



Interreg



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the European Union

Alpine Space

AlpTextyles

ALPTEXTYLES

INTERTWINING CULTURES

MEDIA KIT

AlpTextyles is an Interreg Alpine Space project that gathers the heritage of Alpine textile ecosystems to develop collaborative business and cultural solutions toward a circular and sustainable textile industry.

JUNE 2025

INTERTWINING CULTURES

SUPPORTED BY THE EUROPEAN UNION THROUGH THE INTERREG ALPINE SPACE PROGRAMME

Useful links

Website

<https://www.alpine-space.eu/project/alptextyles/>

(Note: You can download various project materials under the Resources section)

LinkedIn

<https://www.linkedin.com/showcase/alptextyles>

YouTube

<https://www.youtube.com/@alptextylesproject>

(Note: Pilots and other select content have dedicated Playlists)

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The project

Intertwining cultures

AlpTextyles is **an Interreg Alpine Space project** that begins with intangible cultural heritage as a foundation for future thinking.

Launched in 2022, it **gathers the rich, living traditions of Alpine textile ecosystems** to build a common ground of knowledge and expertise in research, innovation, and education.

The **12 partners** from Austria, France, Germany, Italy, Slovenia, and Switzerland join hands to develop collaborative solutions to tackle climate change and optimize the use of local resources.

Intangible cultural heritage

- UNESCO defines it as *living heritage*, inherited from our ancestors and passed on to our descendants.
- Oral traditions and performing arts
 - Social practices
 - Knowledge and skills related to craftsmanship
- Continuously **reimagined over time**, this heritage **evolves with us**, shaping our connection to nature, community, and culture.

ITA
PATRIMONIO CULTURALE IMMATERIALE

FR
PATRIMOINE CULTUREL IMMATÉRIEL

GER
IMMATERIELLES KULTURERBE

SLO
NESNOVNA KULTURNA DEDIŠČINA



Our collaborative approach

Leveraging Alpine craft and industrial know-how for sustainability

At the heart of AlpTextyles is a clear belief: the past holds the tools to build a more sustainable future.

Drawing from centuries-old textile knowledge rooted in the Alpine region, the project activates and reinterprets local resources—from **native sheep breeds** and **artisanal wool processing** to traditional **dyeing plants** and craft techniques.

Alpine local practices are being revived not as museum pieces, but as the foundation for new circular value chains.

AlpTextyles connects Alpine craft with contemporary innovation, promoting **textile models that are ecologically responsible, socially rooted, and economically viable.**

Key goals:

- Strengthen **cross-border partnerships** between regions and among producers, institutions, and designers
- Promote the **sustainable use of local, natural resources**, including endemic wool and natural dyes
- Foster collaboration **collaboration between agricultural, industrial, and cultural policies**
- Enhance the **image and visibility of Alpine textile products**, positioning them as sustainable and high-quality alternatives
- Encourage **lifestyles rooted in sustainability** and respect for nature



1. Map the status of the industry

AlpTextyles has undertaken a **comprehensive mapping of textile practices** across the Alpine region, both historical and contemporary. This research integrates local knowledge to assess cultural significance, sustainability, and resource utilization, providing a clear overview of heritage, value chains, consumer perceptions, and aesthetics.

Consumer insights. Marketing. Aesthetics. History.

To deep dive the four strands of our research, visit our YouTube page at:

<https://www.youtube.com/playlist?list=PLAgi2-esF-3hOGUzPmlwA3kD3hPn412gB>

or head to our project website (Resources section) at

<https://www.alpine-space.eu/project/alptextyles/>

Research Day | Lyon (FR), March 12, 2024



Focus: Research Day

Research Day was AlpTextyles' first event dedicated to presenting the initial research findings and engaging with target groups through a series of keynote speeches by **experts in the textile industry at the Alpine and international levels, EU representatives, and project partners**, networking breaks, and a dedicated exhibition.

Guest speakers

The turnout was extremely high, with [guest speakers](#) and participants praising the high level of the contents of the day and of the project in general.

