

short portfolio teaser



ESTB

2020

ARTEGIANI

* THE GIFT - COMO LAKE *

manual



What are you looking for?

good investment see **pages 4 - 5** to find out about our values
see **pages 9 - 12** to get to know our business model
see **page 13** for ways of long-term cooperation

cooperation (society, company) see **pages 4 - 5** to find out about our values
see **page 8** for ways of long-term cooperation
see **page 58** for information for B2B cooperation

cooperation (artists) see **pages 4 - 5** to find out about our values
see **page 47** for ways of individual cooperation
see **page 55** to know more about all possibilities

services (e.g. graphic design) see **pages 20 - 25** and choose from our partners

testimonials see **page 60** to hear about Artegiani from other people



to keep all ideas in one place

This document was created to store ideas and basic pillars of Artegiani projects, services, and community. This booklet seeks to capture all decisive moments, strategies, core inputs to ensure that important information is shared and well understood. It can be shown to investors, business partners, and new members.

We have developed a transparent strategy that we want to share with you. We want to show you that Artegiani is not a fancy brand, but a culture on its own. With soul and purpose. We will walk you through everything you need to know about us.

Keep in mind that Artegiani is at the very beginning of its long journey. We have just started to discover our possibilities and test what works (and what does not).

aurélie

@aurelie.peters

Aurélie Peters is the heart of Artegiani. This community stands and falls with her. As a former businesswoman and CEO of her own design company, Aurélie needed a change in her life. She decided to create something new and fresh: Artegiani. She is also a talented painter, you should see her Instagram - it is worth the click, I promise!

kamila

@il.kamila.portfolio

Kamila Zahradnickova creates strategies and takes care of marketing business. She focuses on the process behind artistry. Kamila studies Psychology and Anthropology and tries to bring behavioural science to visual communication. See what happens when behavioural science meets design!

ambassadors

This is our most valuable group. Ambassadors help us to answer never-ending questions, test new ideas, and prototypes. We appreciate their work that shapes the Artegiani community more than anything. Check their profiles on the Artegiani website!

- represented groups: freelance artists, art societies, universities, friends, investors.

what we believe in

Artegianni is a way of life. As cliché as it may sound, consider the following core values and decide for yourself. We could not think of a more accurate description.



gift giving



community



invest in talent

GIFT GIVING: EXPLAINED

The gift-giving economy is an alternative to capitalist markets. No, we are not Marxists, there is more to this thought. It means that there is more to life than money. Let me show you an example: when a retreat is too expensive for an artist, they can always exchange their stay for their paintings or sculptures.

I would recommend you to read Marcel Mauss' essay *The Gift* to find out more about the basic principles of this alternative way of doing business. Just like any other economic system, gift-giving has its own rules that can be studied and described in detail. Just to give you an idea: in the gift-giving system, a person has three duties: to give, receive, and reciprocate gifts.

COMMUNITY: EXPLAINED

We want to build a community of artists, investors, art lovers, art societies, and people with a similar way of thinking. We want to give artists opportunities around the world. We want to invite them to think about societal problems and get inspired by their colleagues. We want to show investors that art is valuable. Ultimately, we want to bring everyone together to make this world a better place.

The community also seeks to promote its members through the internet, social media, working on shared projects, personal recommendations, and more.

Within the Artegianni community, we also want to share ideas and know-how. among members

INVEST IN TALENT: EXPLAINED

Every one of us is an investor. We invest our time, money, and energy to make our business work. We invest our know-how when we share it with younger artists. We invest in those we recommend to a friend. We invest all the time in people and their ideas.

note to selves:

Check if every step you take reflects these values. Every event, every new piece in service design has to be based on these values. Stay consistent-

this is what we do

Artegiani is an umbrella name for many activities: from creation to selling, networking, cooperating, inspiring.



DESIGNER SHOP: EXPLAINED

We sell what we create. We also use this platform to promote each others' work and show clients what we are capable of. Everyone is welcome to buy our products: sculptures, textiles and clothing, paintings and home decor.

designer shop example

Five artists come to Artegiani residence and create a product line around the topic *insect*. After the teamwork, they do not have to think about the logistics of their fabrics, sculptures, or paintings. Artegiani shop and e-shop will find gather clients for them. Or they can use the platform to promote products they start to produce in larger quantities back home.

PAINTING: EXPLAINED [@aurelie.peters](#)

Aur rie is an exquisite painter. We use Artegiani as her home gallery and first point of contact with new clients.

BRANDING: EXPLAINED

We offer branding and graphic design services. Anyone can ask for a quote for their new website, brand identity, or event design.

INFUSION EVENTS: EXPLAINED

This is the part we are most excited about. *Infusion events* are organized around a specific topic (e.g. ecology, insect). We invite artists who we would like to contribute to a shared project. We organize stay expos, private sales, and table dinings for invited artists and investors. Artists co-create an exhibition and enjoy a few days on Lake Como. They leave with more clients and colleagues.

infusion example

Aur rie feels that artists should still address the current problems of modern society. Insect, bees, and extinction of entire species can offer a fruitful inspiration for new lines of products: wallpaper, fabrics, paintings, jewelry. She will pick and contact other artists who might be interested in working together around this topic. They organize a co-working infusion in Artegiani residence, create a stay expo, private sells, table dining with investors, and go back home after five days of inspiration and networking.

