "the key to secret history", "important things are always behind the texts"





## Austria Hansjörg Schwab

### Changes of the passages of boats on the Danube(1851)



Map of changes of the passages of boats on the Danube near the pontoon, between Petrovaradin and Bruckschantz (Novi Sad) in Serbia, 1851.

### Folding plans for paper boats with pre-coloured paper sheets

Folding plans for three different paper boats und perforated coloured sheets with guidelines to easily fold the boats.



### Motto for Instagram

"float and play, sail away",  
"go with the history flow",  
"the blue Danube"



## Austria Sigfried Gruber

### Coligatus of Conrad Haas from Sibiu about cannons and missiles (1400-1569)

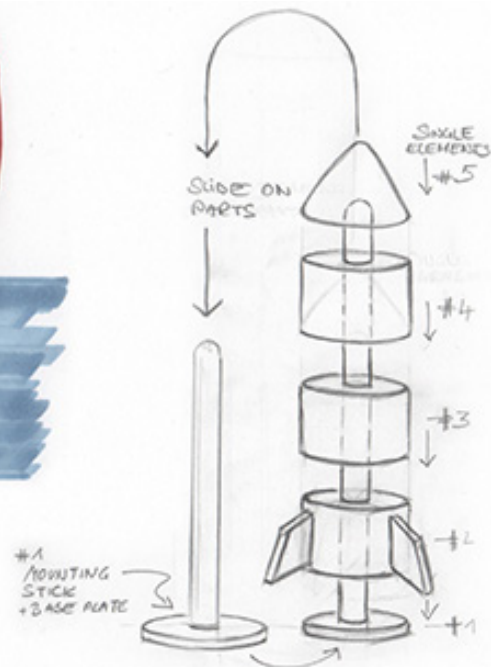
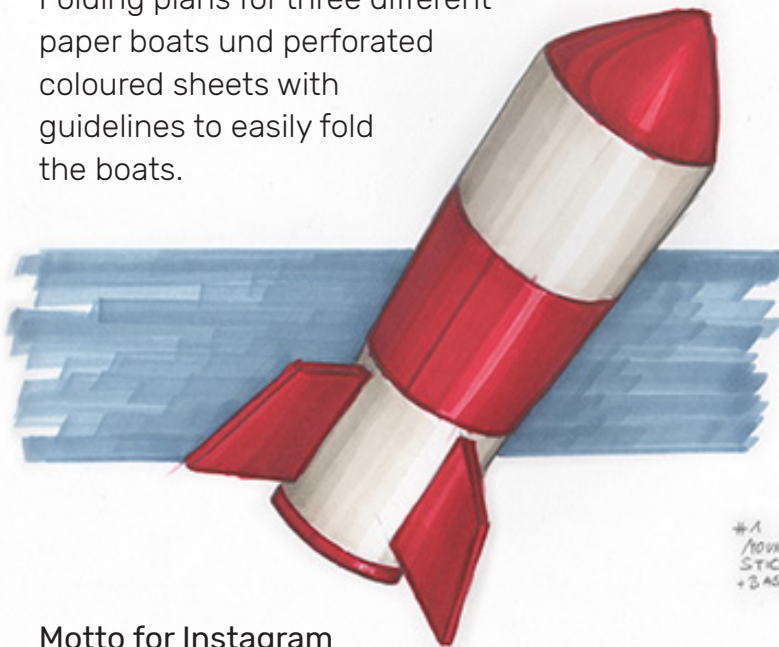


Arhivele Nationale ale României consists of 3 manuscripts:

- book of fireworks
- book of military technique
- manuscript of Conrad Haas
- masterpiece among the rocket propulsion engineering works
- born in Vienna – deep knowledge of Maths, Physics, Chemistry and ballistic missile-related engineering
- multi-stage rockets (two and three stages)
- space and rocket pioneer

### Multi-stage Rocket Wooden toy rocket

Folding plans for three different paper boats und perforated coloured sheets with guidelines to easily fold the boats.



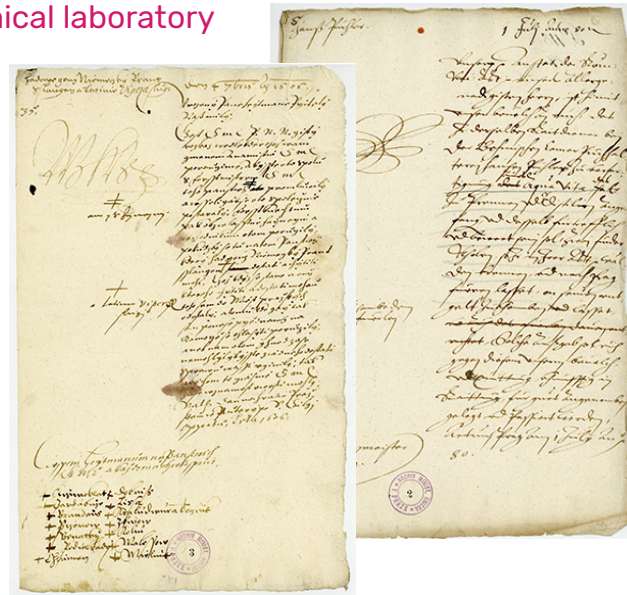
### Motto for Instagram

"amazing wood rocket", "little scientist", "be a small pacifist", "from the archives to the sky"

## Austria Sigfried Gruber

### Supplies of ingredients for alchemical laboratory of Rudolph II. (1574–1657)

- Emperor Rudolph II.  
Transferred his residence to Prague
- established a magnificent circle of artists and scientists
- interested in all kind of sciences, especially in alchemy and astrology
- big demand of laboratory equipment
- Holy Grail/Water of Life



### Water of Life

#### Refillable glass bottle



### Motto for Instagram

"no more plastic", "the holy grail", "refilled your thirst with knowledge"



## Austria Sigfried Gruber

### Pro Finlandia petition (1899)

Arhivele Nationale ale României consists of 3 manuscripts:



- "Great Petition" was a document produced in Finland during the first period of the Russification of Finland
- against the February Manifesto of Tsar Nicholas II.
- abolishing language rights and the Finnish autonomy
- More than half a million signatures within eleven days
- 13 editions for 13 different countries in different languages (German, Hungarian, Italian, Flamish, Danish, French, Dutch, Norwegian, Swedish...)

### ProF[ree]nlandia/ProEurope Rubber stamp and packaging

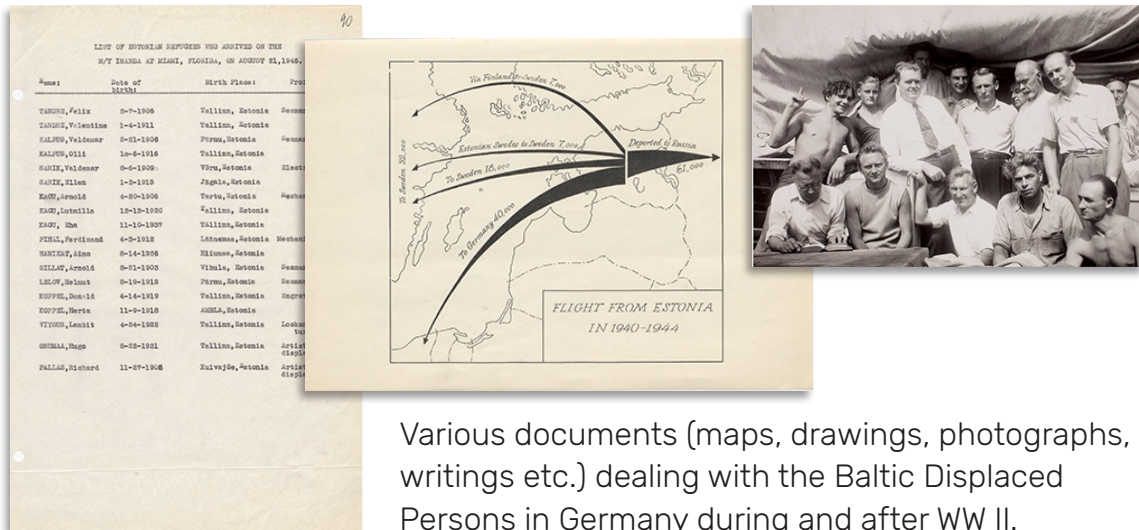


### Motto for Instagram

"free rubber stamp", "from 1899 to 2020", "12 star quality product"

## Austria Sigfried Gruber

### Flight from Estonia (1940-1944)



Various documents (maps, drawings, photographs, writings etc.) dealing with the Baltic Displaced Persons in Germany during and after WW II.

### The possibility of traveling is not a matter of course Passport casing



### Motto for Instagram

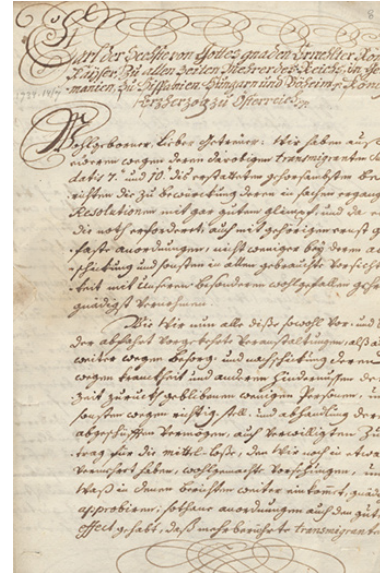
"share freedom", "think about out of orders", "fight for the rights to travel"



## Austria Sigfried Gruber

### Letter of Emperor Charles VI. Regarding "Transmigrants" (14th July 1734, Vienna)

- Johann Franz v. Grönthal + Wolf Martin Ehrmann v. Falkenau (Religion Commissioners)
- "Transmigration" – enforced deportation of Lutherans to distant territories of the Habsburg monarchy (Transylvania/Siebenbürgen)
- during counter-reformation the Protestant service and instruction became forbidden within the Habsburg countries
- first transport from Goisern/Salzkammergut concerned 47 families with 263 persons.
- four ships transported the „transmigrants“, accompanied by 30 soldiers
- followed by the so called „Karolingische Transmigration“, which lasted till 1737.



Transmission of time  
Poster artwork



## Motto for Instagram

"history is repeating", "belief in your freedom"

## Hungary Dóra Rea Kövér

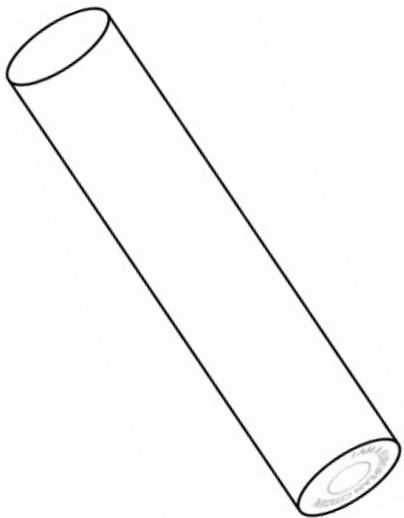
### First ideas and concept basics

#### Brooches / badges

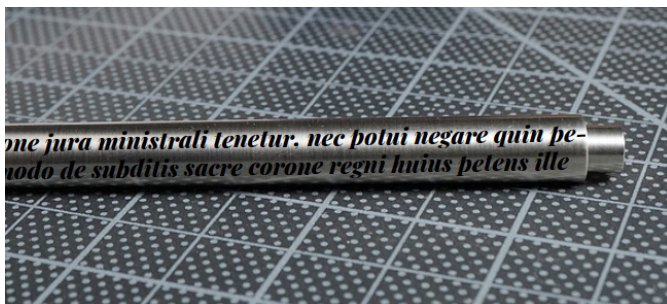
- I am a European constructor.
- I am a European citizen.
- I am a European builder.
- I am a European wanderer.
- I am a European traveller.



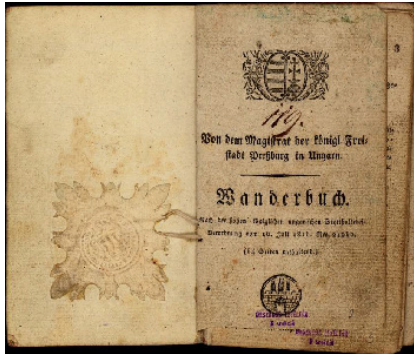
#### ...or sealing stamp



#### "fun fact" pens



## Hungary Dóra Rea Kövér



### Memory album for travellers

Wanderbuch (Travelling booklet) of Jakob Modern, toolsmith journeyman from Pozsony.