New opportunities

Research Day opened new avenues of collaboration on projects and initiatives with several organizations, further expanding AlpTextyles' network and boosting its presence and relevance in the textile conversation at the European level.

- **Collectif tricolor** has asked AlpTextyles to contribute to creating their *Feuille de route nationale pour la structuration des filières laines françaises*.
- **Agenzia Lane d'Italia** has involved AlpTextyles in a series of projects on Italian policy making on the circularity of textile value chains.
- **Slow Food** has invited AlpTextyles to participate at a [panel](#) on wool as a waste product for Terra Madre Salone del Gusto, Turin, in September 2024.



2. Test future-ready solutions

How can heritage shape tomorrow's textile models?

AlpTextyles answered this question through **pilot actions in selected areas** — translating ideas into tangible practices. From Slovenia to Switzerland, each initiative wove together traditional knowledge, sustainability, and contemporary creativity.

Across borders, **AlpTextyles engaged local communities, designers, educators, and producers** in a shared effort to reimagine the future of textiles. The result: a collection of **collaborative experiences** that turn research into living culture.

Flax Brächete | Val Müstair (AT), October 11, 2024



Highlights from our pilots 1/5

Learning & Practice Exchange | Škofja Loka, Slovenia*

Artisan weavers from Valle Camonica visited Škofja Loka to experience its centuries-old textile traditions — hands-on felting, plant-based dyeing, and storytelling rooted in local knowledge.

Brächete Festival | Val Müstair, Austria

At this autumn flax harvest celebration, the Tessanda mill hosted a dialogue between old and new: artisanal techniques met fresh approaches to storytelling and marketing.

The Woolbox of the Alps coming soon

A tactile collection of objects tracing the industrial wool legacy of the Alps, created in collaboration with Fibershed. Natural dye experiments included indigo (*Isatis tinctoria*) and a vibrant yellow from native bark.

*Use of the indigo natural dye developed by AlpTextyles | Škofja Loka (SI), April 5-7, 2024



Highlights from our pilots 2/5

Festa de Lo Pan Ner | Italy & Switzerland

In 2023 and 2024, AlpTextyles joined the communities of Poschiavo and Monno to “break bread” across borders — celebrating shared Alpine food, culture, and textile heritage.

Casa Tomé and Ca'Mon | Poschiavo (CH) and Monno (IT), October 26–27, 2024



A walk alongside a flock of sheep became a platform for reconnecting with pastoral traditions — bringing together craftspeople, shepherds, citizens, and younger generations through stories and wool.



Highlights from our pilots 4/5

Alpine Icon Summer School | Monno, Italy

In September 2024, craftswomen, students, and designers came together to reinterpret Alpine symbols, exploring how heritage can be transformed into new, creative languages through classes and practical know-how.

