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**MINIGUIDE TO DISCOVER ITALIAN CRAFTSMANSHIP  
REGION BY REGION**

## VALLE D'AOSTA



### THE DRAP OF VALGRISENCHÉ

Alongside with woodcraft, the "drap" represents the finest craftsmanship of the Aosta Valley. The 'drap' is the symbol of the textile art born in Valgrisenche in the XVIII century and still very lively thanks to the great work of the cooperative 'Les Tisserands'. The 'drap' is a robust and long-lasting fabric, but also warm and elegant, obtained by hand-working wool on maple wood frames. The wool used is strictly the one of the native Rosset sheep.

Address: Cooperativa Les Tisserands, Loc. Capoluogo,3 - 11010 Valgrisenche (AO)

Tel.: +39 0165 97163

E-mail: [info@lestisserands.it](mailto:info@lestisserands.it)

Website: [www.lestisserands.it](http://www.lestisserands.it)

If you want to discover the top range of the local craftsmanship in one go, visit the city of Aosta during the [Sant'Orso Festival](#), held every year on the 30-31 January.

## PIEMONTE



### THE BORSALINO'S HAT MUSEUM

In Piemonte we recommend the Hat Museum, opened in 2006 in Alessandria by Borsalino, a brand that needs no introduction. It has been so relevant for the Made in Italy reputation all over the world that its name speaks for itself. The Hat Museum gathers more than 2000 hats and 150 years of fashion history.

Address: Via Cavour, 84 - Sala Campioni - 15121 Alessandria (AL)

Open every Saturday and Sunday from 16:00 to 19:00

Tel.: +39.348 9177 580 / +39 0131 234266

Alessandria tourist information centre: 800.116667

E-mail: [info@asmcostruireinsieme.it](mailto:info@asmcostruireinsieme.it)

## LIGURIA



If you are in Liguria and you are a fan of small villages and traditional craftsmanship, we suggest you to visit Zoagli and Lorsica. In these two villages there are still textile artisans that keep alive a tradition born in the Middle Ages. At that time, Genova was a key port for international trades: the velvet of Zoagli and the damask of Lorsica are more than a rarity in nowadays world.

### CORDANI VELVETS

A family business since 1849, in whose workshops fabrics are still woven on handlooms. Cordani's velvets are so unique to have been purchased by the White House during the Kennedy administration.

Guided tours available from Monday to Friday.

Company name: CORDANI VELLUTI SRL

Address: Strada Statale 1, Via Aurelia 102/104 - 16035 Zoagli (GE)

Tel.: +39 0185 259141

E-mail: [velluti@tessiturecordani.it](mailto:velluti@tessiturecordani.it)

Website: [www.tessiturecordani.it](http://www.tessiturecordani.it)

### GAGGIOLI VELVETS

Visit the showroom "The Hall of Velvets" where you can discover the secrets of the ancient art of silk weaving. On the company website you can watch the [virtual tour](#) to have an idea of what is on display.

Company name: TESSITURA ARTIGIANALE GIUSEPPE GAGGIOLI

Address: Via dei Velluti, 1 - 16035 Zoagli (GE)

Tel. +39.0185.259057 – Mob.: +39 347 0385823

E-mail: [info@tessituragaggioli.it](mailto:info@tessituragaggioli.it)

Website: [tessituragaggioli.it](http://tessituragaggioli.it)

### THE DAMASK MUSEUM OF LORSICA

In Lorsica today there is only one textile company left to craft the damask (Tessitura DeMartini) but it has no showroom to be visited. Anyway, if you wish to discover the history of this tradition, there is the small Damask Museum in Casali Street.

Address: VIA CASALI 109 - 16045 Lorsica (GE)

Tel.: +39 018595019

Email: [info@museodamasco.it](mailto:info@museodamasco.it) (or: [comunelorsica@libero.it](mailto:comunelorsica@libero.it))

[Video](#)

## LOMBARDIA



### THE VIOLIN MUSEUM, CREMONA

We have already written about the [beautiful Cremona](#) and the [Monteverdi Music Festival](#) that is held here every year. We just want to remind you about the crucial role in the music history that the Stradivari's home town had in the violin making. We recommend the visit to the Violin Museum and to the Luthiers Academy, as well as a stroll among the tiny luthier workshops that surround the main square.