### Memory album for families or family events

<b>event:</b>	
<i>collected memories (some gluing needed)</i>	
	<b>Date:</b>

<b>Country:</b>	
<i>collected memories</i>	
	<b>Date:</b>

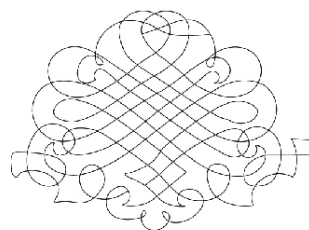
also a passport holder, size of a small Moleskine



### jewellery from details on archival documents



Queen Maria Theresa's order of honouring the Holy Right Hand of King St. Stephen



### Motto for Instagram

"collecting memories", "make your own archive"





## Hungary Dóra Rea Kövér

### storytelling board game



*who?*

*what?*

*when?*

*where?*

Would I lie to you? (British television show)

Motto for Instagram  
"history telling"

### time capsule set for children stories, tips what to include



### frendly appearance



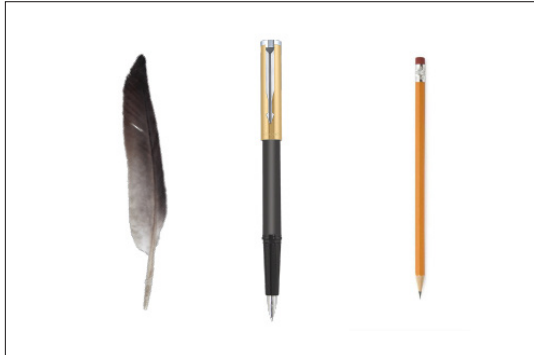
Hi, this is your own time capsule!  
What should you put in your capsule?  
What the perfect location is like?  
Who are you collecting and preserving  
these memories for?  
Did you know?...  
etc.

### Motto for Instagram

"think inside the box", "a message to the future", "create your own treasure"

## Hungary Dóra Rea Kövér

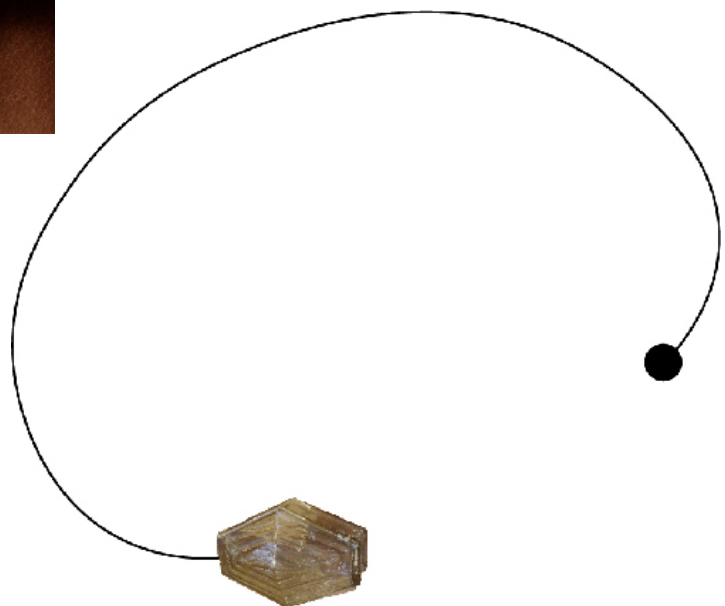
postcards - quotes paired with writing tools



jewellery from the original glass tiles of the National Archives of Hungary



Motto for Instagram  
“just beautiful”



## Hungary Neuzer Zsófia

Embroidery, patches with samples with DIY instructions, also could go to t-shirts, tote bags...



I am a "wanderer"



Motto for Instagram  
"sew your history"

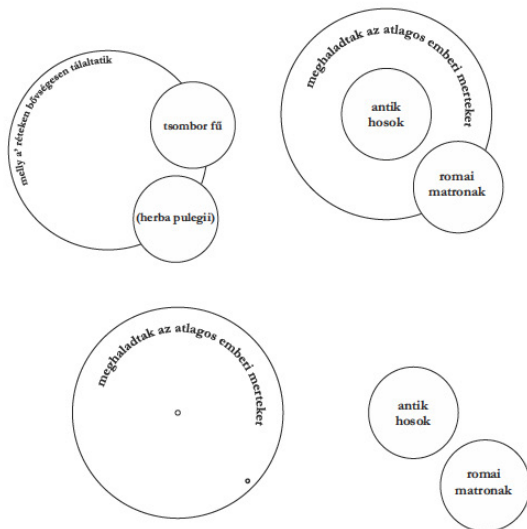




## Hungary Neuzer Zsófia

Brooches matched together, with matching quotes can be worn together or separated

"They were above the average human level" "antic heroes" "roman matrons"

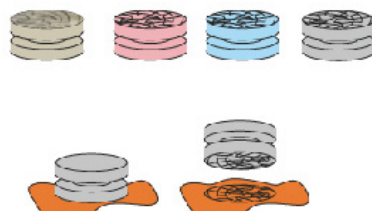
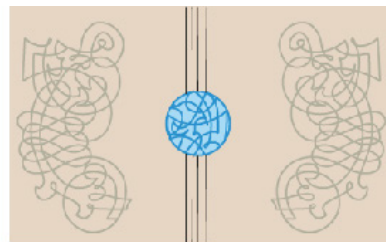


Motto for Instagram

"infinite possibilities"

## Sealing medal

The medals can be used also for sealing. The pattern is from the documents, if they are put together, completes a form; silver / anodized aluminium.



Motto for Instagram

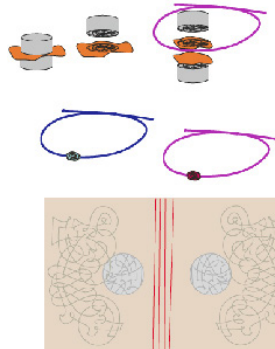
"finger prints of archives"

## Hungary **Neuzer Zsófia**

### Sealing friendship bracelet

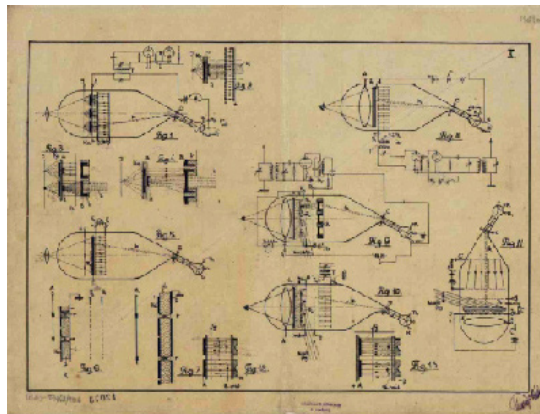
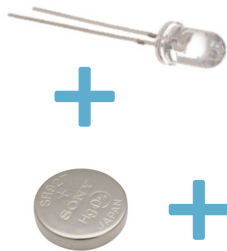
DIY kit for kids with tools and patterns.

Motto for Instagram  
"seal your friendship"



### Technical drawing pic + electronic kit

Mechanical engineering man with children picture on the wall / interactive electronic kit + graphic paint.



Motto for Instagram  
"light the archives"

### Collecting family patterns

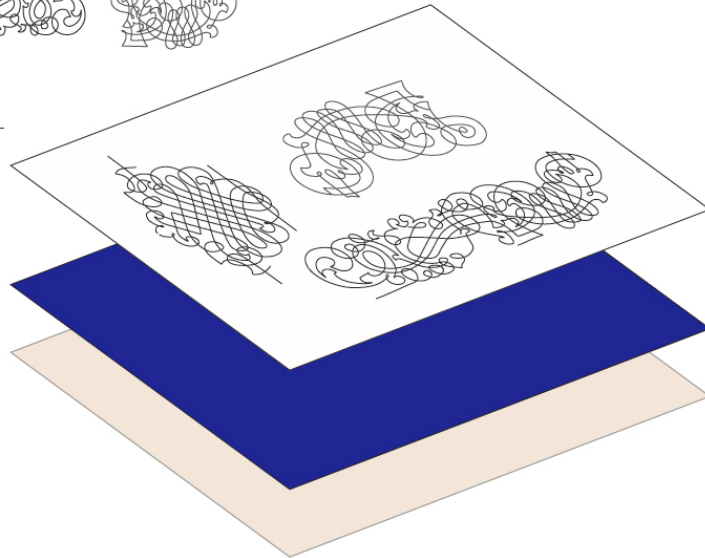
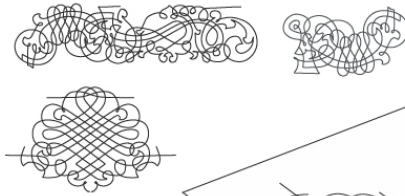
booklet with questions and guidelines to help you to collect details, fragments and habits of your family & ancestors.



## Hungary Neuzer Zsófia

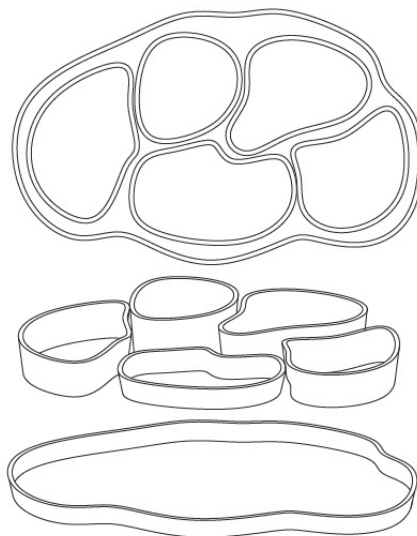
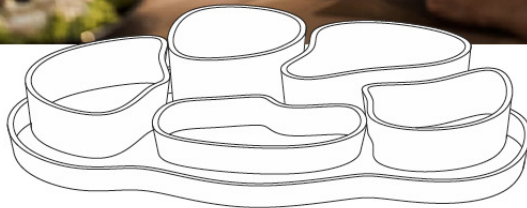
### DIY postcard kit

Set includes 5-10 postcards + indigo paper + transferable pattern set (these can also be downloaded from the website).



### Nations of Europe - porcelain set + recipes

Porcelain serving set with bottomless bowls so that the juices of the dishes placed in it can flow freely underneath 6 kinds of bread recipes - to make mixed sauces inspiration: - river regulations + agricultural benefits - lots of people of nationality visiting Hungary - settlers and fighters under Hungarian flag.



### Motto for Instagram

"digest the future"



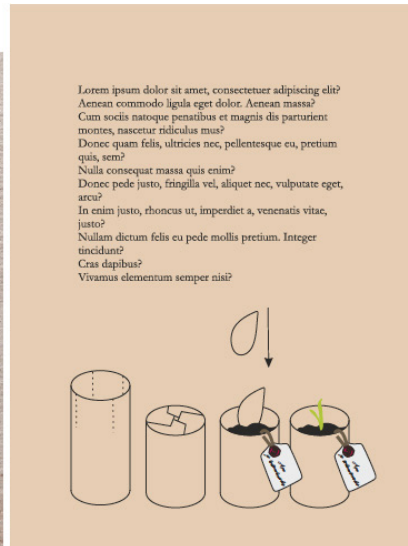


## Hungary Neuzer Zsófia

### Plantation DIY kit & instructions

paper with seeds & instruction paper toilet paper roll + seed paper + family names&attributions understanding time and value.

#### SEED - in BIODEGRADABLE PAPER



Motto for Instagram  
“grow the archives”

### THE ARCHIVES - The game

Cooperative boardgame between 6 nations Archives.



- cooperative game
- kards with the pictures of the archive papers
- 2-6 player
- 72 cards
- 1 dice
- 6 figures
- catalog help
- action cards
- can be easy / normal / pro mode

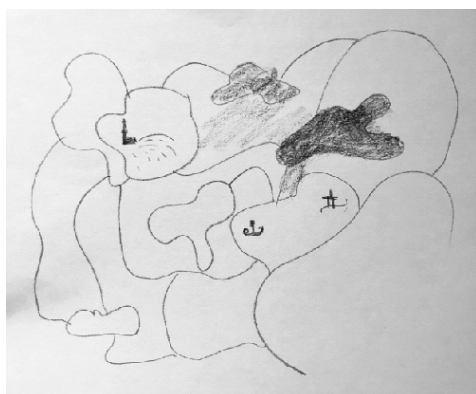
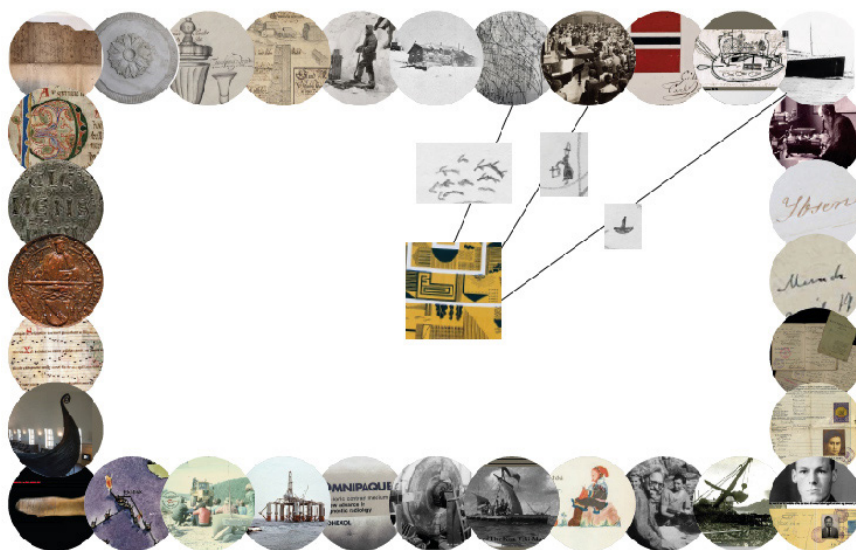
Motto for Instagram  
“learning playing”, “better understanding of history”

## Norway Kristin Bö

### Idea 1 - Pattern

Illustrations from all documents / elements in the exhibitions

- stylized figures
- symbols
- quotes
- quoted text in original writing



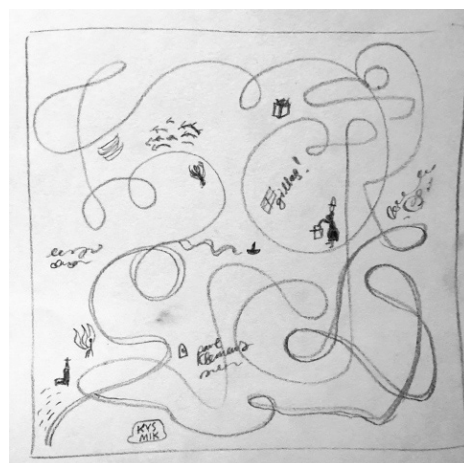
Illustrations of all documents / elements in the exhibitions stylized / represented with symbols

Placed on a more or less geographically recognizable map.