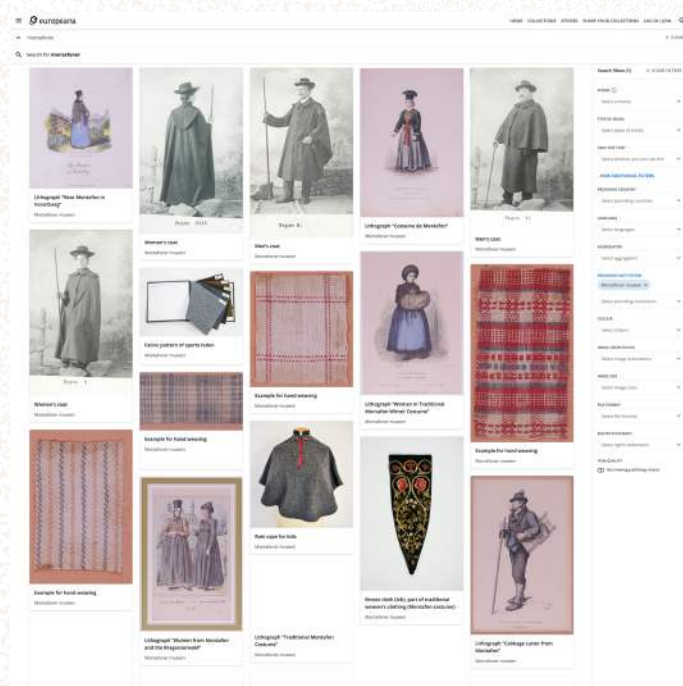


Highlights from our pilots 5/5

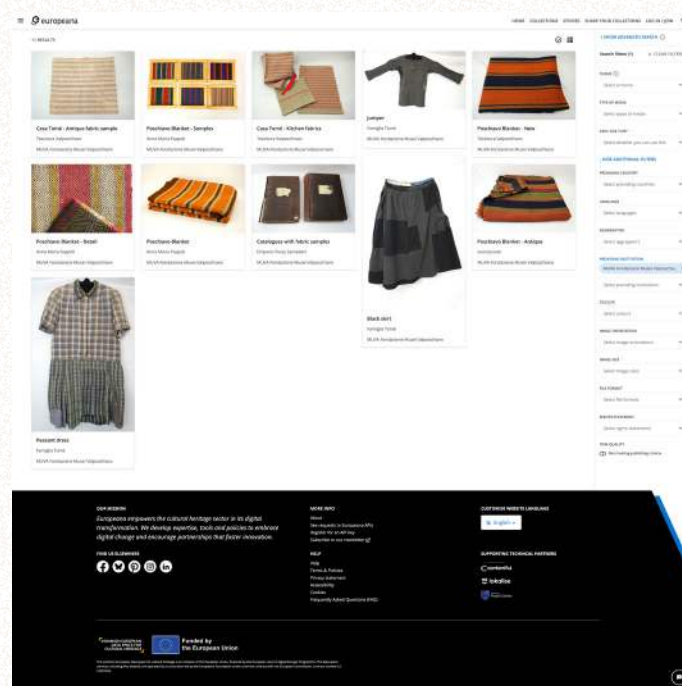
Digital Textile Heritage | EU-wide

Selected textile artifacts from AlpTextyles countries are now online on Europeana.eu, ensuring open access for educators, designers, and researchers.

Montafoner



Poschiavo



3. Transfer our groundwork to the industry

Moving beyond research, AlpTextyles focuses on implementing actionable initiatives. By **connecting communities, professionals, and consumers**, the project aims **to embed circular practices into the broader textile ecosystem**, supporting the transition toward more sustainable, post-carbon lifestyles.

All resources are freely available on our website under the Resources section.

Key outputs coming soon

Orientation guides

Tailored to SMEs and business support organizations, these guides offer strategies to enhance skills in heritage-sensitive communication, product design, and marketing.

Heritage safeguarding toolkits

Practical resources for museums, archives, and cultural institutions to support the documentation, digitization, and transmission of living textile traditions.

Policy brief

A strategic recommendation addressed to public authorities at regional and macro-regional levels, aimed at reinforcing sustainable and culturally rooted textile ecosystems.



AlpTextyles Final Events

Part 1 coming soon

AlpTextyles Project at Milano Unica

“Alpine threads between tradition and innovation”
An immersive journey through Alpine fibers, stories, sustainable and circular future.

July 8–9, 9.30 am – 6.30 pm

July 10, 9 am – 5.00 pm

Fiera Milano, Rho (IT)

At Milano Unica 2025, AlpTextyles presents a stand that is more than a showcase — it’s a landscape to step into. Designed as a multi-sensory journey, the stand invites visitors to explore how Alpine textile traditions are being reimagined for a circular, regenerative future.

To AlpTextyles, heritage is not a memory—it’s a resource. Every material, color, and texture on display reflects years of collaborative research, pilot actions, and community-based innovation across six Alpine countries.



Highlights from the Stand at Milano Unica 1/3

Materials Area – “The Material Roots”

This is where raw materials take center stage: native alpine sheep wools, collected, classified, and narrated through the Library of Alpine Wools. Alongside, artisanal fabrics and natural dye tests showcase a return to ancestral knowledge and the exploration of nature-based fibers. A tactile display invites visitors to rediscover textures, scents, and the natural color variations shaped by the Alpine landscape.