ACADEMIA CREMONENSIS (Luthiers Academy)  
Address: Via Platina, 66 – 26100 Cremona (CR)  
Tel.: +39 0372 808970  
E-mail: [segreteria@academiacremonensis.it](mailto:segreteria@academiacremonensis.it)  
Website: [www.academiacremonensis.it](http://www.academiacremonensis.it)

### VIOLIN MUSEUM

Address: Piazza Guglielmo Marconi, 26100 Cremona (CR)  
Tel.: +39 0372 801801  
Website: [www.museodelviolino.org](http://www.museodelviolino.org)

## TRENTINO ALTO ADIGE



### LODEN WIRT: THE LODEN PLANET

Besides the whip makers of Taio, the [organ builders of Rumo](#) and many other local artisans, in Trentino we recommend the small Museum of Loden, one of the warmest and most robust fabrics in the world. The Loden is a thick, water-resistant woolen material of Tyrolean origin, used to make coats, capes, skirts and trousers.

Address: Via Pusteria 1 · I-39030 Vandoies (BZ)  
Tel.: + 39 0472 868540  
E-mail: [info@lodenwirt.com](mailto:info@lodenwirt.com)  
Website: [www.lodenwirt.com](http://www.lodenwirt.com)

## FRIULI VENEZIA GIULIA



### THE SCHOOL OF MOSAIC

In 1922, in the beautiful town of Spilimbergo, was established the famous School of Mosaic, where also today loads of amazing mosaics are regularly crafted.

Over recent decades some important mosaics for hotels, airports, railway stations and places of worship have been produced in the workshops in town.

The showroom is open on weekdays, pre-booked guided tours during the weekends available.

Address: Via Corridoni n. 6 - 33097 Spilimbergo (PN)

Tel.: +39 0427.2077

E-mail: [info@scuolamosaicistfriuli.it](mailto:info@scuolamosaicistfriuli.it)

Website: [scuolamosaicistfriuli.it](http://scuolamosaicistfriuli.it)

For guided tours please contact the Spilimbergo Tourist Office:

Tel. +39 0427 2274;

E-mail: [iat@comune.spilimbergo.pn.it](mailto:iat@comune.spilimbergo.pn.it)

Website: [prospilimbergo.org](http://prospilimbergo.org)

## VENETO



### THE COLOURED GLASS OF MURANO

The small island of Murano is literally a floating craftsman workshop. The greatest glass-makers have been working here for centuries, the same that helped Picasso, Fontana and Chagall to create some of their extraordinary works of art. Stronghold of the Made in Italy, Murano is a cozy island, dotted with Renaissance palaces and studios full of amazing shapes and colours. You should not miss the Museum of Glass and the luxury shops of [Salviati](#), [Barovier & Toso](#), [Ferro Murano](#).

Museum of Glass

Address: Fondamenta Marco Giustinian, 8 - 30141 Venezia (VE)

Call centre: +39 041 42730892

Website: [museovetro.visitmuve.it](http://museovetro.visitmuve.it)

## EMILIA ROMAGNA



### THE MUSEUM OF MOSAIC, RAVENNA

The beauty of the ancient mosaics that can be seen in Ravenna is beyond imagination.

We recommend you to visit the Basilica of Sant'Apollinare Nuovo, the Basilica of San Vitale and the Basilica of Sant'Apollinare in Classe, the Baptistery of Neon, the Arian Baptistry and the Mausoleum of Galla Placidia. The TAMO (Museum of Mosaic) will be than the place to go to discover the history and the secrets of this stunning art.

Address: Complesso di San Nicolò, Via Rondinelli 2 - 48121, Ravenna, Italia

Tel.: +39 0544 213371

Website: [www.tamoravenna.it](http://www.tamoravenna.it)

## MARCHE



### THE MUSEUM OF PAPER, FABRIANO

Besides the International [Accordium Museum](#) of Castelfidardo and besides villages famous for the wrought ironwork like Treia and Cagli or for their leather craftsmen like Tolentino, there is the Paper Museum of Fabriano. Fabriano is internationally known for the industrial production of paper, but in the city there are still craftsmen who make fine paper by hand.

