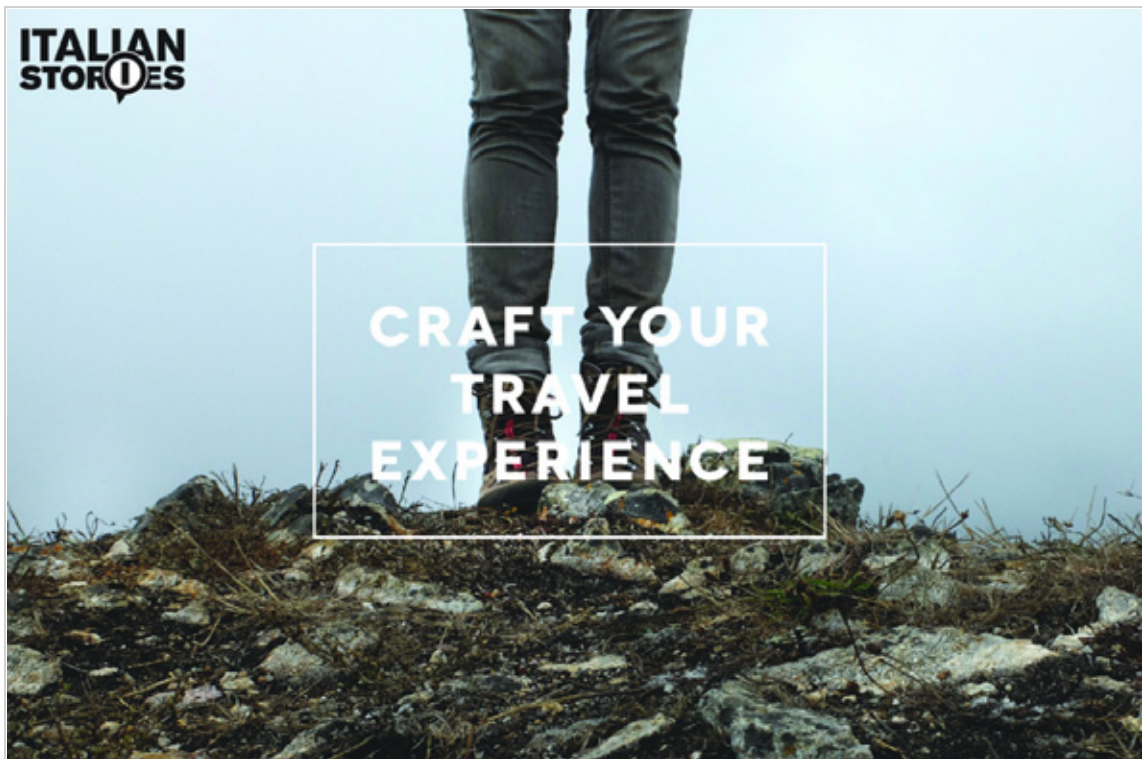


OG VENICE ITALY TRAVEL GUIDE

***Italian Stories*: "you don't go visit a land, you live it."**

This is a guest post authored by the startup team at Italian Stories including quotes from their founders, Eleonora Odorizzi and Andrea Misericocchi. Italian Stories is a travel experience platform that connects travelers with skilled Italian artisans who offer hands-on workshops, demonstrations and tours. This is a new kind of travel opportunity that enables tourists to connect with Italian artisans face-to-face, on a personal level, and gives artisans the chance to share their skills and passions directly with visitors. OG Venice Travel Guide loves the concept behind Italian Stories, not just because they work with some Venetian artisans whom we know to be amazing people, but because they give us all a chance at recapturing the lost miracle of interpersonal and intercultural travel. When all is said and done, no matter what we buy in Italy, what can we really keep forever except our Italian stories?



why Italian Stories?

Maybe you've never visited Italy and want to discover it in a very special way, or perhaps, you've been there many times but you want to live it from the inside as the locals do. You want to discover the land, to know the local culture and craft production, to snoop inside of workshops, and have a chat with people who work there. It's wonderful! However, it is not easy for tourists to go and discover the most hidden and fascinating realities of Italy. That's why our founders, Andrea and Eleonora - two architects with a love of craftsmanship - created a means of sharing their discoveries of the most fascinating stories of Italy and making them accessible to everyone. They have invented a new way of traveling in and exploring Italy. Italian Stories, the first online platform that connects travelers to local Italian artisans through authentic experiences, is their creation and their gift to Italy travelers.



The Founders' inspiration

"Because we are very unique designers and people who also love the digital world, we asked ourselves how we could connect travelers seeking authentic and customized experiences with artisans from all regions of Italy. From this inspiration, we created our platform: Italian Stories.

Italian Stories is a user-friendly digital tool that any traveler can take advantage of. Travelers, or anyone who wants to meet the artisans we introduce, can easily book an experience. They start from a basic search for a region or for type of product, and are then able to get into direct contact with those artisans and their world.

