

orografie - **EDIT NAPOLI**  
**emersivi**

**Storytelling  
and illustration Workshop  
on amphibious design  
Naples /// 28, 29, 30, 31 October 2021**

A place of experimentation and innovation aimed at young graduates. EMERSIVI is Orografie's land where to sow and collect the vision of designers, copywriters, illustrators and graphic designers entering the professional world. The new generations of designers and storytellers will be accompanied and involved in this platform, where the training becomes a prerequisite for business culture.

Orografie and EDIT Napoli 2021 come together again in this new edition to launch a new storytelling and illustration workshop on "amphibious" design - the design that investigates contemporary functions and their multiple usability.

The studio days in Naples will enable the selection of very young illustrators and storytellers, who, along with their works, will enter the larger story of the "new living rituals" by Orografie.

The EMERSIVI workshop was born from the encounter between an editorial and author design fair such as EDIT Napoli and Orografie, a brand founded by Giorgia Bartolini and her art director Vincenzo Castellana.

Etna and Vesuvius meet in a path of creativity and design.

During the workshop, the participants will be requested to contribute to the development of new stories and illustrations that outline the features of new future scenarios in line with Orografie's thinking.

New actions, behaviours and rituals that will progress into a new and definitive hybrid dimension.

Participation is restricted to a maximum of 25 candidates (consisting of illustrators and narrators) who will be selected through an Open Call.

Candidates, including undergraduates and recent graduates, may come from universities and academies in which the study programmes have developed the different attitudes: writing and illustration.

The deadline for the submission of the application form is by midnight on Friday 22 October 2021. The formal request must be sent to [info@orografie.com](mailto:info@orografie.com)

The workshop will be held from 28th to 31st October 2021 within the San Domenico Maggiore complex in Naples.

The aspiring participants in the Orografie /// EDIT Naples workshop must read the terms and conditions of the Open Call and send all details and documents required in the regulations.

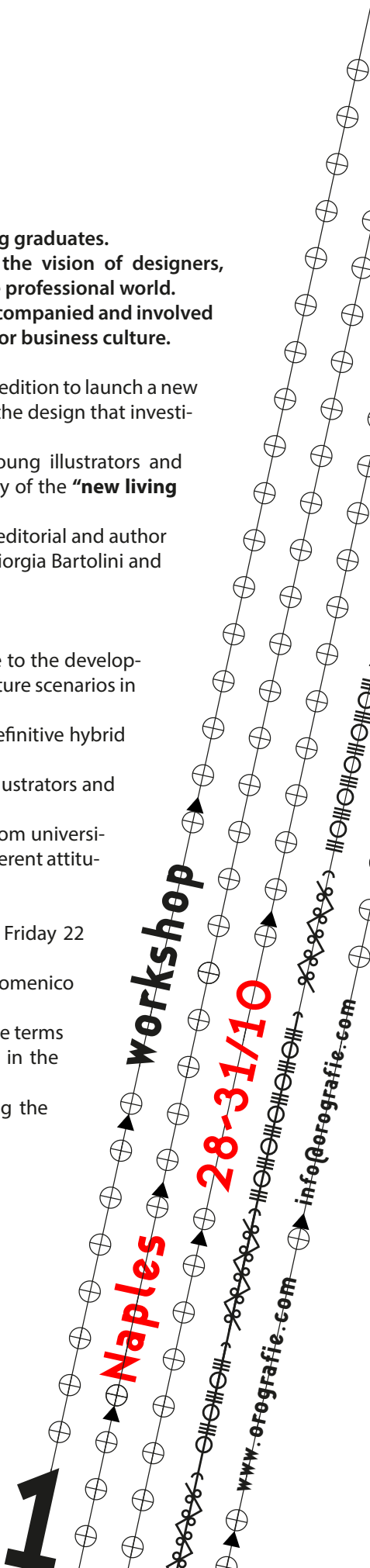
A certificate of attendance will be issued at the end of the workshop, certifying the participation.

