

INSIGHT

Collective

Mappatella Everyday Bag



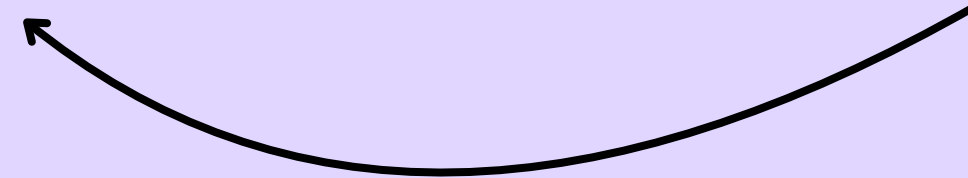
DESIGN PROPOSAL

What inspired us?

Based on your brief, we thought how to implement a useful design that had to do with Italian and Neapolitan culture. We were inspired by a Neapolitan tradition called “mappatella”.

"Mappatella" derives from the Latin word “mappa,” referring to a napkin, a cloth mostly made of linen, that guests used during meals to dry their freshly washed hands, as the Romans used to eat with their hands. This napkin was also used to place leftovers to take home from the banquet, often on the sly.

THIS IS A MAPPATELLA!



Naples is a city known for its great sense of self-irony. In fact, “laughing” even at their own misery, they named a beach in Naples “Mappatella Beach” because of the number of people bringing their so-called mappatella, or food supplies from home, to spend a complete and satisfying day at the beach.



 Mappatella beach, Naples



Design Features

The art of mappatella is closely related to the Japanese art of **furoshiki**. In Japan, furoshiki is the practice of wrapping a piece of cloth to create unique packages or containers. The cloth is folded several times and knotted in various ways, allowing it to transform into diverse objects: bags but also gift wraps, precisely for books or even bottles.



Also integral to our prototype are the Matryoshkas, small traditional Russian dolls crafted from two pieces of wood that fit seamlessly together. Upon separating the two halves, we unveil a second doll, which in turn contains another, and so on, until we reach the smallest one, often referred to as the “seed,” a single, indivisible piece.



LOOK HOW TINY THE "SEED" IS!



For the material, we thought of using waterproof fabric to withstand the often unpredictable and harsh Russian weather, where it can rain or snow.

The fabric was selected in collaboration with the client, who chose a pattern that reflects their personal taste and aligns with the project's aesthetic goals.



bag #1



bag #2



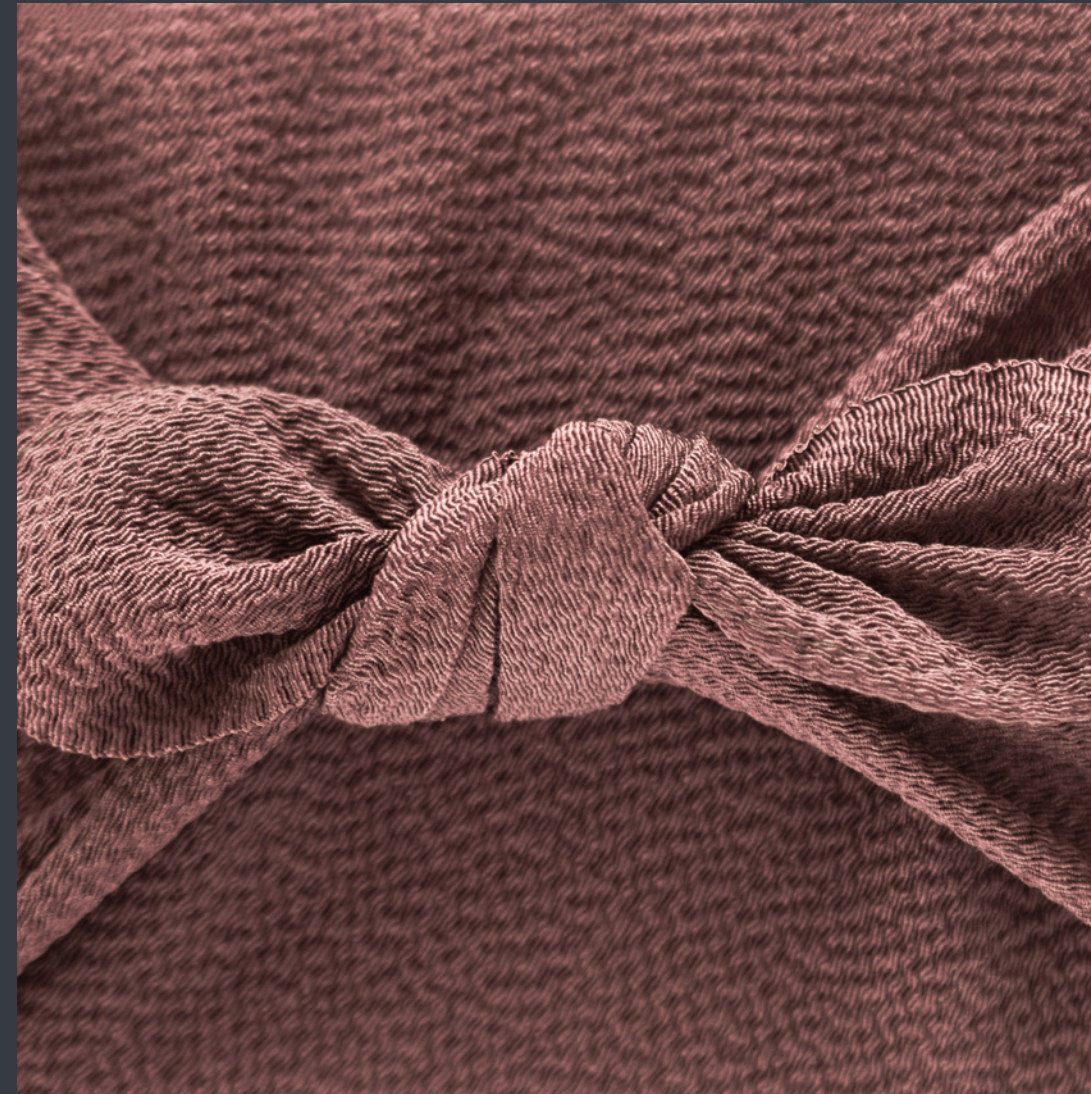
bag #3



Details



Material



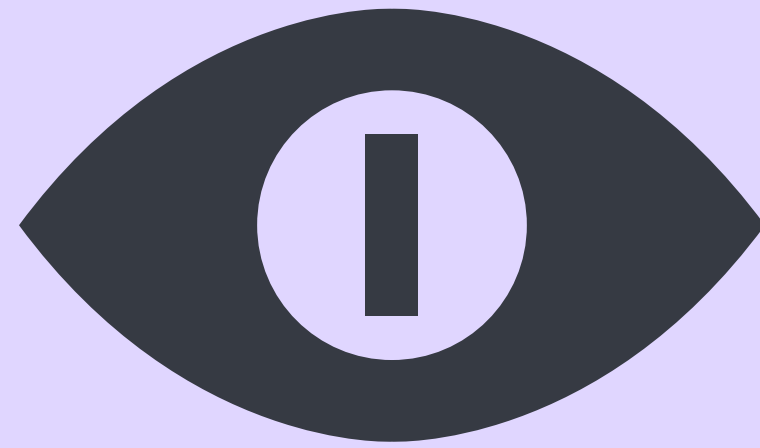
Knot



How to store things?

a mappatella
for every item





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