

# NEWSLETTER 1

ARTFORWARD

<https://artforwarderasmus.eu/>

## THE OFFICIAL PROJECT START

We are pleased to announce that the ARTFORWARD project has officially commenced as part of the Erasmus+ KA220-SCH Cooperation Partnerships in School Education initiative. With the support of the European Commission and national agencies, this project will foster sustainability in the creative industries by integrating sustainable art, architecture, and fashion design into educational curricula.



## ARTFORWARD LOGO CREATION

The ARTFORWARD project logo creation was a collaborative journey led by Professor Adriana Adamo and her students, exploring art, sustainability, and innovation. Through brainstorming and creative discussions, students designed a logo inspired by natural elements and balance, reflecting the project's vision. Their dedication highlights the role of art in promoting sustainability and shaping a more conscious future.



**CHIERICI**  
LICEO ARTISTICO



**DANITACOM**  
Italian Chamber of Commerce  
In Denmark



ARTFORWARD



## KICK-OFF MEETING IN REGGIO EMILIA

On November 14-15, 2024, the ARTFORWARD Erasmus+ KA220-SCH project officially began with a Kick-off Meeting (KoM) in Reggio Emilia, Italy, bringing together two representatives from each partner organization. This two-day event established the project's roadmap, confirming the timeline, coordination roles, budget allocation, monitoring plan, and dissemination strategy.

During the meeting, the consortium finalized the project's logo, website, and social media strategy, launching dissemination activities. Partners also defined quality assurance and evaluation measures, ensuring long-term success. This Kick-off Meeting strengthened international cooperation for sustainability in the creative industries.

Bringing together partners from Italy, France, Denmark, and Türkiye, ARTFORWARD develops learning modules, masterclasses, and hands-on traineeships to equip students with sustainable design skills. Over 24 months, the project includes awareness campaigns, workshops, and knowledge-sharing events, fostering a greener future in the creative industries. ARTFORWARD fosters sustainability in art, architecture, and fashion design through training, workshops, and awareness campaigns. This 24-month collaboration promotes eco-friendly practices and strengthens international partnerships.







## ARTFORWARD PROJECT PARTNERS



Paola PANCIROLI

**LICEO ARTISTICO-ISTITUTO STATALE D'ARTE GAETANO CHIERICI** is an artistic high school in Reggio Emilia, Italy, specializing in design, architecture, figurative arts and multimedia audiovisual studies. The school provides secondary-level education and is structured into four specializations: Fashion Design, Jewelry Design, Furniture Design and Ceramic Design.



TEAM TAP

**THE TOULOUSE LAUTREC SCHOOL OF ARTS AND CRAFTS IN BORDEAUX** offers training in rare or even unique arts and crafts for the Nouvelle-Aquitaine Academic Region, including Upholstery, Fashion, Media, and Visual Merchandising. The recently rebranded Upholstery section, titled "Furniture and Scenography: Eco-Responsible Approach," is part of the ARTFORWARD project. This designation enables action to reduce and offset environmental impacts in the field of creation.



Veronica GALLO

**DANITACOM (Det dansk-italienske Handelskammer i Danmark)** is a business network organization based in Copenhagen, supporting trade, investment and cultural exchange between Italy and Denmark. It provides consulting services, business matchmaking, and project management in various sectors, including sustainability, innovation and creative industries.



Dr. Fitnat TAVACI

**CAPPADOCIA EDUCATION AND RESEARCH ASSOCIATION (CERA)** is a non-governmental organization based in Nevşehir, the Cappadocia region of Türkiye, dedicated to education, sustainability and cultural heritage preservation. It focuses on research, training, national and international collaboration in areas such as green skills, creative industries and digital innovation.



## ARTFORWARD PROJECT BRIEFING

**Programme:** Erasmus+

**Action Type:** KA220-SCH – Cooperation partnerships in school education

**Project Title:** ARTFORWARD: Artistic Training for a Sustainable Future with Opportunities, Resources, and Development

**Project Acronym:** ARTFORWARD

**Project Duration:** 24 Months

**Project Start Date:** 01/09/2024

**Project End Date:** 31/08/2026

The ARTFORWARD project aims to foster sustainability in the creative industries by providing secondary school students with education and practical experience in sustainable art, architecture and fashion design. Through innovative learning modules, partnerships with sustainable businesses, awareness campaigns, and digital tools, ARTFORWARD will empower students to become leaders in sustainable creativity. ARTFORWARD will contribute to a greener, more innovative future for the society as a whole.

*The project has been coordinated by Liceo Artistico Chierici from Reggio Emilia (Italy), in partnership with other European partners from France, Denmark and Türkiye, is expected to contribute to local, regional, national and international stakeholders with a great exchange of experiences and outcomes.*



Italy – Reggio Emilia

France – Bordeaux

Denmark – Copenhagen

Türkiye – Nevşehir

The project will implement the following activities:

- 1) Development of educational modules on sustainable art, architecture and fashion design;
- 2) Masterclass academy with sustainable start-ups, enterprises and innovation hubs in the creative industries;
- 3) Traineeships and internships for students in sustainable businesses;
- 4) Awareness campaigns activities, including workshops, seminars, conferences, to educate the public about sustainable practices in art, architecture and fashion design.

