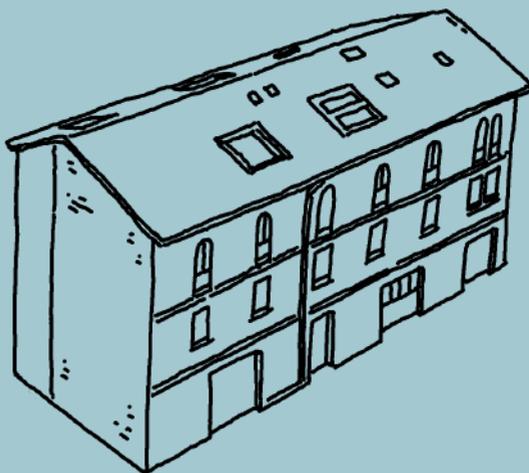


Lottozero

An international center for textile design, art and culture
from 2016



Via Arno, 10
59100 Prato (PO)
Italy

🌐 lottozero.org

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Lottozero is an international center for textile design, art and culture. It operates as a consultancy studio and as a creative hub, and consists of an exhibition area, a shared studio/coworking space and a textile lab.

The work done by the consultancy studio is aimed at designers, artists, brands and institutions, providing services to anyone operating in the world of textiles. The extensive knowledge of Lottozero is complemented by the expertise and production capacity of the Prato textile district and by a widespread and reliable network of excellent creatives. The Lottozero in-house textile laboratories allow for constant experimentation, creation and prototyping of new ideas.

The work done in the creative hub is directed primarily at people operating in textiles and fashion. Feedback, tutorship and the possibility to work and exhibit in this environment is provided. The development of emerging talents and brands is supported through residencies and by facilitating the exchange and collaboration with the traditional companies of the Prato textile district.



WHERE

Lottozero is located in a former wholesale warehouse in the Macrolotto Zero area in Prato, about 1.5 km from the city center and close to most of the production areas of the city. The necessary renovation works carried out prior to the project's inauguration have maintained the original style of the 1950s and the elements related to the original function of the building. Today, Lottozero includes a textile laboratory equipped with machinery for experimentation and research on textile materials - through manual and industrial craft techniques typical of the Italian sector - a design office, a coworking space, a Kunsthalle and an exhibition space for exhibitions and events.

CONTEXT

Prato is considered one of the largest industrial districts in Italy, the largest textile cluster in Europe and one of the most important areas in the world for the production of yarns and fabrics, consisting of around 7,000 companies in the fashion industry (of which more than 2,000 are strictly textile companies) with a profit of around 2 billion euros through exports.

Textile companies produce fabrics for the apparel industry, for furniture, and for industrial use. Specifically, Lottozero is located in the Macrolotto Zero neighborhood, adjacent to the city center. The area was developed during the economic boom of the city and today has a strong identity linked to the presence of many citizens of Chinese origin and many commercial activities related to textiles. It is an area of the city where problems related to coexistence and social inclusion of different communities are very evident and where important urban regeneration interventions are needed.

LOCATION

Suburban

TYPE OF SPACE

Building

ORIGINAL FUNCTION

Industrial (food warehouse)

YEAR OF CONSTRUCTION

1950s

MAIN HISTORICAL FACTS

1950s: the warehouse is built.

1978: the warehouse is abandoned

2012: the building, which has maintained its original look, is inherited by the Moroder sisters.

2015: the cooperative is founded and the renovation begins.

2016: a crowdfunding campaign is successfully conducted, which allows for the completion of the renovation works and the inauguration of the space.

2017: the Culturability tender is won, which allows the cooperative to invest in the textile laboratory and hire an employee.

2018: inauguration of the textile laboratory, with two open-house days featuring concerts, workshops, exhibitions and talks. Activation of the library, providing a vast assortment of books, texts and magazines on textiles, fashion and design, open to the public for research and consultation.

