



STITCHING ADVENTURE IN TUSCANY

Belgrade - Florence
October/November 2024

...is supported by UNESCO, through the **Culture and Creativity for the Western Balkans (CC4WBs)** project, funded by the European Union.

The project is focused on fostering dialogue in the Western Balkans by enhancing the cultural and creative sectors for increased socio-economic impact.



Fondazione
Arte della Seta Lisio
Firenze

Crafting

ART TEXTILE &
INTERIOR DESIGN



Funded by
the European Union



unesco

We are excited to bring
Stitching Adventure in Tuscany
to Florence, a UNESCO city that was inscribed on
the UNESCO World Heritage List on December 17, 1982.

Goal of the Project:

To preserve intangible cultural heritage as an essential part
of identity and to promote its innovative development through
artist mobility from the Western Balkans and knowledge
exchange with EU artists.

Embroidery in the Balkans carries rich symbolism, representing
cultural wealth and identity. Through the inspiring collaboration with
Prof. **Nadia Albertini** from **Paris**, the author and initiator of this project,
and Prof. **Vesna Todorovski** from **Belgrade**, grantee/trainer in mobility,
along with other European cultural professionals, we aim to exchange
best practices for preserving and innovating intangible cultural heritage
as mobile professors/trainers.



Prof. **Nadia Albertini**
author and host, Paris



Prof. **Vesna Todorovski**
trainer in mobility, Belgrade



Funded by
the European Union



unesco

This project aims to transfer traditional embroidery techniques from **Sirogojno**, a village in western Serbia known for its renowned knitted and embroidered wool sweaters. It highlights the story of the golden hands of women who nurtured this brand with love, dedication, and synergy with the designer.

The project features the artwork of UNESCO Lifetime Achievement Award laureate, Serbian designer Mrs. **Dobriła Smiljanic**, who was honored as the best designer by the Italian Fashion Association (AMMA) in 1977.

The **Sirogojno brand**, established in the 1960s by Dobriła, has significant historical, economic and cultural importance, empowering 2,000 women in rural areas to turn their skills into commercial products, exporting up to 50,000 items, including sweaters, scarves, hats, socks, and gloves.

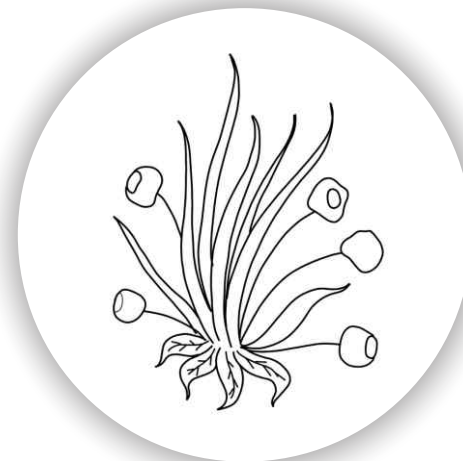


Funded by
the European Union



unesco

By connecting traditional Serbian embroidery with Renaissance motifs of **Sandro Botticelli**, the **Stitching Adventure in Tuscany** project aims to preserve intangible cultural heritage. This initiative enriches community identity and fosters innovative interpretations, celebrating the unique blend of artistic traditions.



Botticelli's floral motive sample



Funded by
the European Union