

## INNOVATION JOURNEY

Giulia Marzaro is the founder and manager of Cilento Lab, an artistic lab located in Orria, a small remote rural village in the Cilento National Park, Campania.

Giulia was born and lived for many years in Venice. Passionate about jewellery design, she attended a School of Arts and Crafts specialising in jewellery making, and then lived and work abroad. When she returned to Italy, she continued her artistic craftsmanship and deepened her ceramic techniques. Due to the Covid pandemic, she decided to return to her grandparents' village in South of Italy, where her mother had recently moved and where she had met her partner. In 2021, she opened CilentoLab, accessing a public grant.



Cilento Lab is not only her creative lab where she makes ceramic products such as glasses, mugs, bowls, jewellery, etc., but it is also a place where she organizes, with the help of her mother, creative

workshops, especially for tourists. In particular, she organizes aperitifs and dinners during which people can create and paint small ceramic objects. She has organized a calendar of events, available on her website, where people can book in advance the different experiences offered. Giulia has also started to organize private events on request. She sells her products also online and at local markets.



## THE INNOVATION IMPACT

Giulia is challenging patriarchal social norms that are prevalent in the area, by demonstrating how a young woman can manage a successful creative business in a remote rural area by herself.

The increasing numbers of tourists who attend her workshops discover the beauty of this village. In this way Giulia is also contributing to local rural development.

## USEFUL LINKS

<https://cilentolab.com/>  
<https://www.facebook.com/CilentoLab.Orria>  
<https://www.instagram.com/cilentolab/?hl=it>