Alpine wool is not just a material—it embodies culture, landscape, biodiversity, and sustainability.

Fashion Area – “Stories woven to wear”

Contemporary garments, developed through collaborations between designers and local textile chains, reveal the ethical and aesthetic potential of alpine wool. Each piece is accompanied by a short story of its creation—from pasture to wardrobe.

The future of fashion lies in rediscovering roots and regenerating local economies.



Highlights from the Stand at Milano Unica 2/3

AlpTextyles Exhibition – “The Project as a Story”

An exhibition printed on textile panels guides visitors through the main work packages of the AlpTextyles project:

- research into local value chains
- consumer insights
- community engagement
- technical innovation and sustainability
- collaborative and experimental design
- cultural dissemination.

The fabric panels become narrative surfaces—evocative and light—consistent with the project’s visual language.

Digital Area – AlpTextyles Metaverse & MOOC Preview

Discover how Alpine textile heritage enters the digital age.

In this space, you can explore the AlpTextyles Metaverse—an immersive virtual world where landscapes, wool, and craft stories are reimagined through interactive experiences.

Alongside, preview the AlpTextyles MOOC: a free, open-access online course designed to share sustainable, circular, and heritage-based practices with students, professionals, and communities.

A bridge between tradition and innovation, expanding access and empowering new generations.



Highlights from the Stand at Milano Unica 3/3

Meeting Zone – “Weaving Connections”

A small welcoming area with printed materials, catalogues, QR codes, seating, and the chance to talk with members of the project team. Designed to encourage exchange with buyers, designers, journalists, and curious visitors.

AlpTextyles activates new alliances between craft and industry to shape a sustainable and circular future rooted in Alpine heritage.

Narrative labels | To be used by artisans and businesses, releasing soon

Telling a story rooted in the values of the Alps, they are a symbol of our collective effort to intertwine new meaningful ways of creating products and living.



AlpTextyles Final Events

Part 2 coming soon

AlpTextyles Conference at Confindustria Moda
“Heritage and innovation for a circular alpine textile ecosystem” *Outlooks, solutions, and alliances for tomorrow’s regional value chains.*

July 11, 8.30 am – 1.30 pm
 Via Alberto Riva Villasanta 3, Milan (IT)

AlpTextyles hosts a series of conversations featuring voices from Alpine SMEs, cultural institutions, policymakers, and youth. These dialogues explore the role of local knowledge and cultural heritage in shaping sustainable innovation within the textile sector.

The focus is on circular practices, heritage safeguarding, and the development of policy recommendations that support resilient, place-based economies. By connecting diverse perspectives, AlpTextyles highlights the value of collaboration across regions and generations.

Roundtable 1

Threads of Change: Climate-Neutral Innovation for Alpine SMEs

Roundtable 2

Weaving the Future: Safeguarding Alpine Textile Heritage

Roundtable 3

Towards Circularity: Policy Tools for a Sustainable Textile Landscape



Other initiatives of 2025

AlpTextyles Community Festival | Valle Camonica, Italy, May 2025 just wrapped up

A three-day festival dedicated to local heritage, textile art, community exchange, and public engagement. Including the Alpine Textile Conversations, a series of talks with industry experts, craftspeople, and institutions, and the second edition of the Cultural Transhumance.

- While we work on the materials of the second edition, you can explore more from 2024 on YouTube and on our Website

AlpTextyles Living Experience | Across Slovenia, August 2025 coming soon

A two-day celebration including a site-specific installation for the Bjen Biennale and a textile workshop on a special train route.

AlpTextyles Business Day | Lyon, France, October 2025 coming soon

Our closing event is dedicated to SMEs, with panels, presentations, and networking opportunities. In collaboration with La Région Auvergne-Rhône-Alpes.



AlpTextyles Digital Spaces

Metaverse preview

The preview is available on our [YouTube](#).

MOOC – Massive Online Open Course preview

You can start discovering the first modules [here](#).

Digitized Collections

[Poschiavo](#) (Switzerland)

[Montafon](#) (Austria)

[ZRC SAZU](#) (Slovenia).



PROJECT PARTNERS



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