On the other side, the artisans or producers create their own proposals for experiences they wish to offer travelers: Visit, Workshop or Full Immersion. "

how Italian stories works:

On ItalianStories.it (<http://www.italianstories.it/en/home>), visitors can choose from among many different adventures. There are:

- Visits: Guided tours lead by the craftsman into their workshops including an explanation of their production process.
- Workshops: Hands-on experiences with the craftsmen inside of their laboratories, where you too can learn and practice the traditional skills of talented local artisans.
- Specials: Guided tours lead by local craftsman through which you can discover the land they belong to that inspires their beautiful work.
- Customized Experiences: Looking for something particular? Just ask!

Visit the ItalianStories Facebook page to catch a glimpse of the beautiful world of Italian craftsmanship, narrated in pictures of artisans and their work spaces. It's a visual adventure that takes you from the goldsmith of Florence to the pipe maker in Bolzano, and to the ancient Venetian craft of the "impiraressa".

meet artisans & earn Their stories



"because you don't go visit a land, you live it"

For those who've never heard of it, "impiraressa" is an art, now almost extinct, that was practiced by thousands of Venetian women for several centuries. Factories that produced Murano glass beads, "perle", gave these pearls to young women who threaded them to adorn clothing and create necklaces, earrings and other accessories. This historic craft was practiced outdoors in Venice, in front of the doors of the council house, up until the 1970's. Today it is a rare calling. Marisa Convento, a Venetian artisan who works with Italian Stories, is an impiraressa. (<http://www.italianstories.it/en/user/37/marisa>) She can teach you about this wonderful detailed work and introduce you to a hidden, secret Venice. Italian Stories makes it possible for travelers to rediscover nearly-forgotten crafts like Marisa's. But, that is not all.

The objective of Italian Stories is not only to preserve the knowledge and the craftsman's knowhow, but also to create a new relationship between manufacturing, craftsmanship and tourism. Meeting and working with Italian craftsmen has a social and recreational value centered around face-to-face meetings between real people. Thus, the focus is not on mere objects, it is on the process of creation and meeting the creators. To visit the workshop with the artisan, to hear his story from his own lips, to see with your own eyes how the creations for which Italian manufacturing is famed are made, this is a wonderful experience that should not be missed. It is a new way to experience travel which, thanks to the use of technology, allows us to facilitate direct relationships between travelers and craftsman. The founders of Italian Stories see this as natural result of embracing the new travel trends of the "sharing economy" and "slow travel".

ITALIAN STORIES IS A NATURAL CONSEQUENCE OF OUR PASSION FOR TRAVELLING THROUGH THE MOST HIDDEN STORIES, IN ORDER TO DISCOVER UNIQUE HANDICRAFT LABS AND TELL YOU ABOUT THE PEOPLE BEHIND THEM.

We believe that the most amazing stories arise from connections, from trust, from beauty and from sharing the knowledge.

We believe that every artisan hides a little piece of Italy in his own workshop. The same little piece that he puts in any of his creations. A little secret that we'd love to tell. And let you live it.

Because the main character of this story it's you, who wants to go exploring Italy through unique experiences.

And it is the artisan, who wants to spread the knowledge to those who want to learn.

And it is the territory that will let you meet each other.

BECAUSE YOU DON'T GO VISIT A LAND, YOU LIVE IT.

follow them in the process of creation than it is to buy the resulting object. Moreover, they may underestimate the appeal of their knowledge, even if they themselves are pleased to share it. "

"Turning your passion into your work, giving shape to ideas with your hands, to see a piece of raw wood become a perfectly smooth object, these are enormous, unequalled rewards." These are the reasons that led the Schio's woodturner, Nicola, to leave his job as an electrical engineer and devote himself to a lifelong passion: Woodworking. (<http://www.italianstories.it/en/user/31/nicola>) Nicola offers a workshop inside of his laboratory during which he demonstrates how he creates objects starting from a raw piece of wood. He then invites guests to continue the experience by having lunch together in a local farmhouse near his workshop.



Unique experiences such as meeting Marissa or Nicola can turn a trip, or just a day, into something memorable. In addition to the emotional dimension – We don't underestimate personal cultural enrichment! - just think of how much more rewarding this is than viewing this type of craftsmanship in museums. You can meet the artist and learn how its done! The admission fee of a museum doesn't give you that.

reach out To Italian stories:

The Italian Stories team is working diligently to offer more, and more diverse, experiences with artisans from all over Italy. You can discover the stories and the experiences that are already available by visiting www.italianstories.it (<http://www.italianstories.it/>). Register for the newsletter to stay up to date as we add new artisans. Follow us on Facebook to post reviews and share this project with your friends. And, don't miss our beautiful images of real Italian craftsmanship and know-how!