Address: Largo F.lli Spacca 1 – 60044 Fabriano (AN)

Tel.: +39 0732 2233/4

E-mail: [info@museodellacarta.com](mailto:info@museodellacarta.com)

Website: [www.museodellacarta.com](http://www.museodellacarta.com)

## ABRUZZO



### THE CERAMICS MUSEUM, CASTELLI

The Renaissance Ceramics of Castelli are so unique that are included in the collections of the British Museum, of the Louvre and of the Hermitage. If you happen to be in this part of Italy, you can visit the Ceramics Museum of Castelli and the little rural church of San Donato, in the outskirts of the town, nicknamed “The Sistin Chapel of majolica”.

Address of San Donato church: Strada Provinciale 37, 64041 Castelli (TE)  
Address of the Ceramics Museum: Contrada Convento, 64041 Castelli (TE)  
Tel.: +39 0861 979398 or +39 0861-979142 (town hall)  
E-mail: [info@comune.castelli.te.it](mailto:info@comune.castelli.te.it)

## MOLISE



### THE MUSEUM OF BELLS, AGNONE

The region of Molise is famous for the [Bagpipe Museum](#) and the [International Bagpipe Festival](#) of Scalpoli, but we recommend you also the renowned Fonderia Marinelli where the best bells of the world are produced since the Middle Ages. In the nearby museum, the widest sacred bronzes collection of the world. Daily guided tours at 12:00 and 16:00 (Sunday afternoons excluded)

Address: Via Felice D'Onofrio, 14 - 86081 Agnone (IS)  
Tel.: +39 0865 78235  
E-mail: [museo@campanemarinelli.com](mailto:museo@campanemarinelli.com)  
Website: [campanemarinelli.com](http://campanemarinelli.com)

## PUGLIA



### THE PAPIER-MACHE' OF LECCE

In a city full of Baroque buildings, abbeys and sacred art, the papier-mâché historically played a very important role embodying Lecce's cultural and religious turmoil. In the area around the Basilica of Santa Croce there are some cozy workshops where visitors can have a look and buy these popular crafts. We recommend "La Bottega di Claudio Riso", where Mr Riso crafts and sells his works of art.

Address: Corso Vittorio Emanuele II, 27 – 73100 Lecce  
Tel.: +39 0832 243410  
E-mail: [info@cartapestariso.it](mailto:info@cartapestariso.it)  
Website: [www.cartapestariso.it](http://www.cartapestariso.it)

## BASILICATA



### THE BREAD STAMPS OF MATERA

In the first half of the nineteenth century the Italian housewives used to knead the bread dough at home and then bring it to the town bakery to be baked in the common wood-fired oven. As very few people had a private oven at home at that time, everybody used to go to the town bakery once a week: to avoid confusion, every housewife in the Matera region had a family bread stamp to identify her bread. They were carved by the shepherds during the transhumance and sometimes offered by young men to propose to their bride-to-be.

Today, the bread stamps are still a symbol of the local culture.

We suggest to visit the “Falegnameria Massimo Casiello” (shop and workshop):

Address: Via S. Francesco da P. Vecchio 13-15, 75100 Matera (MT)

Tel.: +39 0835 1970309

E-mail: [info@massimocasiello.it](mailto:info@massimocasiello.it)

Website: [www.massimocasiello.it](http://www.massimocasiello.it)

## CALABRIA



### THE PIPES OF BROGNATURO

The iconic pipes of Brognaturo are made out of briar wood, that originates from a shrub-like tree known as Erica Arborea, very common in Calabria. The worldwide reputation of these smoking pipes is mostly due to Mr Domenico Greci, known as “The King of Pipes”. He started to make them while living in Chicago and his son Vincenzo would send him the Erica Arborea by post. In the 60s he decided to come back home and many Italian celebrities of that period are remembered to be pictured with his pipes in hands.

Greci’s pipes represented Calabria craftsmanship at Expo 2015.

Address: Via Dante Alighieri, 22 – Brognaturo (VV)

Tel.: +39 0963 74255

E-mail: [v.greci@libero.it](mailto:v.greci@libero.it)

## SICILIA



### THE PUPPETS OF SIRACUSA

Besides the Museums of the Sicilian Cart, that can be found in different towns of Sicily ([Terrasini](#), Aci Sant'Antonio, [Bronte](#)), we recommend the Museum of Sicilian Puppet (Museo dei Pupi) of Siracusa, likewise full of colours and history.