Illustrations of all documents / elements in the exhibitions stylized / represented with symbols, and also chosen quotes from the documents

Placed on a «road / path» through an abstract landscape. Shows how people have been moving and this created the Europe we have today. Especially suitable for 1 Exiles, Migratory flows and Solidarity?

This idea could be used to make three different illustrations – to each of the themes – and include the corresponding documents to each exhibition.

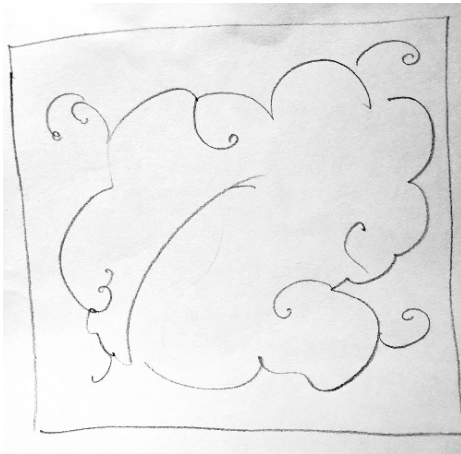


### Motto for Instagram

“moving people”



## Norway Kristin Bö

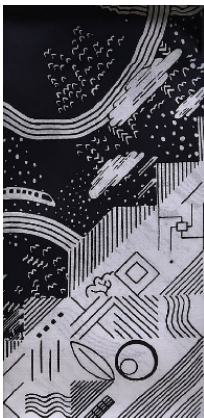


### Idea 1 - Pattern

Our memory is the key to everything we are. The Archives are our common / shared memory. An abstraction of a brain as a «map» background. Can also be seen as a cloud – symbolising the digitization of the archives/treasures.

Illustrations of all documents / elements in the exhibitions (stylized / represented with symbols) placed on this brain/sky.

Motto for Instagram “share memories”



Print in one og two tones.  
Different color combinations for variaton.  
Or just going wild...



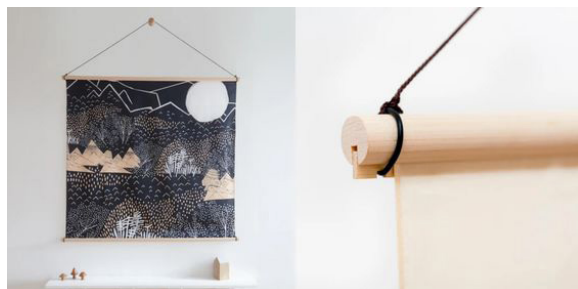
### TEXTILE

- Hankerchief
- T-shirt
- Kitchen towel
- Napkins
- Tablecloth
- Shopping bag
- Scarf/shcawl
- Wallhanging

### PAPER

- Wrapping paper for museum shops
- Notebooks

the possibillites are endless...



## Norway Kristin Bö

### Idea 1 - Pattern

#### QUIZPUZZLE

- Cards with illustration and question on one side and picture and QR-code reference and answer on the other.
- Added bonus of a puzzle if you put them together.
- Different level questions to satisfy all ages.

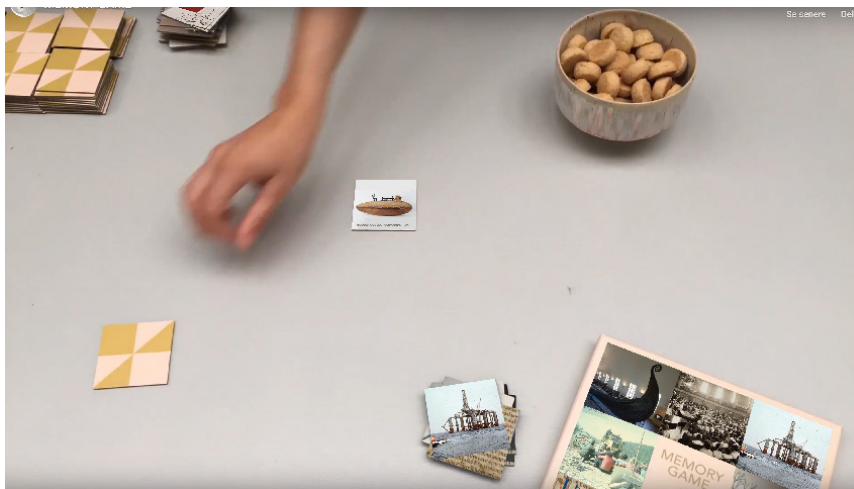


#### POSTCARDQUIZ

Series with the same ingredients as above  
Illustration + (picture) + question + QR-code

#### MEMOGAME

One side with pattern (also a puzzle). The other side with illustrations and or pictures of the documents. Could work well with the memory / brain allegory.

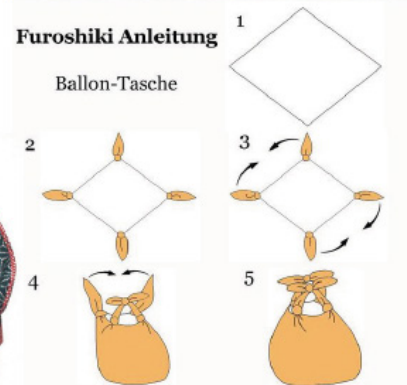
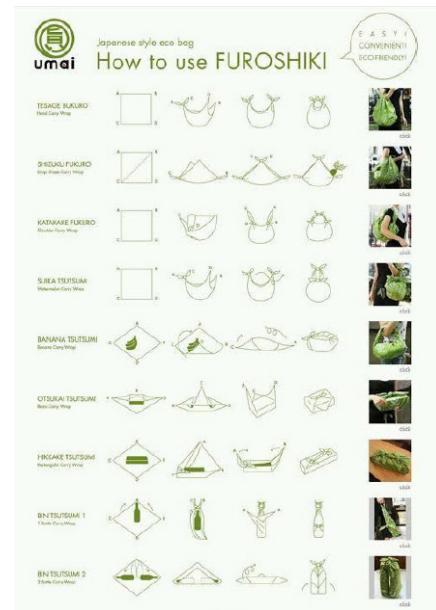
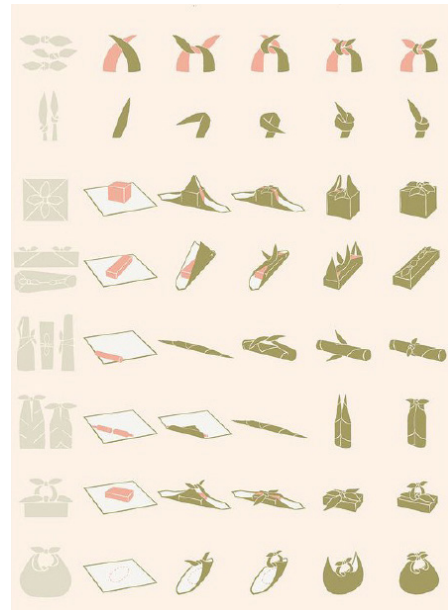
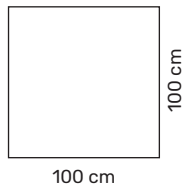


Motto for Instagram  
"stories for take away"

## Norway Kristin Bö

### Idea 2 - One m<sup>2</sup>

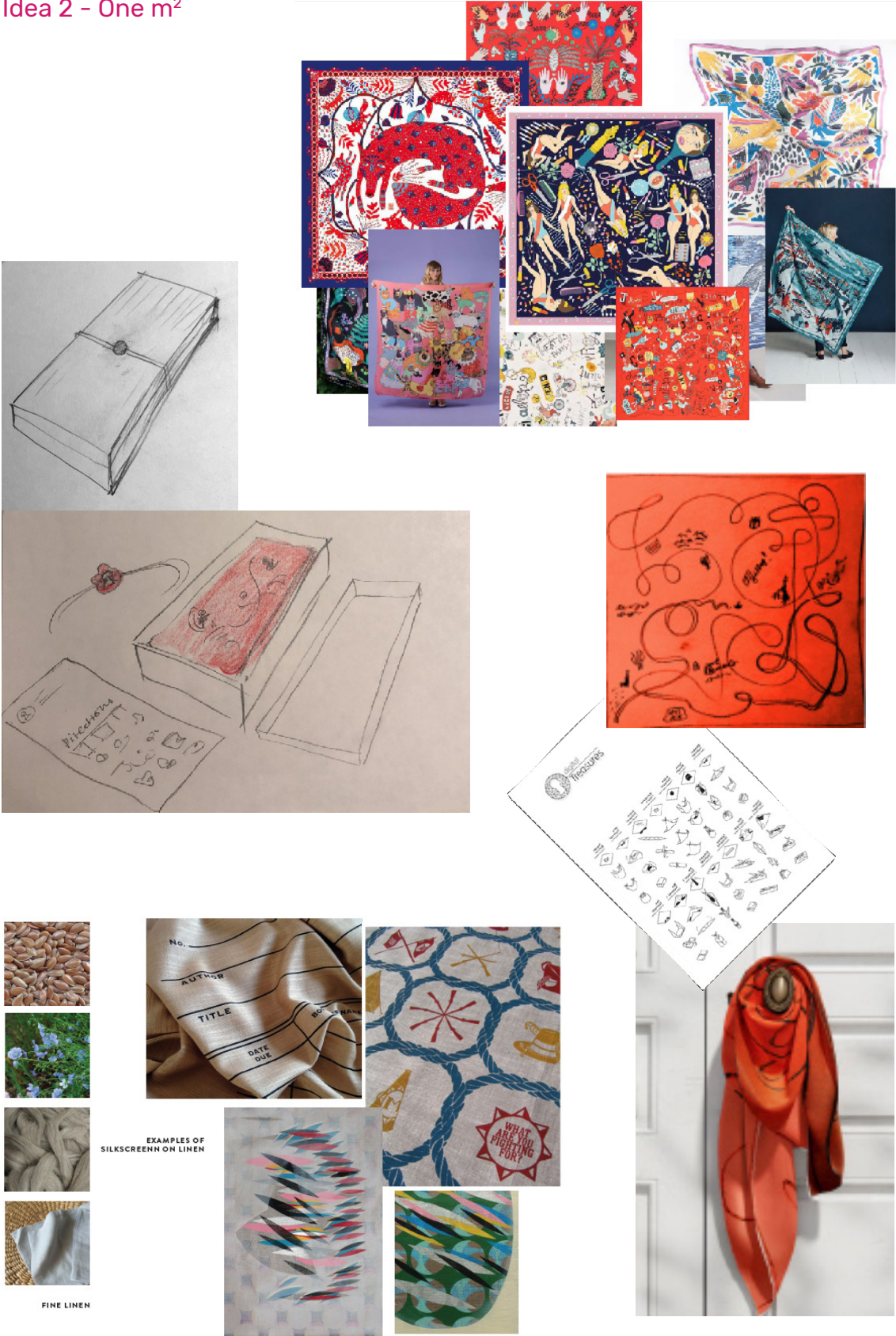
Based on the traditional Japanese Furoshiki - a knotted cloth used to transport food, clothes or gifts. First used in the Edo Period at public baths, the different Furoshiki cloth designs meant that one's belongings could be easily recognised after bathing. For storage at home, carrying lunch boxes, or as you will.





