

## GOOD PRACTICE

**PROJECT NAME:** MADREPROJECT

**PROJECT IMPLEMENTER:** MILANO CITY HALL AND THE BAKER DAVIDE LONGONI

**WEBSITE:** [https://www.territoireseducatifs09.org/actus\\_initiatives/experimentation-jeunesse-une-nouvelle-porte-ouverte/](https://www.territoireseducatifs09.org/actus_initiatives/experimentation-jeunesse-une-nouvelle-porte-ouverte/)

### PROJECT OBJECTIVES:

MADREPROJECT REPORTED AS A MODEL OF EDUCATION THAT LEADS PEOPLE TO TAKE CARE OF THE ENVIRONMENT IN WHICH THEY WORK AND LIVE. THE BAKER DAVIDE LONGONI - ONE OF THE GREATEST PROTAGONISTS OF THE ITALIAN BAKERY SCENE - WHO HAS REDEVELOPED THE FORMER CHIARAVALLE SCHOOL GYMNASIUM.

THE SPACE NOW HOUSES A TRAINING CENTER THAT WELCOMES EIGHTEEN ASPIRING BAKERS EVERY YEAR AND AN EDUCATIONAL WORKSHOP EQUIPPED TO PRODUCE UP TO ONE HUNDRED KILOS OF BREAD EVERY DAY, SOME OF WHICH IS DISTRIBUTED FREE OF CHARGE TO PEOPLE IN NEED IN THE LOCAL AREA.

THE OBJECTIVES ALSO INCLUDE CONVEYING THE VALUE OF BREAD-MAKING AND AGRICULTURAL PRACTICES, AS WELL AS CREATING A BRIDGE BETWEEN SCHOOLS AND TERRITORIES, NEIGHBORHOODS AND CITIES.

### PROJECT RECIPIENTS:

YOUNG STUDENTS,  
CITIZENS OF  
CHIARAVALLE, PEOPLE IN  
NEED, NATIONAL BAKERS  
AND INSPIRING ONES.

### PROJECT RESULTS:

- A SCHOOL FOR INSPIRING BAKERS WITH SUSTAINABLE PRACTICES AND PRODUCTS A UNIQUE LEARNING PATH REPLICATING THE PROCESS OF DESIGNING A GENERATIVE ENTERPRISE, EXPERIENCING EACH STEP LIVE, ENCOUNTERING OBSTACLES AND NEW STIMULI ALONG THE WAY.
- URBAN REGENERATION PRACTICES IN THE SUBURBS AND INLAND AREAS
- THE PROJECT ACTIVATES AN ANTI-DISCIPLINARY LEARNING COMMUNITY THAT ASSEMBLES INSTITUTIONS, RESEARCH CENTERS, ARTISTS, STUDENTS, GENERATIVE ENTERPRISES AND ACTIVATORS OF SPACES THAT TRANSFORM PLACES.
- A 3-DAY MASTERCLASS IN MILAN'S BREAD VALLEY
- A SERIES OF 3 FREE SUMMER BAKING EVENTS OPEN TO ALL.

## CALENDAR/ACTIVITIES

MADREPROJECT IS A SCHOOL THAT ISSUES A CHALLENGE: TO MAKE A POSITIVE IMPACT ON COMMUNITIES, ONE MUST PUT ONESELF TO THE TEST. MORE THAN HAVING A GOOD IDEA TO REALIZE, ONE SHOULD HAVE AN INTENTION, KNEAD IT WITH OTHER INGREDIENTS AND LET IT RISE, RESULTING IN A SOLUTION.

MADREPROJECT WILL TRAIN THE URBAN INNOVATORS OF THE FUTURE: THEY COULD BE BAKERS CAPABLE OF OPENING A BREAD SHOP THAT IS ALSO A COMMUNITY CENTER; OR PLANNERS, AWARE THAT PLANNING MEANS 'PUTTING YOUR HANDS IN THE DOUGH', BECAUSE DESIGN IS ALWAYS ALSO MAKING; OR A FIGURE OF A 'REFLEXIVE ACTIVIST', WHICH NO UNIVERSITY MASTER'S DEGREE CAN TRAIN.