RETREATS: EXPLAINED

Art retreats are a way to establish renom  and cooperate with art societies, designer events and galleries in Europe. Retreats are always free for invited artists. During their stay, they will be able to work together on their projects, meet investors and discuss distribution of their artwork.

retreat selection example

CITY Design Week is a design festival for international artists and designers. We would like to befriend the organizers to give us an opportunity to promote Artegiani. We want visitors designers to get to know Artegiani.

The easiest way would be to organize a competition (*visitor's choice, homecoming artists etc.*) but this does not reflect our values. Instead of competing, we would like the artists to work *together*. The visitors and artists will be able to nominate themselves and an (another) artists they would like to work on a shared project with.

Visitors will be encouraged to present their ideas and talk to the artists. Artists will be encouraged to share ideas with one another and find new way of cooperation.

A lottery will then choose which creative duo (or group) will join the retreat and bring their ideas into real life.

retreat candidates

this information is confidential, sorry.

retreat program example

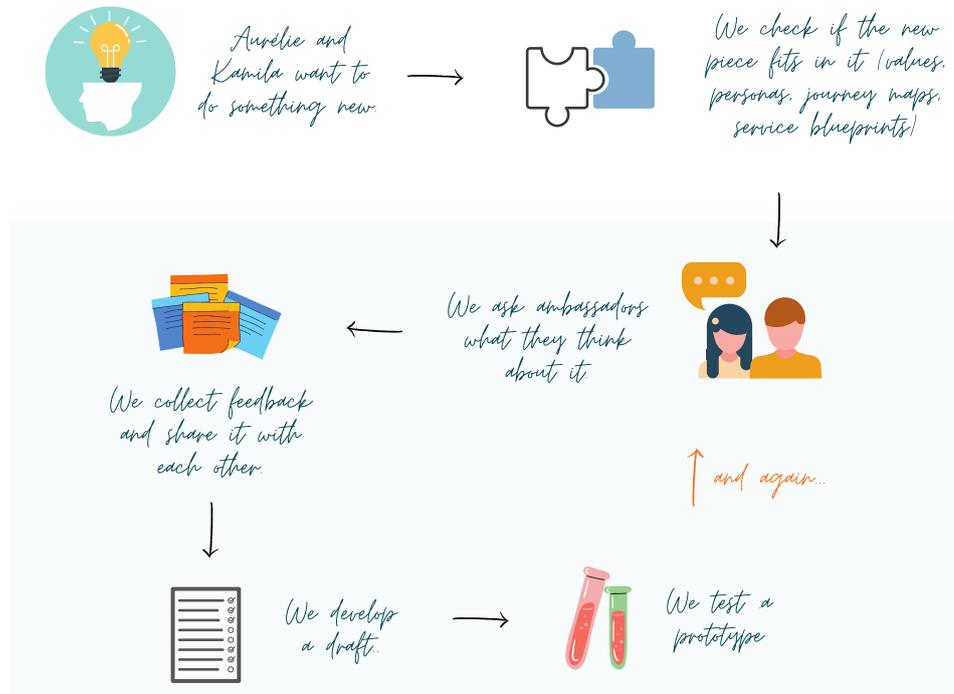
Day One: arrival, unpacking, relax
 Day Two - Four: brainstorming around a set subject (e.g. Unseen Beauty)
 Day Five - Seven: creation, refining ideas
 Day Eight: private sell, expo, networking with visitors
 Day Nine - Ten: time for meetings with investors
 Day Eleven: arranging further cooperation with Artegiani
 Day Twelve: packing, return

strategy of setting a strategy

Kamila got excited about service design (also design thinking, UX) and decided to base our business strategy on talking to involved groups, testing prototypes of events and services, addressing clients' needs, and trying through doing. Should you be interested in this creative (and highly functional) way of doing service strategy, read *This Is Service Design Doing*.

SO YOU HAVE AN IDEA...

Here is a strategy of implementing new ideas:

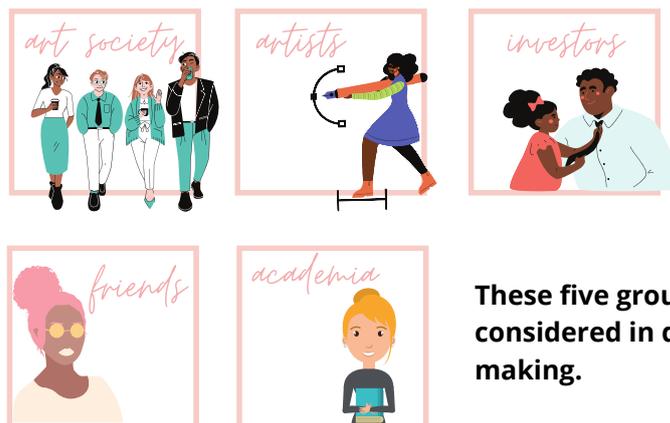


The key idea is to be bold and try new things but always find support in community, stakeholders, and real life. It is also about prototyping new products and testing what works best. We learn by trying and doing.

personas

Personas are representative profiles of archetypal groups that are involved in Artegi. Each of them was first developed on assumptions (so we asked ourselves, how does a typical artist think?) and we interview people from these groups. We refine the profiles which are ultimately research-based. In a fully evidence-based profile, we can link every point to specific data.