Norway Kristin Bö

Idea 2 - One m²

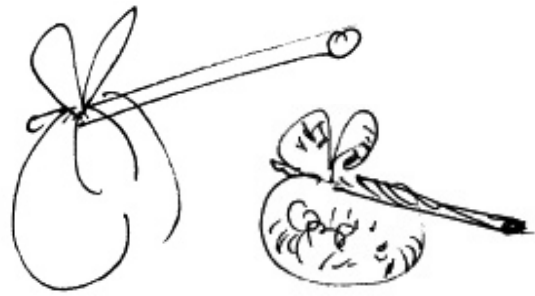


## Norway Kristin Bö

### Idea 3 - 0,25 m<sup>2</sup>

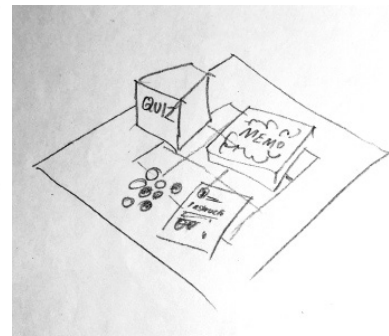
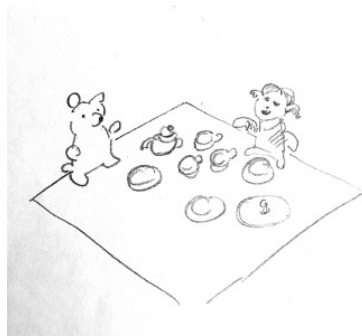
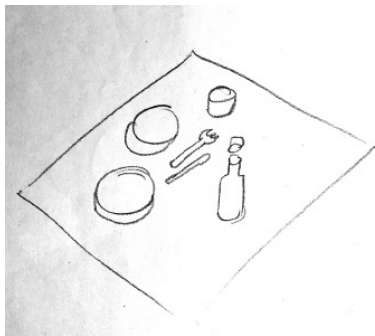
#### For kids

Smaller piece of textile to be knotted together, maybe even with a stick to carry. As an allegory to wanderings in Europe.



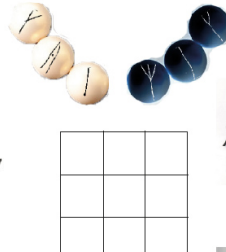
Maybe one can adress the issue of suffering refugees today by attaching this «souvenir» to this situation. As a symbol of what you are (not) taking with you when you travel. Maybe buy one for your kid – and then the same is given to a child in a refugee camp. Or it gets something that it needs, sanitary items, or what is most accurate. Or it could be a donation.

Possible content: Picnik for one kid in biodegradable bamboo; Picnik for dolls; Playing set (Kims game, memo, quiz, tictactoe, drawing equipment).



Motto for Instagram  
"stories for take away"

### Idea 4 - Runic jewellery / games



Motto for Instagram  
"kiss me or kiss me not", "win and kissed"





## Norway Kristin Bö

### Idea 5 - Nansen passport revival

The Nansen passport: the innovative response to the refugee crisis that followed the Russian Revolution. The Nansen passport was issued to help stateless people after World War I. The idea of the "Nansen Passport" came from the International Red Cross. They proposed an identity document that could function as a passport recognized through international agreements, called "Nansen passport". The Norwegian explorer, scientist and humanitarian Fridtjof Nansen had become such an international capacity that the somewhat wobbly League of Nations needed him and his name to obtain sufficient prestige and trust for the passport. Fridtjof Nansen was in charge of a number of major humanitarian missions from the League of Nations in the years after World War I. As High Commissioner for the repatriation of prisoners of war, he led the exchange of 430 000 prisoners of war between Germany and Russia in the years 1920-1921. In August 1921, the International Red Cross appointed him a high commissioner for the people in the Russian Federation (The Nansen Aid). At about the same time he also accepted to be the League of Nations' High Commissioner for Russian refugees. It was in this connection the so-called "Nansen passport" were created. After the civil war in Russia ended with the victory of the Red Forces over the whites in 1921, a large number of Russians chose exile rather than submit to the new Soviet regime. By Lenin's decree on December 15, 1921, all the people in exile were deprived of citizenship. It is estimated that 800 000 people suddenly became stateless. On July 5, 1922, the League of Nations decided to urge its member states to issue proof of identity to Russian refugees, so that it would be possible for them to travel wherever there was work to get or where they had relatives or acquaintances. The Nansen Passport was eventually recognized by over 50 nations.



Fridtjof Nansen on board the ship Fram in the Arctic Ocean, 1893.



Nansen and his crew making observations of the solar eclipse, Arctic Ocean, 1894.



Nansen measures the deep water temperature, Arctic Ocean, 1894.

OUR HERO AT WORK...

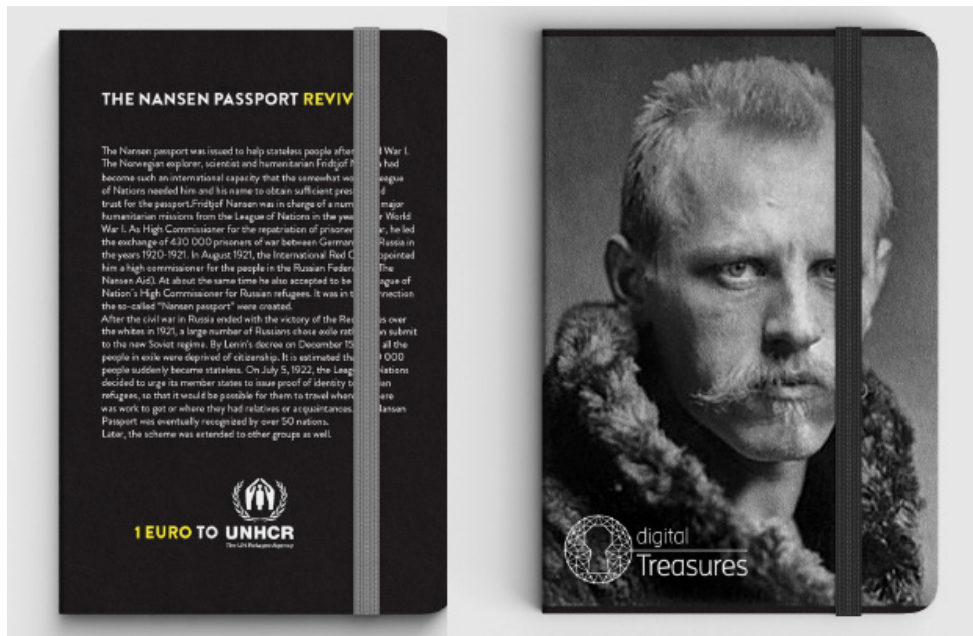
Later, the scheme was extended to other groups as well. In 1933, the scheme included Russians, Armenians, Assyrians, Assyro-Chaldeans, and Turks.

### Motto for Instagram

"get your papers in order",  
"be a polar hero"

## Norway Kristin Bö

### Idea 5 - Nansen passport revival



### Notebooks



### Postcard series

Motto for Instagram  
"melting the ice"

## Norway Maria Astrup

### Kys mik runic inscription on cow bone, ca 1075-1100

#### KISS ME-SCARF

Thin woven wool-scarves in natural colours from norwegian sheep. Possible colours and pattern.

Motto for  
Instagram  
"your health"



ᚱᚰᚱ ᚱᚰᚱ

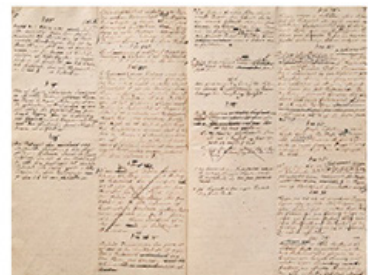


### First draft of the Norwegian Constitution, 1814

#### CONSTITUTION-SCARF

Thin woven wool-scarves in natural colours from norwegian sheep. Possible colours and pattern.

Motto for Instagram  
"constitution is  
written all  
over you"





## Norway Maria Astrup

### Magnetograms and photos from Haldde, 1915. The world's first Aurora Borealis observatory

#### NORTHERN LIGHTS

Candle holder in glass with black silk screen print of Aurora Borealis observations from 1915. You'll see the Northern lights dance as the candle burns. Maybe a lid, so you can bring it in your backpack – to a small cabin in the mountains.

#### Motto for Instagram

"bring auroraboreal home"

"dancing lights"



### First oil drilling on the Norwegian shelf in the North Sea, 1967

#### ARVESØLVET

Silver and glass tube jewellery filled with raw oil from the North sea – preferably the Balder oil field. Key words from the log can be engraved into the silver or glass. Packaging tells the North sea oil-story.

#### Motto for Instagram

"selling the family silver"

"liquid jump stone"



## Norway Maria Astrup

The Frostating Law Book, 1260. Can also be used on other documents

### MAGNIFYING GLASS

Foldable pocket magnifier.

Motto for Instagram "the hidden treasure"

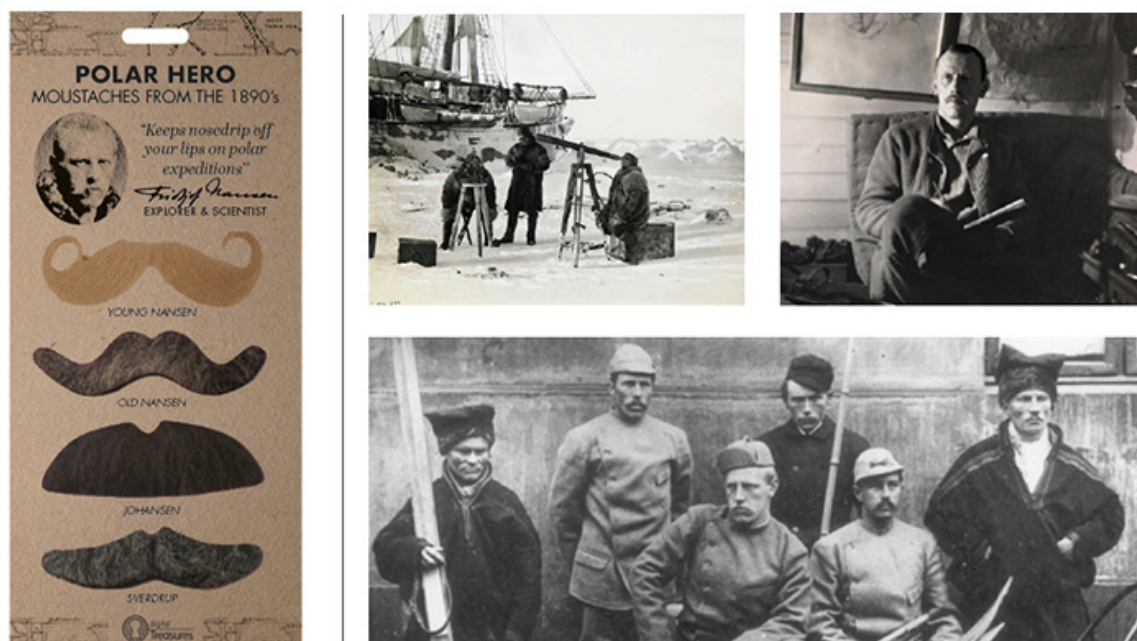


Fridtjof Nansens photos from the Fram expedition, 1893-96

### ARCTIC MOUSTACHES

Fake facehair unleashing your inner explorer. Fridtjof Nansen always made sure that his entire crew had amazing moustaches.

Motto for Instagram "artic moustache"



## Norway Maria Astrup

### Other ideas

#### Samuels mine

Board game based on the drawing and stories from the Kongsberg silver mines. Snakes and ladders style, but "pest and silver"

#### Memory game

Sami language cards



#### Vaccination set

Doctors purse from the 19th century for smallpox vaccinations

#### Family tree

### DECORATIVE

Beautiful documents printed as pattern on a popular product:

#### Postcard

#### Notebook

#### Sketchbook

#### Puzzle

#### Cellphone cover

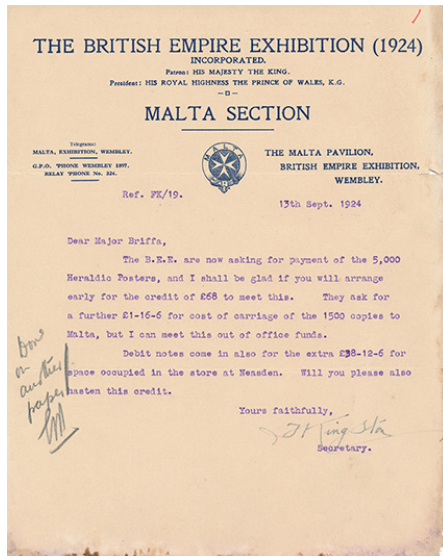
#### Card holder





## Malta Clint Tabone

### 1924 British Empire Exhibition



Set up in 1971 it is one of the largest archival collections in Malta, starting from the 1530s up to the current day. Housed in The Santo Spirito Hospital which was the earliest recorded functioning hospital on the island, treating patients at around 1372. Selection, preservation and access to the archives, the acquisition of private records of national significance and the professional training of archivists and records managers.

### A2 Poster



"To enable all who owe allegiance to the British flag to meet on common ground and learn to know each other."

### Motto for Instagram

"meet on common ground"

## Malta Clint Tabone

### A5 Typographical Greeting Cards

A selection of different typographical influences throughout the centuries starting from the 1600s.



### Motto for Instagram

"type from the past & the stories goes on"

## Malta Clint Tabone

### Passport Photos Deck of Cards

A documentation of passport photos which show the many different faces and styles of travellers.