## DETERMINE FACTORS

THE MADREPROJECT SCHOOL IS ALSO AIMED AT THOSE PROFESSIONALS WITH ESTABLISHED BUSINESSES WHO WISH TO QUESTION THEIR BUSINESS MODEL IN ORDER TO GENERATE POSITIVE IMPACT IN THE PLACES WHERE THEY LIVE AND WORK BY BUILDING NEW NETWORKS AND RELATIONSHIPS OR BY IMPROVING THEIR TRAINING: FROM UNDERSTANDING THE INDISSOLUBLE RELATIONSHIP BETWEEN PRODUCTION, IMPACT, SUSTAINABILITY AND COMMUNITY TO PROJECT MANAGEMENT, FROM PROJECT DESIGN TO IMPLEMENTATION.

## BUSINESS MODELS

THE MADREPROJECT SCHOOL IS ALSO AIMED AT THOSE PROFESSIONALS WITH ESTABLISHED BUSINESSES WHO WISH TO QUESTION THEIR BUSINESS MODEL IN ORDER TO GENERATE POSITIVE IMPACT IN THE PLACES WHERE THEY LIVE AND WORK BY BUILDING NEW NETWORKS AND RELATIONSHIPS OR BY IMPROVING THEIR TRAINING: FROM UNDERSTANDING THE INDISSOLUBLE RELATIONSHIP BETWEEN PRODUCTION, IMPACT, SUSTAINABILITY AND COMMUNITY TO PROJECT MANAGEMENT, FROM PROJECT DESIGN TO IMPLEMENTATION.

## BUSINESS PERSPECTIVE

THE SCHOOL OF MADREPROJECT IS FOR THOSE WHO HAVE REALIZED THAT, IN ORDER TO (RE)PUT THEMSELVES INTO PLAY, THERE IS A NEED FOR A LEARNING PATH, SOMETHING VERY DIFFERENT FROM TRADITIONAL TRAINING PATHS, BUILT ON EXPERIMENTATION COMBINING KNOWLEDGE AND PASSION FOR LIFE, IN A RELATIONSHIP OF CORRESPONDENCE BETWEEN SELF AND OTHER FACTS OF THE WORLD, SUMMONING THE EARTH AS TEACHER.

THE SCHOOL OF MADREPROJECT SEEKS NEW TOOLS TO RECONNECT OUR RELATIONSHIP WITH NATURE, WITH OTHERS AND WITH OUR OWN BODIES.

## SUSTAINABILITY PERSPECTIVE

THE SCHOOL OF MADREPROJECT PROJECTS ITSELF AT THE INTERSECTION OF DIFFERENT PATHS AND NEW AND SUSTAINABLE LIFE PROJECTS AND INTERCEPTS THOSE WHO, MOVED BY A VOCATION, SEEK THE REALIZATION OF THEIR OWN GOAL OF COLLABORATIVE EXISTENCE WITHIN A NATURAL ENVIRONMENT.

IT ADDRESSES THOSE WHO WISH TO CHANGE THEIR OUTLOOK, APPROACH, WAY OF LEARNING AND TO THOSE WHO WANT TO GET INVOLVED BY PUTTING THEIR HANDS TO WORK BY RESPECTING NATURAL PRODUCTS AND FOR A SOCIAL GOAL.

## CULTURAL VALUE

THE SCHOOL OF MADREPROJECT CROSSES DISCIPLINARY BOUNDARIES, BRINGING TOGETHER INNOVATION AND TRADITION, DIFFERENT LOOKS, SUBJECTS AND DIFFERENT APPROACHES: FROM URBAN PLANNING TO BAKING, FROM MANAGEMENT TO PHILOSOPHY, FROM ARTISTIC PRACTICES TO ECOLOGY, EVERY POINT OF VIEW IS TAKEN INTO CONSIDERATION.