SURFACE AREA

400 sqm

OWNERSHIP

Private

CONCESSION

Owned by the managing organization

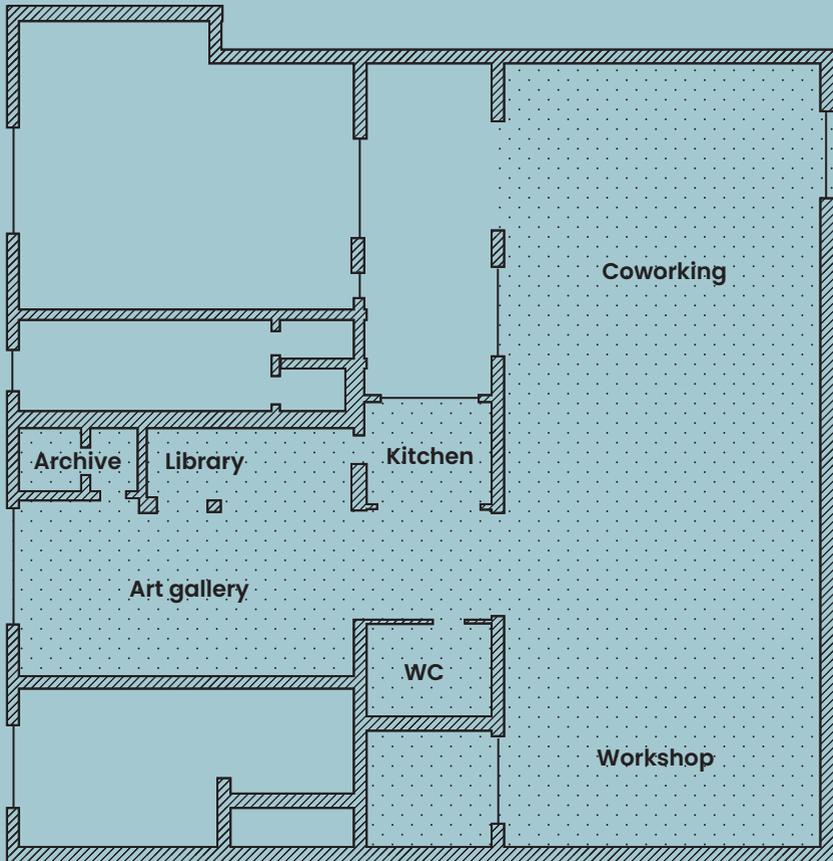
CONDITION BEFORE ACTIVATION

Unused

COMPOSITION OF THE SPACE

Textile laboratory and fablab
Research, scouting and tutoring office
for young creative talents
Coworking space for artisans, artists
and designers
Kunsthalle (exhibition space and

gallery open to the public to promote
access to textile culture)
Communal kitchen
Garden
Library



WHEN

TIME OF DAY USED

Morning 7am - 1pm 35%
Afternoon ... 1pm - 7pm 40%
Evening 7pm - 1am 25%
Night 1am - 7am 0%

Workdays: 95%
Weekends: 5%

Winter: 30%
Spring: 30%
Summer: 10%
Autumn: 30%

OPENING HOURS

9:30am - 1pm / 2pm - 6:30pm
Open upon request

AVERAGE USERS PER DAY

15

WHAT

The operational center of Lottozero is the textile laboratory, an open working space intended for technical and artistic experimentation, for the development of prototypes and projects, for the production of handcrafted limited quantities and unique pieces, but also for training and workshops, for the production of works of art, and as an operational space to support creative art and design residencies.

SURFACE IN USE

400 sqm

THEMATIC AREAS

Commercial
Culture and arts
Design and crafts
Entrepreneurship
Production and crafts
Training and education
Research

Exhibitions, residencies with artists, creatives and designers, workshops and

seminars on textile design, on the use of recycled materials, on traditional and experimental printing techniques, on creativity, on textile art, as well as seminars held by local and international experts and professionals at the headquarters of Lottozero.

The activities are developed in collaboration with other local, national and international organizations, and are intended for local and international designers, creatives and students.

CULTURAL PRODUCTION

Art residencies and design projects on textiles
Music and sound
Exhibitions
Performances

USER DEMOGRAPHIC

Young people
Citizens
Artists and creatives
Professionals
Companies
Local associations
Other: amateurs, school teachers and students, designers, people interested in urban regeneration or creative hubs

COLLABORATIONS

Artists and creatives
Professionals
Companies
Other cultural centers

Cultural institutions:

Museion – Museum of Modern and Contemporary Art of Bozen, Luigi Pecci Center for Contemporary Art, Prato Textile Museum, PECCI, Villa Romana (Florence)

NETWORK

In recent years Lottozero has established collaborations with contemporary art museums, cultural institutions and associations, which have led to the development and realization of exhibition projects, performances and

concerts, organized both inside the Kunsthalle and in other contexts.

Local: Legacoop, CNA (associations representing the world of crafts and cooperatives)

Regional: informal network of reactivated spaces in Tuscany

National: Lo Stato dei Luoghi

International: European Creative Hubs Network is without a doubt the most interesting network from the point of view of shared projects, creation of funding opportunities, exchange of information etc.

WHO

The Lottozero project was born from the intuition of Arianna and Tessa Moroder and today it is a non profit cooperative society with several members, and foresees the gradual growth of the number of members who share its mission.

COMPOSITION

Single group

MANAGING ORGANIZATION(S)

1. Lottozero (Social cooperative, 2014)

PEOPLE INVOLVED IN THE MANAGEMENT

2 full-time employee members

2 freelance members

People taking part in the Erasmus for Young Entrepreneurs program

HOW

NATURE OF THE INITIATIVE

Bottom-up

TYPE OF MANAGEMENT

Horizontal

ECONOMIC SUSTAINABILITY

70% Commercial activities

20% Public grants

10% Rental income

TYPE OF ACTIVITIES

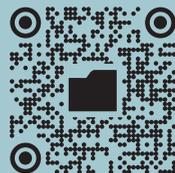
20% Free

80% Paid

Focus on the cultural production

“Make it here” Residency

Creative residency dedicated to independent designers/brands working in the field of sustainable fashion, aimed at presenting the textile district of Prato and its production processes in order to develop innovative design solutions and high-quality sustainable products. Project conceived by Lottozero in the context of the Fashion Revolution movement, with the technical partnership of the textile company Beste.