Motto for Instagram

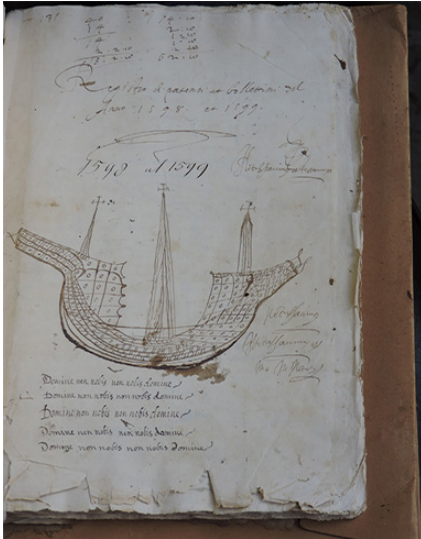
"playing style with prince charming"



## Malta Clint Tabone

### 1598 Galleon Sketch A5 Sketch Book

A sketch from the past to inspire sketches for the future.



### Motto for Instagram

"a sketch from the past to inspire sketches for the future"



## Malta Clint Tabone

### The Time Traveller Game

A time traveller finds their way in a previous period from Malta, but can the other players guess who is the time traveller?



Motto for Instagram  
"find the time traveller"



## Portugal Catarina Vieira / Diogo Bessa / Mario Fonseca

Colloquies on the simples,  
and drugs and medicinal  
things of India and so some  
found fruits, touching  
medicine practice, and other  
good things to know by  
Garcia de Orta, doctor of the  
king, 1563

### Soaps

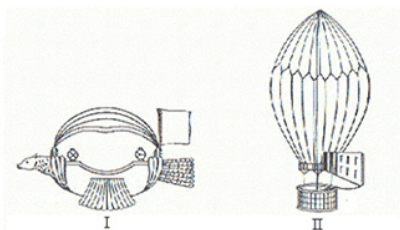
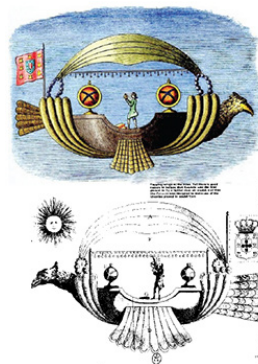
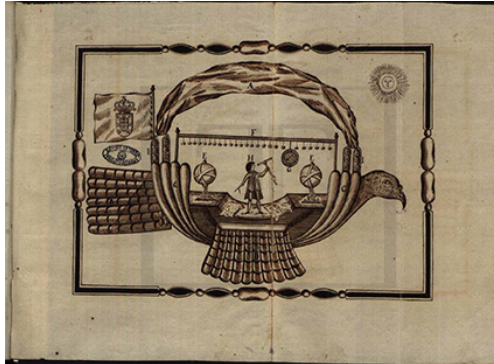
Motto for Instagram  
"scent and colours from India",  
"breathe India"





## Portugal Catarina Vieira / Diogo Bessa / Mario Fonseca

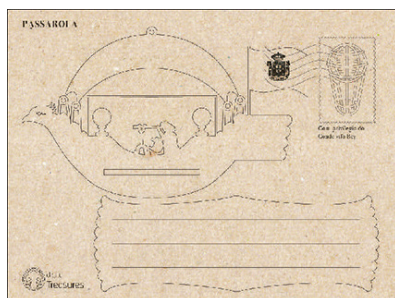
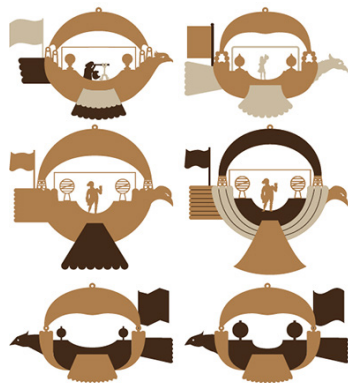
Letters consultations and more works of Alexandre de Gusmão:  
the aerostatic machine of Father Bartolomeu de Guerreiro c. 1722



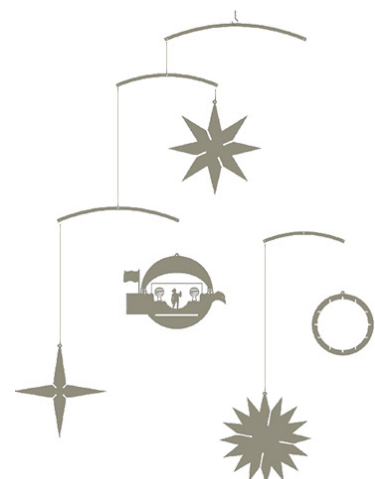
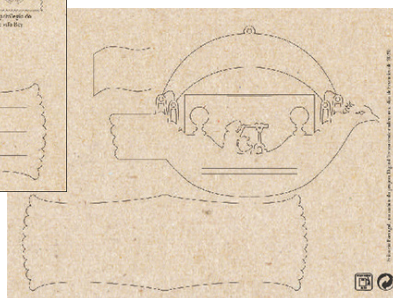
A passaroia de Bartolomeu de Gusmão I- Forma atribuída pela fantasia da época  
II- Forma provável do aparelho.



### Aerostatic Machine

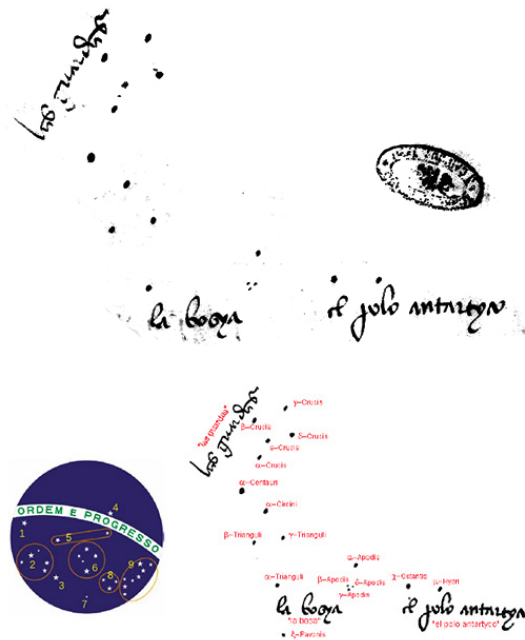
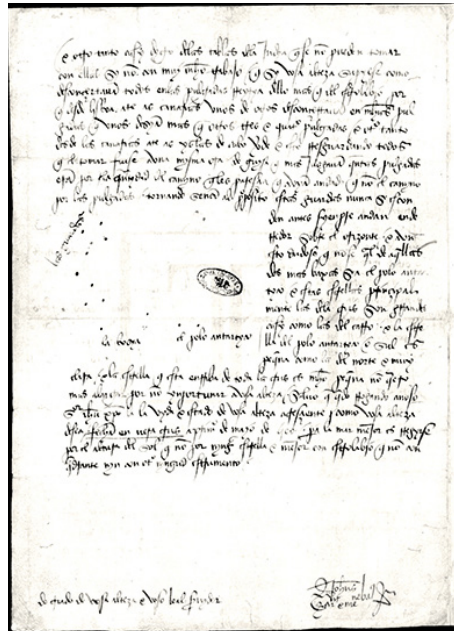


Motto for Instagram  
"conquered heavens"



## Portugal Catarina Vieira / Diogo Bessa / Mario Fonseca

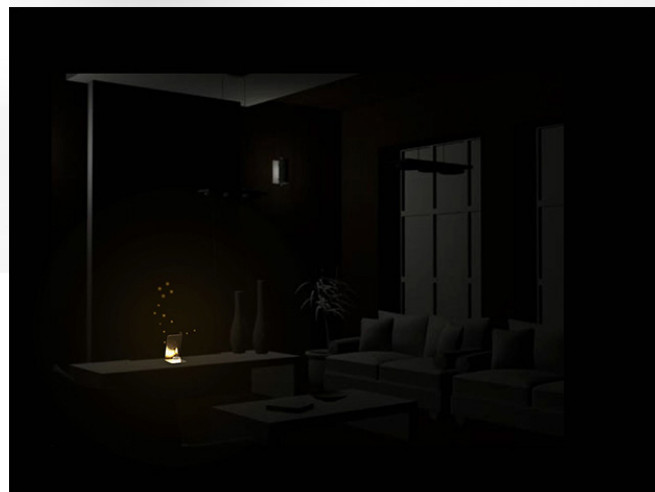
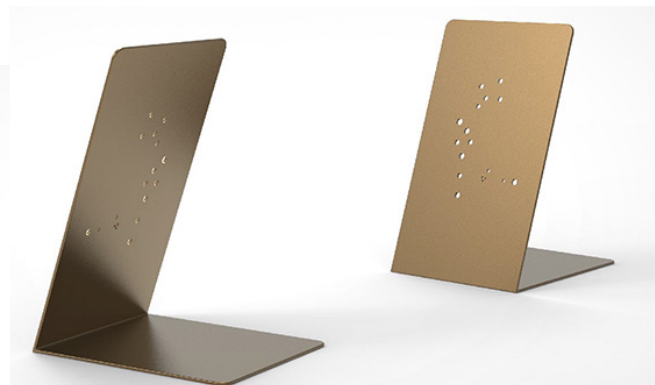
## Letter from Master John to King D. Manuel, 1500



## Cruzeiro Sul



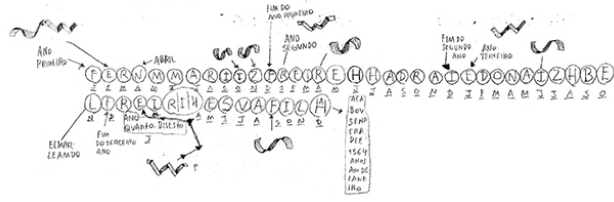
Motto for Instagram  
"southern lights"



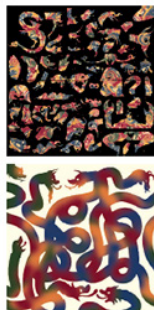


## Portugal Catarina Vieira / Diogo Bessa / Mario Fonseca

Regiment of the declination of the sun which goes in letters that mean the name of sir Fernão Lopes Martins Freire de Andrade and his daughter D. Isabel Freire, 1564



Regiment of the declination of the sun



Motto for Instagram  
"telling stories about the sun",  
"creatures from the land of the sun"



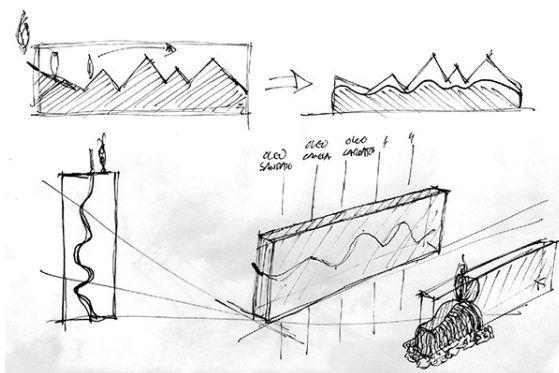


# Portugal Catarina Vieira / Diogo Bessa / Mario Fonseca

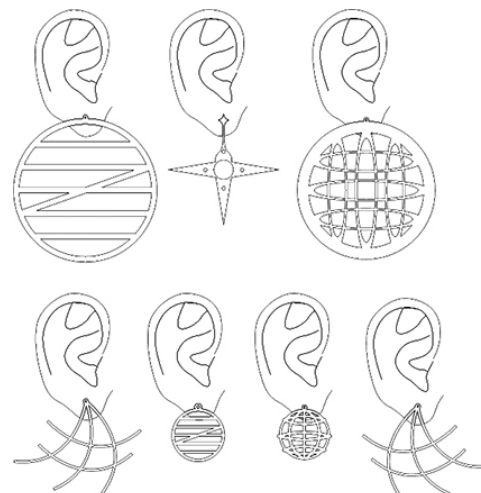
## Atlas of Fernão Vaz Dourado, 1571



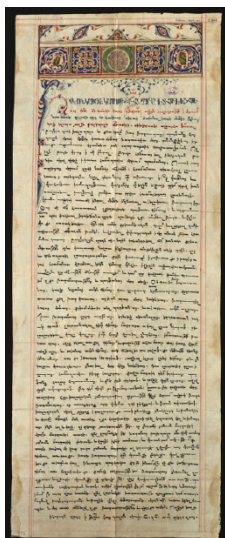
### Atlas



Motto for Instagram  
 "finding horizons",  
 "highlight the coast",  
 "discover the coast line"



## Spain Olalla Gambín



Letter from the patriarch of Armenia, David IV Vagharsapat, to Phillip III, King of Spain, manifesting his faith and offering himself to serve Spain as secret agent into the dominions of Persia and Turkey (1614 Isfahán)



One sheet of rice paper (common in Asia).

The importance of

these works is not only in their artistic and historical value but also in the maintenance of complicated literacy. This manuscript is a piece of history. Relations between Persia and West recommenced at the end of the 16th century and the beginning of the 17th century, after several centuries of isolation, when Shah Abbas the Great sent a diplomatic mission to the court of King Philip III. There were many Armenians in Spain under King Philip III for economic and religious reasons. By 1598, when King Philip III came to the throne, the Turkish thread had increased. Emperor Rudolph II of Hungary and his allies were at war with the Ottomans. At that time, Europe had the common goal of defeating the Turkish enemy, and Pope Clement VIII was the promoter of the idea of Christian Europe against the Muslim Turks.