Each persona also has a real-life voice in our ambassador. Careful though, this is not a 100% match, personas represent broader categories. This is the reason why we also interview new people. Each persona also has its variations.



These five groups are considered in decision-making.



PERSONA: Eve, EU Design Society (EUDS)
AMBASSADOR: 

 **42** **2** 
 gender age kids hobby

We want to connect artists with public, galleries, and other artists. typical quote

DESCRIPTION: I want to give an opportunity to small designers and artists to present their work to the public. Our festival hosts 150 local designers and 20 cooks (DM).



I want to give an opportunity to everyone. I show their work on the website and provide lists of features artists. I support sustainable fashion and try to live ecologically.



Eve does not have much time. Her decision-making is fast and she expects good results. She relies on her close team. She wants to give opportunities to people around her, but she knows that EUDS is also a business. She also runs an e-shop. EUDS has a wide portfolio of activities and Eve personally knows most people who cooperated with EUDS. She is dynamic and lives for design. She loves innovation.



EUDS run their own magazine, they organize events and gather local artists. Sometimes they just want to have a good time working together, some volunteer in their free time.

CURRENT WORRY: coronacrisis, many projects did not get funded, cooperating artists might have financial problems, some events were cancelled, work/life balance in personal life

CURRENT NEED: find stable cooperation, remote work, get support from public

IN 10 YEARS: more contacts, more projects in her portfolio, more visitors, more investors

NETWORK: local and international artists, talented students, jewellers, architects, but also institutions and press, universities, magazine reach, e-shop, public, art lovers

VARIATIONS: prestigious/for everyone; local/international; job/hobby

note to selves:

This persona represents organizations, not people

journey maps

Journey maps represent a technique of showing every step of every involved person in Artegiani. There will be **5x5 basic journey maps**, showing how each persona goes through each activity of Artegiani. Journey maps can be descriptive, referring to current situation, or idealistic, showing an ideal or future situation. Most of the time, it will be both, balancing features from reality with the big picture. Journey maps help us perceive our service through the eyes of clients and members of our community.

personas

- art society
- artist
- investor / client / buyer
- academia
- friend

journeys

- designer shop
- painting
- branding
- infusion
- retreat

Additional journey maps can focus on **partial aspects** of Artegiani service, such as one afternoon in retreat, and on the **big picture**, such as streamlining or yearly membership journey.

journey maps

artist · infusion event



PREPARE

Artegianni team sets a topic and selects suitable artists.

WAKE UP

First touchpoint with artists, we contact an artist we would like to see at infusion.

WISE UP

Artist finds out more about Artegianni and infusion (web, reference, social media).

JOIN UP

Artist says yes and sends an application form.



only Artegianni team

AT, artist

artist, community, fans

AT, artist



web, media, friends

email, phone, F2F

media, web, friends

email, phone, F2F



criteria?

their preferred channel?

maintain image?

formal process?

SET UP

Artist plans contribution, journey, free time.

WAIT UP

Artist waits, prepares, Artegianni organizes events.

GET THERE

Day before, day D, day after artist's travel.

WIND UP

Artist gets in the residence. Relax, meet new people.



only artist

only artist

only artist

AT, artist



real life

real life

real life

face to face



less stress? all info?

more pleasant?

less stress? support?

facilitation?

START UP

Tour, welcome, opportunities, meeting community,

KEEP UP

Follows program, table dining, private sell, creating.

SPEAK UP

Share on social media, tell the world about Artegianni.

PAY / GIFT UP

Artist pays subscription, gives AT a gift, ...



AT, artist, community

AT, artist, investor, com.

AT, artist

AT, artist



real life

real life

web, social media

face to face



most pleasant?

THESE ARE INFUSION DAYS

possibilities?

gife exchange?

PLAN FUTURE

Artist gives feedback, asks for future cooperation, plans other projects.

CLOSE UP

Goodbye, send parcels, pack suitcase...

SPEAK UP

Artist gets home, tells others.

LISTEN UP

Artist stays in the loop, prepared for future events



AT, com., artist

AT, artist

artist, fans, other people

AT, artist



real life

real life

media, web, friends

email, phone, F2F



future cooperation?

less stress?

possibilites?

enough contact?

USE UP

Artist uses new contacts, communicates online.



artist, com.



web, social media



enough contact?





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www.artegiani.org

