

## Our Mission

In the world of lasting objects of beauty, we believe that the creation of value is based on a combination of six essential elements: culture, heritage, excellence, mastery of skill, creativity, and the relationship between the maker of an object and its owner.

The Michelangelo Foundation for Creativity and Craftsmanship is an international, non-profit organisation which seeks to promote this vision by focusing on the two key components of craftsmanship and creativity.

Craftsmanship and the *métiers d'art* of which it is born are in danger. To support these areas and defend our vision of value creation, and to offer a way to contrast the alarming increase of unemployment, inequality and social unrest, the Foundation will work within three principle lines of action: to perpetuate, to communicate, and to deliver creativity and craftsmanship safely into the future.

- Perpetuating the *métiers d'art* will include initiatives to preserve, protect and safeguard the heritage they embody, and to support training, schools and the two-way transmission of knowledge between masters and students. Investing in young generations guarantees a brighter future.
- Communication projects will be developed to spread information widely on these subjects with a view to informing the public, rekindling the esteem associated with the *métiers d'art* and developing a dynamic economy for them. Projects will include the creation of a dedicated website, the production and funding of related publications, the development of specialised networks and the hosting of events. We have to foster a new cultural movement built around these values.
- Delivering the *métiers d'art* safely into the future will be assured by forging a vibrant dialogue between creativity and craftsmanship. The Foundation will support research and innovation in these areas and promote new ways for artisans and designers to work closely together, hand-in-hand. A new Renaissance can thus see the day.

Rooted firmly in a tradition of culture and excellence and in the reality of today's market economies, we are convinced that the success of the mission of the Michelangelo Foundation for Creativity and Craftsmanship must include fundamental openness and collaboration with like-minded individuals, organisations and entities. To this end, we will also pursue strategic partnerships and projects in line with our mission.

Given the impressive history and importance of the *métiers d'art* in Europe, the Foundation's geographic starting point will be Europe with the intention of spreading globally in the future.

*The Founders*

*Franco Cologni & Johann Rupert*