### 4 glass magnets

These glass magnets stuck on a piece of card, with letters from the manuscript making it more appealing. At the back, you will find a tag with enough information to motivate a person to look for the historical moment, which also includes the logo from the EU and, the official logo of Digital Treasures which leads the customers to the website's Project.



The design of these 4 glass magnets represent the motifs on the top of this letter. In 1614, the Patriarch of Armenia, David IV Vagharsapat writes to King Philip III of Spain, manifesting his faith and offering his services as a secret agent into the domains of Persia and Turkey; in exchange, he asks for financial support to be able to stay in the territory. The original letter can be found in the Archive of Simancas.

### Motto for Instagram

"gems from the past"





## Spain Olalla Gambín



Works of Seneca  
(14th century - Archive of the Crown of Aragon)



For this manuscript, I have chosen a notebook, inserted some pages to show the way people like us used to write. Nowadays, we do not spend so much time on the initial letter of the paragraph, but in ancient times people used red ink and adorned the letter with various motifs. The manuscript contains a unitary corpus of works of moral character attributed to Lucius Annaeus Seneca, Seneca the Younger, the most widespread version in the Middle Ages. It highlights the great miniature, full-page, which represents the author in Roman figure reading next to an open bookstore.

### Notebook



Motto for Instagram  
"written with Seneca"



## Spain Olalla Gambín

### Letter of King Ismail I of Granada to King James II of Aragon (Archive of the Crown of Aragon)



In this letter of 1324, King Ismail I of Granada informs King James II of Aragon of the arrival of six muslims captured in peacetime. The document reflects the complexity of relations between the Muslim kingdom of Granada and the Christian of Aragon, with the succession of periods of war and peace.

#### Keyring

I thought of a painting of the handing over of the keys of the city of Granada by Boabdil to the Catholic Kings and came up with the design of the keyring, although it happened years later in 1492. Keyring made in leather and silk, the silk is printed with the manuscript and, the leather engraved with the logo of Digital Treasures.



#### Motto for Instagram

"a key for a king"

## Spain Olalla Gambín

### Beatus of Tábara (Date: 968 -970)



This manuscript was elaborated in the scriptorium of the San Salvador de Tábara Monastery (Zamora) was written in the 8th century by Santo Toribio de Liébana. The miniature tower of the San Salvador de Tábara Monastery is the oldest image of a scriptorium in European art. Two scriveners are working on the scriptorium and in an adjacent room a figure of a person seated cutting the skin of an animal with scissors. The image of the scriptorium is like a medieval office, two people working sitting at a desk, just like a modern-day coworking space.

### Tray

Little trays like this one are very useful objects to have on an office desk. A figure of a person seated, cutting the skin of an animal with scissors. Some ways of working have not changed at all, to make this tray with leather we cut it with scissors, on the back we have engraved the logo of Digital Treasures and we have printed the tower on silk.

Always include tags, the information it's really Important when you acquire an item from a Museum, apart from the logo that will remains you where and when, at some point, you would like to check the information.



Motto for Instagram  
"work as a monk"



## Spain Olalla Gambín

Act of the delivery of the Holy Chalice existing in the monastery of San Juan de la Peña to King Martin I of Aragon, so that he could deposit it in his royal chapel, in exchange for the donation of a golden chalice.

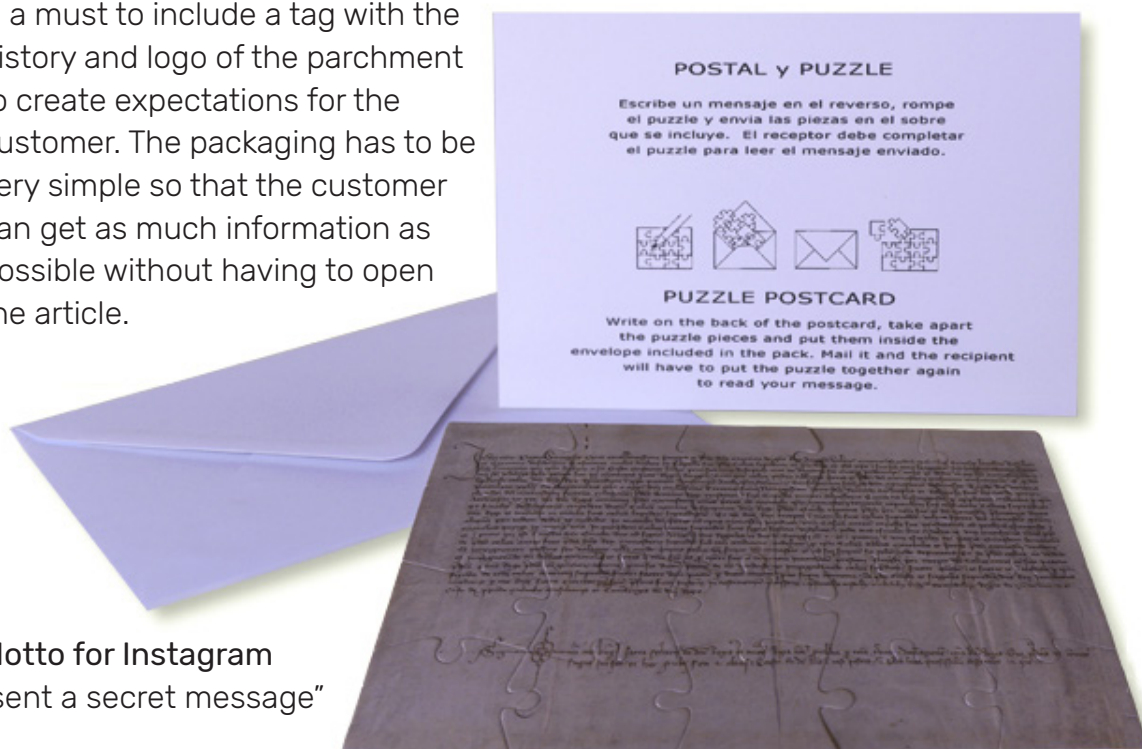


This parchment is the notarial act in public form of the delivery to King Martin I of Aragon of a stone chalice existing until then in the monastery of San Juan de la Peña, identified since the 12th Century as the holy grail used by Jesus Christ at the Last Supper. The act was authorized by the royal secretary in September 1399. Later, in 1437 the chalice was

given by King Alfonso V to the cathedral of Valencia as a guarantee of a loan to finance his military campaigns in Italy, and there it has been kept to this day. Unfortunately, we no longer send postcards, but we all like receiving them.

### Postcard / puzzle

This particular card combines the joy of receiving a card with the mystery of solving a puzzle. You have to write on the back of the postcard, take apart the puzzle pieces and put them inside the envelope included in the pack. Mail it and the recipient will have to put the puzzle together again to read your message. It is a must to include a tag with the history and logo of the parchment to create expectations for the customer. The packaging has to be very simple so that the customer can get as much information as possible without having to open the article.

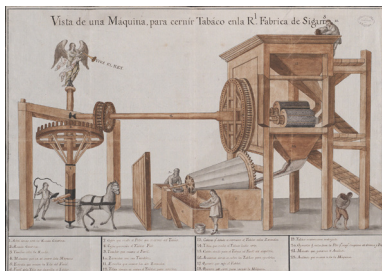


Motto for Instagram  
"sent a secret message"



## Spain Ángel Merlo

### View of a tobacco sieving machine from The Royal Cigar Factory of Mexico



The Tobacco estanco was established in the second half of the 18th century, within the framework of the Bourbon reforms. It implied the imposition of a monopoly on the cultivation, production and trade of tobacco. In this way the state became the motor and recipient of the profits. In 1768 the Royal Factory of Cigars

of Mexico was the first to be founded in New Spain. It concentrated the manufacturing operations that were previously carried out in craft workshops. With the creation of factories there started to appear some inventions of machines which allowed manpower savings. I've taken the drawing of this archive as inspiration to create an edible product.

### Chocolate cigars with digital Treasures label

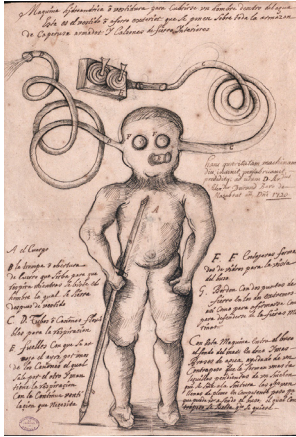
Personalized packaging for containing the product with description and technical data of product printed on the bottom of the box.



Motto for Instagram  
"don't smoke, eat chocolates"

## Spain Ángel Merlo

**Hydroandric machine or underwater garment: this is the external layer over which the structure for the head, the doublet, and the inner iron breeches were disposed**



This drawing is a machine for diving that can be used in shipwrecks and pearl fisheries. It was invented by the Frenchman Alejandro Durand in the year 1720. It is in the General Archive of the Indies. In this paper drawing you can see a wide explanation, with alphabetical references, on both sides. The reason for this type of invention is related to the economic activity developed by the Spanish in America since the 16th century. Among these activities was pearl fishing, which was an important source of income for the Castilian Royal Treasury. Pearl fishing was done by indigenous

divers and later by Africans. In order to achieve greater permanence of the diver underwater, a series of artifacts with different breathing systems were developed in those times. I've taken the drawing of this archive as inspiration to create a product for protection.

### Hard case for backpack

Waterproof polyester hard case for backpack with adjustable elastic, personalized with the image printed in white. The blue color has been chosen evocating the seabed. In addition to protection against water it also protects from opening by thieves. Description and data of product are printed on the label on the bag.



Motto for Instagram  
"take cover yourself"



## Spain Ángel Merlo

### Beatus of Tábara



#### Beatus of Tábara codex - The tower

This manuscript made in the scriptorium of the monastery of San Salvador de Tábara (Zamora) in the 10th century, is a codex of the oldest preserved. It is in the National Historical Archive. The Codex consists of 171 parchment leaves written with organic ink. On one of the pages appears the exceptional masterpiece of the miniature medieval that is the Tower of Tábara. It is the oldest image of a scriptorium in European art. The architecture of the tower and its characters producing illuminated manuscripts is of sublime beauty. There are two scribes working in the scriptorium and, in an adjacent room, a seated figure cutting the skin of an animal with scissors. The other four characters move quickly, one ringing the bells and the others rising and falling aimlessly by the tower. I've taken the drawing from this archive as inspiration to create a stationery product.

### Notebook

Size A5. 100 pages. Fully personalized cover with the picture of the drawing of Beato of Tabara's tower and aged interior pages. Description and logos are printed on the back of cover.



Motto for Instagram  
"for serious writing use me"



## Spain Ángel Merlo

### Plan of a machine to raise fresh water from the river to the Alcazar of Toledo and supply the city



Giovanni Turriano, born in Italy in 1500, (in Spain called Juanelo Turriano) was a mathematician, astronomer, inventor, watchmaker and engineer. He began his career as a watchmaker in Milan. Later he began working at the service of Emperor Carlos V. And then he began working as a civil engineer paid by the monarchy. In 1565 he was hired to build an engine to supply the Alcázar of Toledo with fresh water from the nearby Tajo river. He succeeded in building it in three years, and it was so well done that he was hired to build another one. The machine was at the time the

highest water elevator in the world, providing Toledo with 17 cubic meters of water a day raised from 100 m below. I've taken the drawing of this archive as inspiration to create a product for domestic or sport use.

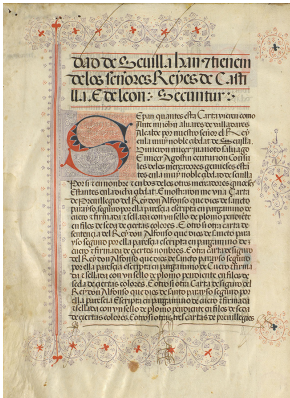
#### Glass bottle

Bottle of glass and stainless steel with circular screen printing in black around it. Protected with softshell sleeve personalized with digital Treasures logo. Description and data of product are printed on the label. Description and data of product are printed on the label.



Motto for Instagram "a tower an hour"

## Spain Ángel Merlo



Copy of the privileges and royal grants, franchises and rights granted by the kings of Castille and Leon to the genoese merchants that live in the very noble city of Seville

This book collects those fifty-five privileges and grants, touching every issue of their life: a private public bath, groceries and shops, furnaces and church, the power to designate consuls with special jurisdiction in the community, economic licenses with special tax rights, a privileged currency exchange and the royal assurance

in their movements. A very privileged status facing other foreign communities in a cosmopolitan city, a centre of the European and international commerce. All these Genoese families, naturalized Spanish, will became agents of a cosmopolitan capitalism, working as financial instrument of the Spanish crown in the 16th century, the «Geonese century». I've taken a detail of one page of this archive as inspiration to create a textil product.

### T-Shirt

Cotton T-shirt with textile screen printing of the decorative capital letter "S" (evocating the film Superman and emphasizing the "Super" Genoese families because of their privileges) and digital Treasures logo printed on the top of the back. Made in different sizes for women and men. Description and data of product are printed on the label.

