



**Regione Umbria**



**CLAY**

**Interreg Europe**



European Union  
European Regional  
Development Fund



**CTCV – Technological Centre  
for Ceramics and Glass**

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Kick Off Meeting / 27 - 29 June, 2018 / Assisi Italy

# CLAY - Cross Sector support for Innovative and Competitive artistic Ceramic SMEs

## Objetivos

### Parceiros:



Regione Umbria



Bolj - Gorj - Metković - Ott - Valcea



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REGIONAL COUNCIL OF SOUTH-CENTRAL FINLAND



O projeto CLAY visa apoiar o setor cerâmico, dando enfoque às novas tecnologias, fortalecendo marcas e desenvolvendo novos serviços para manter as vantagens competitivas e enfrentar o desafio da globalização.

O seu principal objetivo é mostrar que o produto, o processo de design e a inovação podem manter a tradição e a modernidade visíveis e competitivas no mundo de hoje. O objetivo geral é garantir que os instrumentos de política sejam adaptados no sentido de apoiar um setor tradicional importante - cerâmico - que contribui para a competitividade e o emprego na Europa e na Região Centro de Portugal em particular.

**Web address:** <https://www.interregeurope.eu/clay/>

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## Contexto

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A cerâmica artística representa uma parte central da tradição europeia, composta principalmente por micro e pequenas empresas que foram afetadas pela crise económica e por uma concorrência desleal.

Para o setor cerâmico, a globalização representa um desafio mas também uma oportunidade. Neste sentido, o setor, apoiado por políticas públicas, precisa de melhorar a forma como concebe e desenvolve novos produtos, processos e serviços, em sintonia com as recentes evoluções no sentido da fabricação avançada.

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Consórcio:

Itália - Região de Umbria - *Regional Government of Umbria* – (Parceiro Líder)



Espanha - AeuCC - Agrupaciòn Europea de Cooperaciòn Territorial Ciudades de la Ceramica, AECT limitada - European Grouping of Territorial Cooperation Cities of Ceramic (Parceiro Consultor)



Roménia - ADRSV - Agentia pentru Dezvoltare Regionala Sud Vest Oltenia - Regional Development Agency South West Oltenia



Finlândia - Etelä-Pohjanmaan liitto - Regional Council of Sout Ostrobothnia



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Portugal – CTCV - Centro Tecnológico da Cerâmica e do Vidro



França - Association pour le développement et la promotion du pôle européen de la céramique

## Fotos da 1º Reunião:

PORTUGAL

Parceiro:

CTCV / Regina Santos

Stakeholder convidado pelo CTCV:

CCDRC / Lídia Martins



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Stakeholder convidado pelo  
Advisory Partner:

Associação Portuguesa das Cidades e  
Vilas Cerâmicas / José Luiz Silva

<http://www.cm-mafra.pt/pt/municipio/cultura/associacao-portuguesa-de-cidades-e-vilas-ceramicas>







Parceiras Italianas

Parceiras Francesas

Stakeholders e especialistas

Parceiras Finlandesas

Portuguesas

Parceiras Romenas



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ADR SV OL TENIA  
Boj - Gorj - Medvednja - Ott - Valca



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ETELÄ-POHJANMAAN LIITTO  
REGIONAL COUNCIL OF SOUTH-CENTRAL FINLAND

PÔLE EUROPÉEN DE LA  
Céramique

# Fotos:

## – Umbria Regional Government

Emanuela Bossi presented a lantern candle holder, representing the renowned *muffola* technique: a unique kiln firing method, particularly suitable for producing metallic lustres. The



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# Fotos:

## Regional Development Agency South West Oltenia

Cristina Mihalschi presents the Region, which is the most important in Romania for ceramics crafts and creations.

Ceramic tradition in the Region is characterised by a strong traditional component and by a mix of material and spiritual culture, where Daco-Roman, Byzantine, South Slavic, Eastern and Western influences merge. This results in a mix of pottery techniques, but also of colours and shapes, as shown by the ceramic pieces presented to partners.



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## Regional Council of South Ostrobothnia

Hanna Hangasluoma and Pia Kattelus described the regional context starting from the practical ceramics of Päivi Rintaniemi (<http://amfora.fi/>), a renowned local ceramist producing high quality ceramic pieces for both everyday life and special moments.

Products are made of high quality vitroporcelain and are described with the words “Beauty, Joy and Functionality”.



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Regina Santos presented the strong traditional and **social component** of the ceramic sector in Portugal, starting from *Zé Povinho*. These earthenware pieces date back to late XIX century and are still popular also at present: they represent a satirical character, criticising political and elitist fringes of society.



Next to *Zé Povinho*, Ms. Santos also presented Vista Alegre Atlantis art pieces. These are chinaware pieces with very detailed hand painted decorations on a biscuit base. Differently from the first piece, this one is a refined item, where the **artistic component** is the key element.

The two pieces are emblematic of the ceramic sector in the region, with everyday life ceramic objects and high quality artistic items being equally popular.



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## – Pôle Céramique

Florine Boulle introduced the Nouvelle Aquitaine context by presenting two emblematic pieces: a ceramic bench and a ceramic ring.

The two pieces are emblematic of the high **innovation** component characterising the ceramic sector in the Region, where **synergies** among actors, **cross-fertilisation** and application to different sectors (i.e. ceramics and urban furniture, ceramics and defence, etc.) are strongly encouraged.



The ceramic ring was entirely fabricated with the laser stereolithography technique, an innovative additive manufacturing process developed in Limoges. This process implies construction of the piece layer by layer, using a laser which polymerises a paste composed of photosensitive resin and ceramic. The parts are then subjected to a heat treatment (debinding followed by sintering), which eliminates the resin and densifies the ceramic. This unique technique produces complex shapes, which cannot be produced by any other techniques.



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Figure 9 – “Grand Tour della Ceramica” exhibition with pieces from all the ceramic cities participating in the Italian national association (AiCC)