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BRIEF

The topic explores the sense of **uselessness** and **loss of purpose** among elderly people in **Naples** (aged 60-90), often due to the lack of an active role in family and society after years of dedication to their loved ones. This leads to feelings of **marginalization**, negatively impacting their psychological well-being and identity. The goal is to find solutions to restore their sense of **usefulness** and purpose, improving their emotional well-being connection with younger generations and the community. The proposals aim to **value** them and reintegrate their active role in society.



BACKGROUND



In **Naples**, elderly people are a valuable resource, custodians of traditions, collective memory, and often "second-generation parents." They contribute to community life, especially in working-class neighborhoods, through cooking, language, and storytelling. However, the lack of an active role after years of dedicating themselves to their families often leads them to feel marginalized, as if their worth were only tied to the practical contributions they made in the past.

REQUIREMENTS

The project proposes involving elderly people as active **"teachers"** in Italian schools, integrating them into PTCO (Pathways for Transversal Skills and Orientation) programs. As **tutors** or **mentors**, they would share their knowledge in areas such as crafts, traditional cooking, **gardening**, and storytelling, creating a generational bridge that enriches students culturally and socially while giving the elderly a valued and active role. An innovative idea is the **"Art and Tradition Reinvested"** project, where elderly and young people collaborate to combine traditional skills, such as crochet, embroidery, and weaving, with modern and trendy reinterpretations. The elderly teach the basics of traditional arts, while young people experiment with creative ways to transform these skills into contemporary products.

INITIAL IDEAS

Elderly Neapolitans lead workshops teaching traditional crafts—like lace-making, pottery, or cooking—to younger generations, preserving culture and creating bonds. Local authorities support these sessions with space and materials, allowing each workshop to focus on a unique skill. Younger participants take home **"starter kits"** with materials and a story card about the grandparent's connection to the craft. The community exhibits the creations to celebrate the participants' work, while a workshop zine of photos, instructions, and personal stories is shared locally, honoring Naples' heritage.



IMPROVED DESIGN

The project aims to bridge generations by pairing elderly Neapolitans with younger community members in workshops that pass down traditional crafts. These **workshops** can be made at schools outside of school hours. These workshops can be about lace making, gardening, pottery, preparing dishes, or cultural art practices



Workshop 1: Lace-making. This workshop focuses on teaching the traditional craft of lace-making, a skill passed down through generations in Naples. Participants will learn the basics of lace-making, from selecting the right thread to creating intricate patterns.

Workshop 2: Pottery. This workshop focuses on teaching the traditional craft of pottery, a skill passed down through generations in Naples. Participants will learn the basics of pottery, from selecting the right clay to creating functional and decorative pieces.

Workshop 3: Gardening. This workshop focuses on teaching the traditional craft of gardening, a skill passed down through generations in Naples. Participants will learn the basics of gardening, from selecting the right plants to creating a functional and decorative garden.

FINAL DESIGN

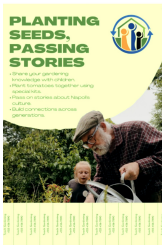
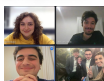
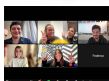
We plan various workshops where the elderly act as mentors or team partners and children as learners. The program will reach elderly people in Naples through community touchpoints, including collaborations with local elderly centers, cultural associations, and churches for announcements. Tailored kits will be provided for specific events to help participants engage easily. A focus will be on a **Gardening Workshop kit**, part of the overall project. The logo represents a society fostering inter-generational knowledge exchange between elderly individuals and children in Naples, with a house-like structure symbolizing community.



COMMUNICATION

Our collaboration with Team 9, "Lives of Design," was very positive and enriching. We interacted through Discord, Zoom, Google Meet, and a dedicated WhatsApp group, with no language barriers. While the focus occasionally shifted from the main topic, it was great to work together and discover a new culture.

A truly memorable experience!



Napoli
Experience
Sharing
Integration
Society

FEEDBACK

Regarding the course, it was very interesting and allowed us to gain an in-depth understanding of every phase and aspect of a design project. The Global Studios project was extremely interactive and fascinating, as it gave us the opportunity to learn about, connect with, and explore a culture that is profoundly different from our own.