### Motto for Instagram

"a classic superman and superwoman"





## Spain Ángel Merlo

### Other ideas

### Cochineal for colouring fabrics (T-Shirts, Long handle bag)



### Metal mug “Gefes y Capitanes”



### T-Shirts “S”





# Visual identity

## Labels

After a presentation of the products and ideas from the different countries, the possibility of creating a joint label that would give more uniformity to the project is discussed. The team decided that the labels should give a more corporate idea; Siegfried Gruber (Austria) & Angel Merlo (Spain) will be in charge of the design of labels considering the composition and proportions of the logos (Digital Treasures and Creative Europe Programme) and different sizes for the use of all countries.

## Typeface

Typography is an integral part of any brand. Printed and digital communications work best when the typography is consistent; that's how we can reinforce Enzo OT is used for headings, subheadings and key messaging. Rubik is suitable for general usage. Arial is the secondary typeface and is used in instances where neither Enzo OT or Rubik are available.

## Digital Treasures Logo

These guidelines have been put in place to demonstrate the recommended and most effective use of the "Digital Treasures" brand. To ensure visual consistency throughout the identity, the correct colour references and the font family should be used in print.

## Digital Treasures Logo Guidelines

### Digital Treasures Logo

These guidelines have been put in place to demonstrate the recommended and most effective use of the "Digital Treasures" brand. Please adhere to these guidelines when representing the logo.

To ensure visual consistency throughout the identity, the correct colour references and the font family should be used in print. Avoid all other related media.

### Colour

The Digital Treasures colour references are as follows:

Please note: Specific colour modes have been selected for the identity and these are recommended in the following guides.

C	M	Y	K	R	G	B	HEX CODE
10	50	10	0	0	0	0	#0000FF
0	0	10	0	0	0	0	#FF0000
0	0	0	10	0	0	0	#0000FF
0	0	0	0	10	0	0	#0000FF
0	0	0	0	0	10	0	#0000FF
0	0	0	0	0	0	10	#0000FF

### Colour Variations

The logo should be printed in the following colours:

When printing the logo on a white background, use the full colour logo. If using a single colour, please use the blue version of the logo.

**White background**  
When printing the logo on a white background, use the full colour logo. If using a single colour, please use the blue version of the logo.

**Colour background**  
When printing the logo on a colour background, use the white version of the logo.

### Clear Space & Proportion

It is essential to ensure that the logo is given an appropriate amount of clear space around it. A minimum clear area has been defined (1x) that should be adhered to in all uses of the brand. Do not place text, graphics or images within this area of clear space.

In order to ensure the Digital Treasures logo can be used in a clear, identifiable without loss. The same brand guidelines apply.

### Unacceptable use of the logo

The examples outlined in this document have been created to establish a strong identity. When you use the logo to suit your needs, ensure to understand and follow these rules or otherwise.

**Scale**  
Do not distort the logo when scaling horizontally or vertically.

**Colour**  
Do not alter the colour of the logo or apply it to any other background.

**Image quality**  
Do not place the logo on images where it may get lost.

### Typeface

Typography is an integral part of any brand. Printed and digital communications work best when the typography is consistent; that's how we can reinforce the impact of the Digital Treasures brand.

Enzo OT is used for headings, subheadings and key messaging.

Rubik is suitable for general usage.

Arial is the secondary typeface and is used in instances where neither Enzo OT or Rubik are available.

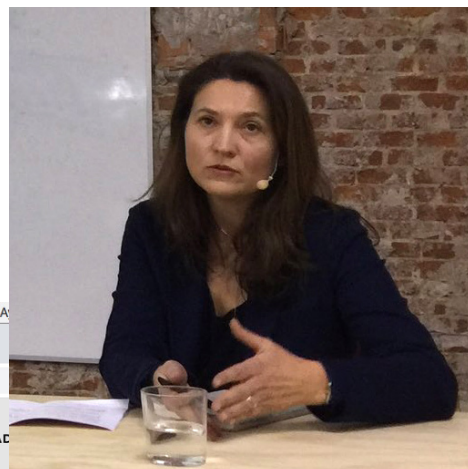
Primary Typeface	Secondary Typeface	Font Family	Font Style
Enzo OT	Rubik	Enzo OT	Rubik
Arial	Arial	Arial	Arial

## Conferences

We have enjoyed the pleasure of having 2 people with different backgrounds for our conferences:

**Cristina Aloviseti**, General Manager at the Museo Nacional del Prado Difusión. Cristina presents us how throughout these 200 years of the life of the Prado Museum they have been changing their strategies and approach to the public. As the main idea of the sales strategy for their store, only sell to visitors, is a store closed to the general public, unless you buy a ticket to see the museum.

It was very interactive to see how they use different audiovisual media to approach the culture to the public through various documentaries and, collaboration with comic artists. A different approach to the general public.



MUSEO NACIONAL DEL PRADO DIFUSIÓN ANUNCIOS AD

Objeto social

Museo Nacional del Prado Difusión es una sociedad mercantil estatal de las previstas en el artículo 166.2 de la Ley 33/2003 de 3 de noviembre del Patrimonio de las Administraciones Públicas que se rige por sus estatutos, por la Ley del Patrimonio de las Administraciones Públicas, por la Ley General presupuestaria, por las disposiciones sobre el régimen jurídico de las Sociedades Anónimas y por las demás normas de carácter general que le sean aplicables. Tiene por objeto:

- a. El diseño, producción y comercialización de los productos y publicaciones del Museo Nacional del Prado, incluyendo su venta directa en las tiendas que existan al efecto en las sedes del mismo o fuera de ellas, y la distribución nacional e internacional de estos productos y publicaciones.
- b. La gestión y dirección de las tiendas de venta de productos comerciales y publicaciones sitas en el Museo.

## Conferences

And, we have been able to visit the studio of **Álvaro Catalán de Ocón**, with a wide and successful trajectory in industrial design.

We moved to Álvaro Catalán de Ocón's studio. More than a lecture, it was a masterclass on design, sustainable collaboration with different cultures and finishing the product in his workshop-studio. His work is mostly focused on the conception of lamps created in different communities around the world, learning from their designs, their roots, their culture sometimes not written but transmitted from generation to generation, starting from the main idea, the reuse of plastic bottles, nothing is thrown away everything is recycled.





## Exercises

We ran two exercises; one of them “Shopping at museums” and the other “Design Lab”. Both very different in their conception, broadening the perspective as much as possible through design, different aspects of how products reach the final client.

**Shopping at museums** is an exercise based on the observation of museum shops, for which we developed a series of questions to make the exercise more effective.





## Exercises

We visited the Thyssen Bornemisza Museum store and the Prado store. Cristina Aloviseti's conference helped us to understand the different strategies that each museum can have when it comes to selling their items.



The exercise "Shopping at museums", more than conclusions, it was a sharing of different ideas of how a museum promotes and sells its collections, how they create a brand and the capacity to generate incomes from their sales.

One of the main objectives of the project is the creation of products for sale in shops or online. As designers, we are concerned with how the store, its space, is focused on different products and different price categories. Its design, conception, will be decisive for sales to have an optimized result.



## Exercises

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**Design Lab** consisted of working in 3 groups with 2 manuscripts chosen by each group, proposals were made for 2 types of products one aimed at an adolescent audience and another for general consumption.

This exercise was more extensive, using those two manuscripts chosen by the group, we give ideas for the design of two differentiated products, one generic for all types of public and another focused on adolescents. Each group worked together with very good results, as the manuscripts were given a more fun, casual and interactive version.

The work was carried out during a part of the morning on Thursday, to refresh the memory the group met again on Friday, passing to the presentation of each one of the groups.

Beyond the final result, since at the moment, it is not considered as products, that can be included in the collections, these exercises have demonstrated that working with documents, archives, manuscripts or photos, does not suppose a difficulty at the time of the design.



This is the first time that documents have been taken out of their archives to create different collections. The objective of the exercise has been demonstrated; a wide variety of products can be created for different audiences from any document.

We found the Design Lab work very interesting; we want to give a small review to these organized groups, the ideas and product they presented.

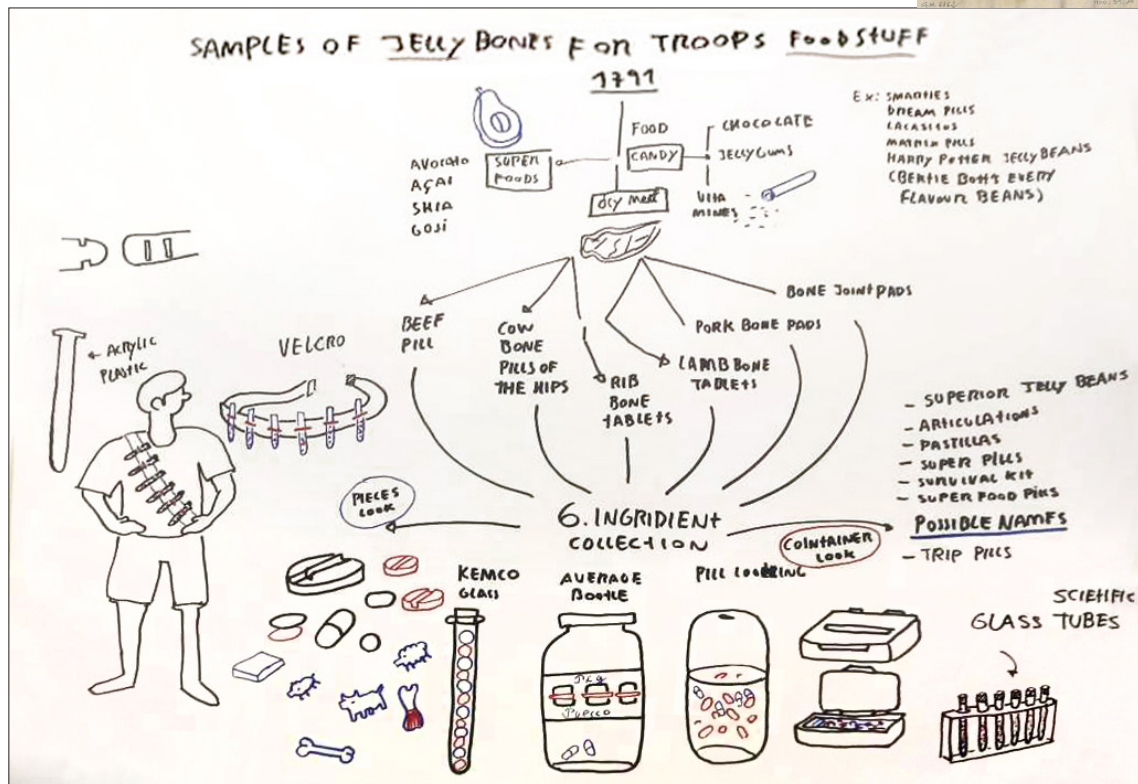




## Exercises

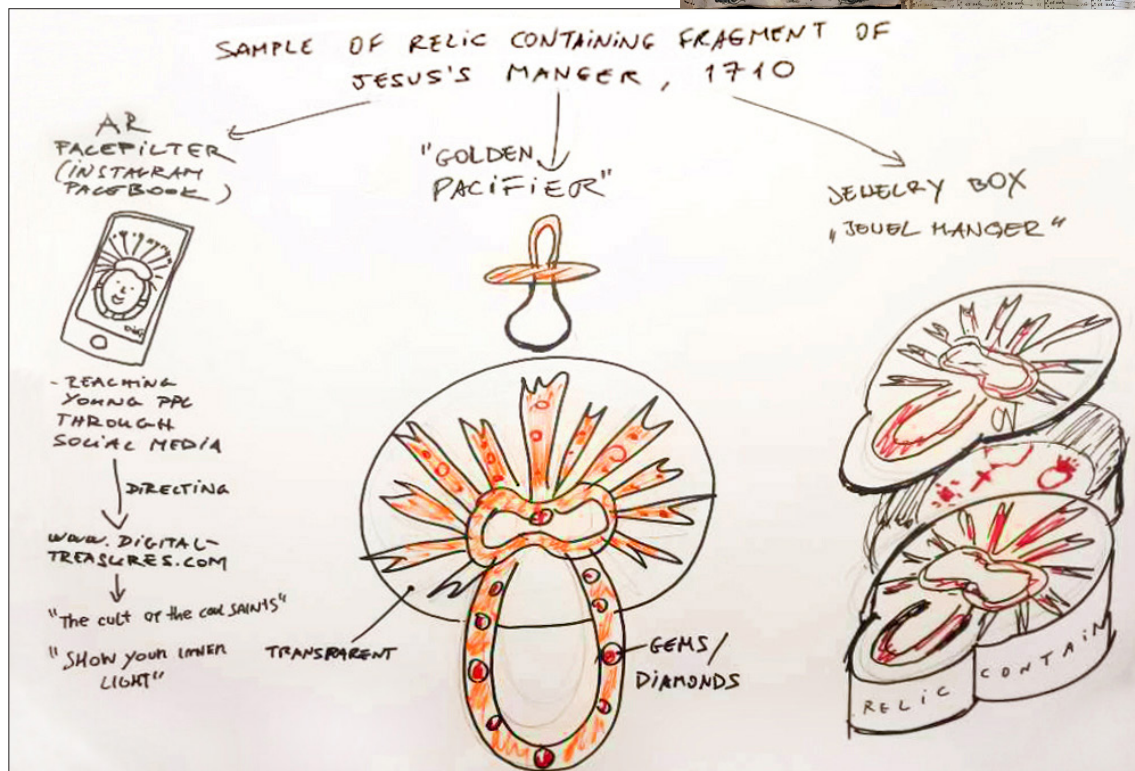
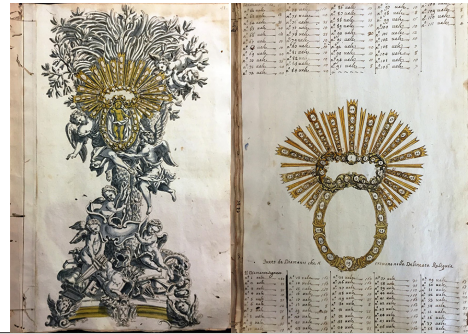
The group formed by Ángel, Diogo, Hans and Dora chose for the design of the adolescents' product the Spanish manuscript "Samples of Jelly of bones for troops foodstuff".