LOTTOZERO

texti



le laboratories





How did your story begin?

The space that houses Lottozero is a former food warehouse built in the 1950s by our maternal grandfather, who emigrated from Sicily at the age of 12-13. He had not even attended middle school when he arrived in Tuscany before the war, in which he fought, and soon after he founded a company dealing in wholesale food distribution. He would cross the Apennines equipped with a simple cart to reach Bologna where he would buy products and then return loaded with goods to sell.

“Lottozero cannot disregard its values that permeate every single project: collective vision, inclusion, sharing, quality, openness, economic and environmental sustainability.”

In this warehouse he mainly kept drinks. We must however imagine that at that time the area was not urbanized, but as the name Prato illustrates, an expanse of fields.

Our grandfather died at 63 and the space was left empty for almost 40 years. Tessa and I didn't know anything about it, since we grew up in Bolzano

and went to university in Milan. Unfortunately, our mother too died at 63, the same age as our grandfather, so we inherited this building and came here to see it and understand what to do with it. During our visit, we saw that there were a lot of things to do, and the space needed major renovations. I'm a textile designer and Tessa studied economics, but she's always worked in business and in creative and cultural enterprises, so we mixed the two fields to develop this project. I already had a full-time job, while Tessa moved to Prato in 2015 when we started the renovation, and finally, in October 2016, the space opened with the event “Inside Lottozero”, attended by more than 2,000 people. 130 guests were lucky enough to continue the party by sleeping inside Lottozero!

Is there a practice or value that represents you and you think may be an inspiration to others?

Lottozero cannot disregard its values that permeate every single project: collective vision, inclusion, sharing, quality, openness, economic and environmental sustainability. In Lottozero's view, sustainability is the opposite of a trend; in fact, we see it as a long-term vision, which should pervade all aspects of a company's life, causing a radical (re)evaluation of its goals and values and inducing structural changes. For this reason we created Directory Lottozero, an online map that includes around 100 designers, artisans and sustainable brands, selected because of the high value of their projects: brands offering innovative and sustainable solutions in terms of materials, processes, business models and customer experience, which make them a catalyst for change and a revolutionary force for the fashion and retail system. For this project Lottozero developed sustainability criteria, based on the whole product life cycle, from its conception to its use and disposal, highlighting how the work of a designer implies the analysis of all factors connected to the design issue in relation to a given context, and not only the form or function of an object. The fashion industry has an enormous impact on the inhabitants and resources of the planet. As of today, it is the second most polluting industry in the world. A “sustainable fashion item” is a garment produced with awareness of its impact, at every stage of the value chain, and with respect for the environment and people.

Directory was designed to facilitate exchanges and relationships within the Lottozero community, to offer everyone concrete and immediate alternatives to fast fashion and to bring as many people as possible closer to responsible consumption, making this choice a habit rather than an exception.

What is the secret ingredient that makes your story unique?

In 2017 Lottozero initiated its operation as a design studio, offering services in the fields of textile design, including technical aspects, research and development, prototyping, sampling and product management. It is an open design office that leverages on the knowledge of the internal team, of a network of external experts in the textile sector, and of the numerous companies in the Prato textile district for the research of materials, the development of prototypes and production, drawing on a rich background of know-how and varied experiences. Since 2014, Lottozero has built a strong community of 300 designers and artists with whom it is constantly in contact and involved in experimental, commercial and educational projects. We research, visit universities, fairs, research centers and creative centers all over Europe, offering networking opportunities and active involvement. This allows us to stay up to date, foster relationships and exchange knowledge with each other, thus contributing to innovation in and defense of the textile culture. A key element of our work with the designer community consists of supporting their growth and promoting their work. We have specifically created an online store, a hybrid space that is simultaneously a gallery and a real store for displaying projects, ideas and objects that we consider valuable and innovative, from an aesthetic, conceptual and procedural point of view. We create synergies to embark on a lasting path and forge links over time that can enrich and benefit both parties. We are looking for partners and sponsors who share our values: close attention to quality, innovation of the product and specialized know-how. Each partner contributes in a concrete, active and lasting way through technical support, supply of materials, machinery, furniture or tools and by providing their time and expertise.

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Interview with: Arianna Moroder

Did you know?

Lottozero Store offers a selection of products and works from the designers, artisans and artists forming part of the Lottozero network. It is a platform and showroom for emerging designers and young talents, but more than anything, a space where it is possible to discover and purchase very unique and original high-quality handcrafted products.