These puppets, initially made in wood and now in metal, have been animating theatres, markets and shops for almost two centuries now. Undisputed stars of the popular theatre of the 19th century, they are now well know ambassadors of the Sicilian craftsmanship in the

world.

Address: Palazzo Midiri-Cardona, Via della Giudecca – 96100 Siracusa

Tel.: +39 0931 1995531

E-mail: [info@pupari.com](mailto:info@pupari.com)

Website: [www.museodeipupisiracusa.it](http://www.museodeipupisiracusa.it)

## SARDEGNA



### THE SHAWLS OF OLIENA

Among the many wonders of Sardinian craftsmanship there are the [cork products](#) of Calangianus and the knives of Arbus, the [baskets of Sinnai](#) and the amazing shawls of Oliena, our favourite for elegance and meaning.

Thanks to its bright decorations on black background, these shawls are the most eye-catching elements of the traditional Sardinian costumes. Exclusive art of weavers, spinners and embroiderers, the Oliena shawl is the symbol of the island's female craftsmanship.

A good collection of shawls can be admired in the Art Shops (Botteghe d'Arte) of the Hotel Su Gologone (our related article [HERE](#)).

Address: Loc. Su Gologone - 08025 Oliena (NU)

Tel.: + 39 0784 287512

E-mail: [info@sugologone.it](mailto:info@sugologone.it)

Website: [www.sugologone.it](http://www.sugologone.it)

## CAMPANIA



### THE NATIVITY SCENE MAKERS OF NAPOLI

In Campania there is the coral jewelry of Torre del Greco, the [fine paper of Amalfi](#) and the [porcelain of Capodimonte](#). And then there is the street of San Gregorio Armeno in Naples, one of the world beating hearts of nativity scene making. Stalls, shops and streets are full of terracotta shepherds and cork huts ready to celebrate the nativity. The shops are open all the year round, but obviously the best time to go is from November onwards. Before Christmas the production of new sets and statues increases considerably and San

Gregorio Armeno is at its best.

## LAZIO



### THE CERAMICS OF TUSCIA

If you are in Lazio, the region of Rome, we recommend you the ceramics of Tuscia, crafts with an ancient soul and the genuine beauty of products with strong roots. Heritage of the Etruscan era, these ceramics are protected by the "Tuscia Viterbese" trademark. Most of the shops are in Civita Castellana, Bomarzo, Civita di Bagnoregio, Tuscania and Tarquinia.

The Tuscia Museum is situated in the city of Viterbo.

Address: Palazzo Brugiotti, Via Cavour, 67 – 01100 Viterbo (VT)

Tel.: +39 0761 223674

E-mail: [mctuscia@gmail.com](mailto:mctuscia@gmail.com)

Website: [www.museodellaceramicadellatuscia.it](http://www.museodellaceramicadellatuscia.it)

## UMBRIA



### THE WROUGHT IRON CRAFTS OF MONTONE

Umbria is famous for the [traditional typography](#), the [ceramics](#), the lute makers, the tablecloths and much more. Our advise is to visit the village of Montone, whose typicality is the wrought iron craftsmanship. The Exhibition of the Ironmongers is held here every two years, bringing together all the artisans of the Upper Tiber Valley. This valley is so beautiful to be nicknamed "The Valley Museum" and Montone itself has been included in the 100 most beautiful villages of

Italy: a visit that you won't regret.

Among the many, we recommend the shop of Gianluca Volonterio: L'INFERNACCIO DEI MASTRI FABBRI, Viale Sant'Albertino – Montone (PG)

IAT, local Tourist information office : Tel. +39 075 8554922

## TOSCANA



### THE CIGARS OF TUSCANY

The history of the Toscano cigar began in the early '800, when the Valtiberina growers fermented by chance the Kentucky tobacco: the result was so successful that soon the cigars began to be produced on a large scale. The particular taste of this type of cigar, today on the market in 25 types, is due to the fact that the tobacco is first wet and then left to dry.

While we wait for the long-hoped Toscano Cigars Museum, it is possible to book a guided tour into the Lucca factories.

Address: Via E. Mattei, 780 – Loc. Mugnano, 55100 Lucca (LU)

Tel.: +39 058 34391

E-mail: [info@toscanoitalia.it](mailto:info@toscanoitalia.it)

Website: [www.manifatturesigarotoscano.it](http://www.manifatturesigarotoscano.it)