**The workshop tutors will be:**

Paolo Casicci, for the copywriting area  
Angelo Ruta, for the illustration area

**The jury consists of:**

Giorgia BARTOLINI, OROGRAFIE founder  
Paolo CASICCI, journalist and copywriter  
Vincenzo CASTELLANA, OROGRAFIE art director  
Domitilla DARDI, curator of EDITNAPOLI  
Emilia PETRUCCELLI, editor of EDITNAPOLI  
Angelo RUTA, illustrator



## BRIEF

The best communities will be the hybrid ones. They will live on digital and analogue relationships. They will meet in a contemporary space that will identify them in the differences.

We have now become amphibious animals, both digital and analog. We need objects that reflect this complex nature. Objects that make us understand which functions we are and what actions represent us.

In every day relations, actions and behaviours will move in a hybrid scenario made up of analog and digital prolusions.

The objects break through a surface, like mountains emerging from the sea, born to allow us to inhabit space, but also to teach us a different way of taking care, a new sensible order.

The designers of Orografie have observed the spontaneous use we sometimes make of furnishings, when we rediscover ourselves as builders of our own means. Thus, new things have been designed that allow the performing of previously inexistent functions, now indispensable; shapes not always referable to already known categories, yet resemble us; daily friends who help us and who, above all, make us feel good.

During the design storytelling workshop, EMERSIVI, the storytellers - i.e. the writers (copy) and the illustrators - will have to narrate Orografie, the new world of possible future scenarios.

Copywriters will do this by writing a short story (approximately 8,000 characters) outlining the future scenario of new inhabiting rituals.

The story, which can be distinguished by one of the most recurring genres (adventure, science fiction, love ...), will develop around the keywords: hybrid community, analog / digital, amphibious design, new rituals.

An "amphibian" object from the Orografie collection will be assigned to each illustrator, who will have to narrate its possible, but also unexpected and irreverent, uses in their own personal way and style.

The illustrators will be able to contextualize the object in everyday life or decontextualize it by bringing it into third-party scenarios.

### Keywords

#### Functions

Starting again from functions and not from forms to generate a different approach to needs, fulfilled in a physical and psychological dimension.

#### Observe

Pay attention to the misuse that users make of things - perhaps when they are lost in thought - to understand a necessity that can turn into a design seed.

#### Care

Giving care and dedication to furnishings and objects around us, as if they were living beings. In ancient times, animism was the manifestation of this relationship, which meant respect for the context and therefore also for those who act in it.

#### Preserve

Conceiving objects that need to be preserved and maintained, handed down and not abruptly replaced. Pursuing slow design, which means not programming the obsolescence of things, but rather their duration and their healthy aging over time.

#### Quality

The quality of the design forms, construction details and raw materials are the best guarantee of permanence we have.

#### New Rituals

Gestures and movements are at the basis of the functional form. Not only physical actions, but rituals that mark our time, day by day, making a sense of continuity.

#### Portraits

Personal objects that can be the portrait of one or more recipients: for Orografie, one should not design in an impersonal way, but by dedicating a thought to someone. Designing is always a personifying and personalized act.

#### Amphibious design

It is the project that lives in both an analog and digital space, creating a hybrid community of objects and users.

Workshop

Naples 28-31/10

www.oroografie.com  
info@oroografie.com

## REGULATIONS

Registration for the EMERSIVI workshop of Orografie and EDIT Napoli implies acceptance of the general terms and conditions listed below.

Participation in the workshop is selective but not onerous. It is aimed at **undergraduates or recent graduates** from the faculties of Design, Architecture, Academies, Literature, History and Philosophy.

The workshop is an intensive program that will take place from 28th to 31st October 2021, every day from 9.00 to 18.00.  
The deadline for submitting the application form is Friday 22 October 2021.

The organization will issue a certificate of participation in the studio to the workshop's participants.

