

MARKETING

Artisan initiative aims to “craft a future more human”

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Homo Faber in Venice showcases artisans. Image credit: Homo Faber

By BRIELLE JAEKEL

Luxury conglomerate Richemont has ties to a new type of trade show in Venice, in which luxury artisans are showcasing their craftsmanship endeavors as high-end consumers look for authenticity.

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Led by private nonprofit Michelangelo Foundation, cofounded by Richemont chairman Johann Rupert and the luxury group's advisor Franco Cologni, Homo Faber is undergoing its inaugural year with a variety of brands and experts discussing topics related to artisanship. Richemont's Yoox sponsors the event, while other houses under the group's umbrella are presenting.

Crafting a more human future

Taking place on Sept. 14 to Sept. 30, the event located in Venice will feature a variety of exhibitions, as well as discussions, workshops and design walkthroughs.

Artisans will show how they create their special products as well as teach attendees, while experts will take part in panels and discussions talking about major themes within the craftsmanship industry.

The special event is anticipating the future, in which luxury consumers' interest in quality products made with authentic craftsmanship will continue to grow.

Homo Faber's tagline, "crafting a more human future," is indicative of this change.

Yoox Net-A-Porter is sponsoring the event as a whole and Chlo, a fashion label within Richemont, will host a special installation that looks to preserve artisan-driven techniques.

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Chlo travels to Venice for Homo Faber, the first major exhibition dedicated to European craftsmanship, which opens today. Follow the visit as it begins on the Grand Canal in Venice before arriving at the Fondazione Giorgio Cini on the island of San Giorgio Maggiore. Here, Chlo has staged an installation that corresponds with the inaugural theme, "Crafting a more human future." Organized by the @MichelAngeloFoundation for Creativity and Craftsmanship, the event showcases the luxury of artisan-driven output and the value of preserving these techniques. Watch now and learn more about Homo Faber, www.homofaberevent.com

A post shared by Chlo (@chloe) on Sep 14, 2018 at 10:10am PDT

Instagram post from Chlo

Richemont-owned watchmaker Officine Panerai will be showcasing Eilean, a yacht dating back to 1936. Panerai recently sponsored the restoration of the vessel, entrusting it to artisans in an Italian shipyard.

The event will continue to look to the future, demonstrating new virtual reality technology that ties into craftsmanship, as well as exhibit new ideas.

Michelangelo Foundation has touted a variety of artisan products ranging from jewelry to even bespoke bicycles.

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The precious beauty of #design Shop @pretziada and all of #YOOX latest Design + Art additions
yoox.ly/artdesign

A post shared by YOOX (@yoox) on Sep 17, 2018 at 5:30am PDT

Instagram post from Yoox

Described as an immersive experience, artists will provide a gateway to their workshops through virtual offerings and be available for meet-and-greets and discussions.

The event will take place at the Fondazione Giorgio Cini and offer visitors access to areas that are usually prohibited from public entrance. The foundation explains that it covers nearly 43,000 square feet and offers the public "a rare opportunity to explore the island."

Craftsmanship and luxury

Brands are looking further into craftsmanship and artisans as a whole, especially in the luxury field.

Loewe and dunhill were among the luxury brands putting craftsmanship on display in London in May, aiming to give a broader audience an understanding of their creativity and creation.

London Craft Week returned from May 9 to 13, as makers hosted workshops, exhibitions and demonstrations. While luxury brands often share insights into the making of their products via digital content, hosting physical displays allows for a greater understanding of the craft behind their goods ([see story](#)).

To preserve the jewelry industry's prosperity, brands will have to remove the stigma of being a laborer and entice more young artisans to make fine jewelry.

In a panel at Initiatives in Art and Culture's Gold Conference on April 13, speakers from across the jewelry industry talked about the need to recruit more artisans and craftsmen, the people who actually make the jewelry, in addition to designers. Many people seek to enter the jewelry business only to design, but craftsmen are just as, if not more, vital due to the complex knowledge needed to properly manufacture jewelry ([see story](#)).