A collection of fun ideas such as a Ranger belt filled with sweet pills simulating the ones in the manuscript or different jars equally filled with sweets similar to the original pills.



## Exercises

For their second product, they chose the Maltese manuscript "Relic Containing Fragment of Jesus's Manger, 1710". Ideas for a series of physical products; like a jewellery's box, a pacifier with the design of the relic, or a digital app to use different filters in our photo connected to the relic.





## Exercises

The group of Sigfried, Sofia, Mario and Kristin decided on this photo from the Portuguese archives "Lisbon 25th of April Bridge".

The design of a T-shirt using the bridge as an image and using the colour of the Portuguese flag. A collection of T-shirts aimed at all audiences with a wide range of colours for a younger audience.

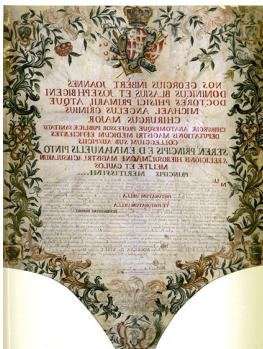




## Exercises

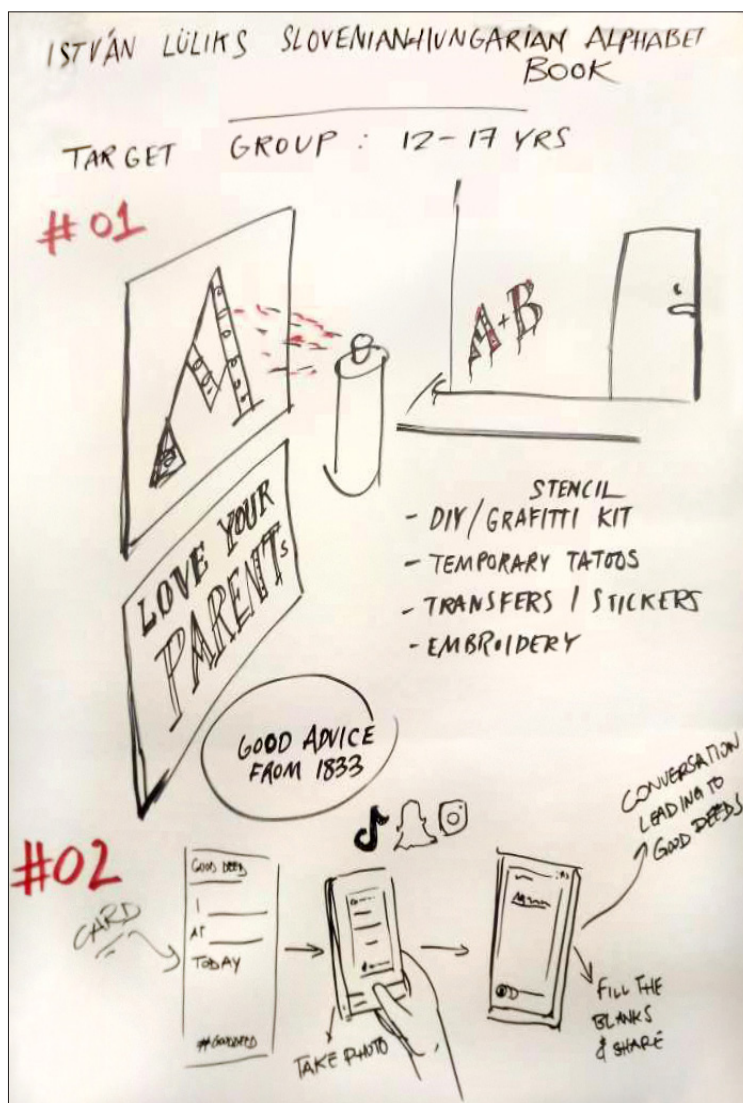
The design of a first aid case from this Maltese manuscript “License to Fortunato Vella to practice the Profession of a Pharmacist, 24 September 1770”.

The license to a professional, to practice his profession as a pharmacist, with a small manual of herbs used in the eighteenth century.



## Exercises

The group of Maria, Clint, Caterina and Olga chose the manuscript from Hungary "Front page of István Lülük's Slovenian-Hungarian". The letters of the alphabet used for messages in an App, using the first letter of the alphabet and filling in the message; good advice from 1833. You can also create designs of tatoos, stickers, build your own messages using the first letter of the alphabet.





## Exercises

The second product was "Navigating the party".

A collection of paper napkins, flags, paper plates, a whole collection to organize a recyclable party.

The manuscript of Portugal "Book of Marinharia, by João de Lisboa, 1560". The entire map's collection used to organize a party, no age necessarily required.

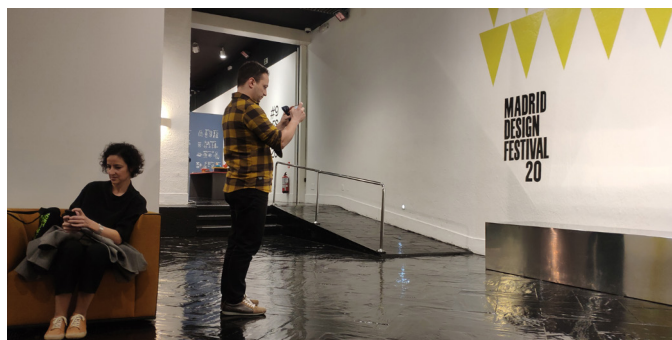


## Exhibitions

During two afternoons we have visited different exhibitions, all aimed at seeing different proposals of more avant-garde design. Offering during the week a variety of innovative concepts.

**Madrid Design Festival** is an encounter that vindicates the value of design as a transformer of society. An annual festival that during the month of February turns the capital of Spain into the great showcase of international design.

During our visit to the Madrid Design Festival we were able to enjoy three exhibitions: Toca Madera exhibition, Patricia Urquiola exhibition and I work! Because that's what I'm like exhibition.





## Exhibitions

### Toca Madera

Exhibition of the shortlisted projects for the Toca Madera competition for young professional designers. This exhibition shows the shortlisted projects of the Toca Madera (*Touch Wood*) competition that received over 40 entries by young professional designers from all over Spain.



## Exhibitions

### Patricia Urquiola

The first exhibition devoted to Patricia Urquiola in Madrid mainly focuses on her work as a designer, showing her works for industrial production, occasionally for craft production and frequently for the cross between them both.

The exhibition is laid out in a non-chronological way, gathering the pieces around six still life paintings that explore a series of recurrent themes in her line of work and mindset. These six still life paintings are inspired by Dalí's painting *Nature Morte Vivante*, where the objects are depicted in motion, breathing life into them.



The exhibition revolves around the following pillars: "Transparent things" brings together a collection of objects that have been important throughout his career, a connection between the past and the future; the so-called "Empathic Journeys" between concepts and projects; the concept of "Resistances", projects where there is some kind of tension; matters related to gender and all its declensions, a theme called "Gender? What Gender?"; and the positive pollination in the creative process reflected in the "Contaminations" part.



## Exhibitions

### I work! Because that`s what I`m like

The first exhibition devoted to Patricia Urquiola in Madrid mainly focuses on her work as a designer, showing her works for industrial production, occasionally for craft production and frequently for the cross between them both. The exhibition is laid out in a non-chronological way, gathering the pieces around six still life paintings that explore a series of recurrent themes in her line of work and mindset. These six still life paintings are inspired by Dalí's painting *Nature Morte Vivante*, where the objects are depicted in motion, breathing life into them.



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## Exhibitions

### Matadero Madrid

Matadero Madrid – Centre for Contemporary Creation is run by Madrid City Council's Department of Culture and Sport. Created in 2006, Matadero is located in the city's former slaughterhouse and cattle market, a complex that is of great historical and architectural value, has tremendous character and is a focal point for Madrid's citizens.



Each and every one of these spaces make up a programme that is being built organically. Because it is precisely this multiple specificity of Matadero that in itself generates a more propitious field for the collective exchange of new ideas. Matadero Madrid is run by Madrid City Council's Department of Culture and Sports.





# Exhibitions

## Fresh Product 2020

The DIMAD Project Fresh Product started in 2012 to show the year's best products designed by Madrid designers or produced by local businesses. In 2018, this project expanded its geographical scope to invite a different region per year thereafter. This exhibition aims to promote design in a plural way where the professional public can be inspired by the projects on display and the general public can enjoy and appraise the design as an essential part of their culture and everyday life.



## Exhibitions

### MARCA

MARCA is a collection of objects for daily use, the result of collaboration between selected designers and manufacturing companies located in the province of Turin. The project is promoted and supported by the Turin Chamber of Commerce, in collaboration with the Piemonte Agency, and is conceived and curated by Barbara Brondi and Marco Rainò.

MARCA represents the excellence of the territory of Turin, activating a fruitful cooperation between institutions, designers and companies with the aim of improving the creative abilities of designers and the consolidated technical knowledge of manufacturers.



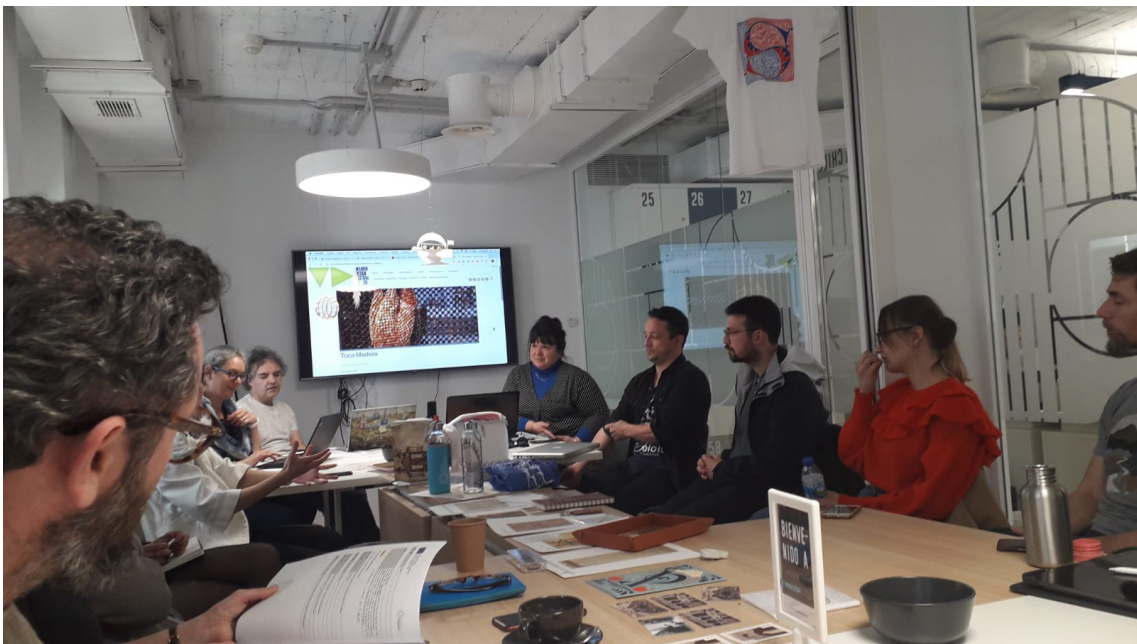


## Conclusions

All the designers agreed that it was their first experience with the world of archives and that they had discovered that there are interesting materials and sources to develop products from an artistic point of view.

The archivists present commented that one of the biggest problems facing the archives from the point of view of merchandising is the “written document” and the paleographic issue, that makes them unattractive for design and sale.

The designers commented that the only way to work with the merchandising theme was to create a powerful brand image. To create a national archive identifier that would function as a seal of identity and be easily identified by everyone. From there, the creation and sale of merchandising would be much easier.



## Closure

The Spanish State Archives offered a Spanish Wine as the closure of the artistic Residency. Members of the Steering Committee of the European Digital Treasures assisted.





## Moments

These are some pictures of those moments, socializing, looking for elements of work through the knowledge of the other person is an important element when we talk about design.





# Artistic Residency Report

## 17th - 21st February 2020



Co-funded by the  
Creative Europe Programme  
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