Stationery materials will be borne by Orografie. Each participant must bring their own laptop. Living expenses (board and accommodation) and travel expenses for commuter students are not borne by the organization.

Lists of the facilities affiliated with EDIT Napoli will be available.

At the end of the workshop, on Sunday 31st October 2021, the jury will select the stories and illustrations that will automatically enter the new dedicated communication campaign, which will start within the first half of 2022. The winners will be structured pro-tempore in the communication team with a regular contract for the performance carried out within the team.

By participating in the workshop, all members assign the exclusive rights of use to Orografie, which is committed, as of now, to the authorial citation of the works, stories and illustrations.

### Insurance

The organization has a civil liability insurance policy that covers participants exclusively during educational activities.

### Personal data protection

Participants consent to the processing of their personal data in accordance with the provisions of Regulation (EU) 2016/679 of the European Parliament and of the Council of 27/04/2016 and subsequent amendments.

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**DATA AND DOCUMENTS**

to be sent to [info@orografie.com](mailto:info@orografie.com)

**First name** → \_\_\_\_\_  
**Last name** → \_\_\_\_\_  
**Date of birth** → \_\_\_\_\_  
**Address (Street, City, Postcode, Country)** → \_\_\_\_\_  
**E-mail** → \_\_\_\_\_  
**Phone number** → \_\_\_\_\_

**Please attach**

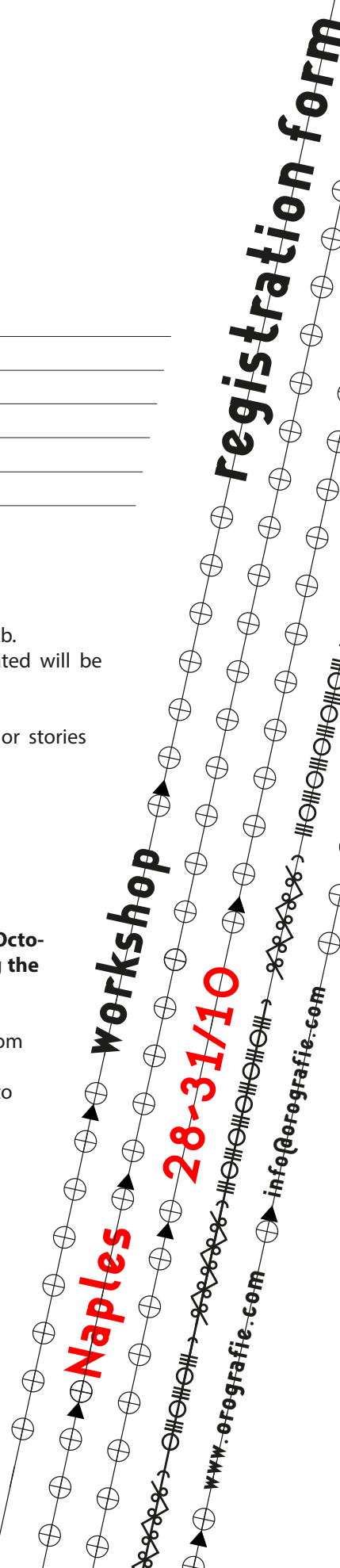
- Curriculum Vitae / CV (.pdf, .rtf, .doc). Maximum size for each file >> 500 kb.  
Warning: files that do not comply with the extensions and sizes indicated will be automatically deleted!
- Portfolio of works relating to your studies or your activity (Illustrations or stories relating to your profile)
- Motivational letter (max 300 words)

The deadline for the submission of the application form is no later than **Friday 22 October 2021**. The selections' results will be published on October **31st 2021**, during the **final day of the workshop**.

Participants will receive an acknowledgement of receipt of the application form from the organization.  
If this confirmation is not received, we invite them to contact the representatives to check for any issues in receiving the application.

**Orografie contact person for EDIT Napoli:**

Irene Tranchina  
[info@orografie.com](mailto:info@orografie.com)  
mobile phone: 347 3891447



**Registration form**