



Interreg



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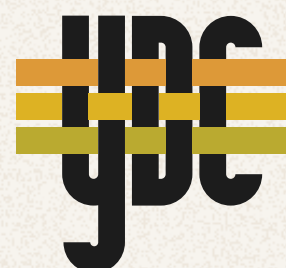
Alpine Space

AlpTextyles

# AlpTextyles Young Designers Collections

INTERTWINING CULTURES

OCTOBER 2025



SCRAPBOOK

## Woven to wear



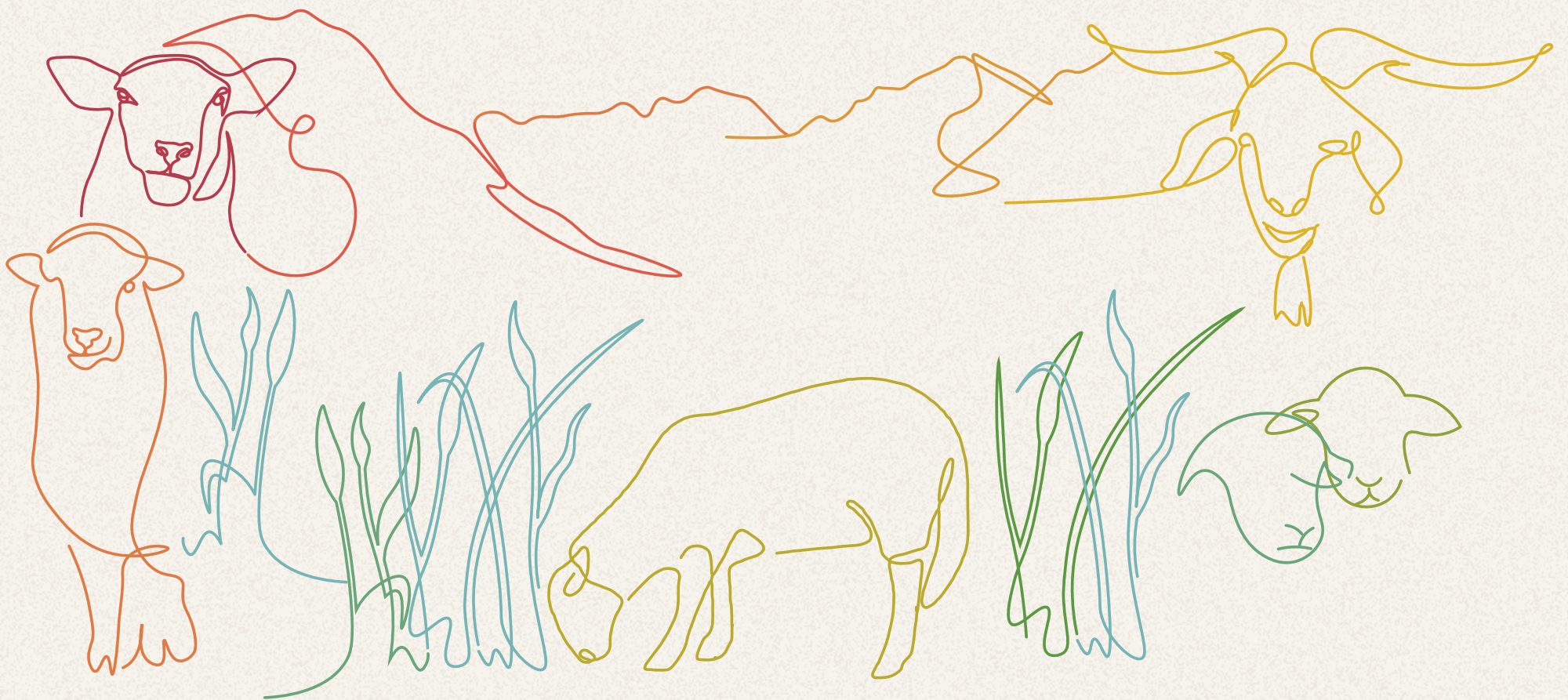
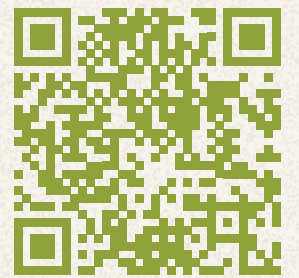
AlpTextyles is an Interreg Alpine Space project that gathers the heritage of Alpine textile ecosystems to develop collaborative business and cultural solutions toward a circular and sustainable textile industry.

SUPPORTED BY THE EUROPEAN UNION THROUGH THE INTERREG ALPINE SPACE PROGRAMME



## AlpTextyles Intertwining cultures

Click for AlpTextyles Presentation  
Video and discover how it all came  
into being, one thread (and mountain  
and Project Partner) at a time.





## The project

AlpTextyles is an Interreg Alpine Space project that draws from intangible cultural heritage as a foundation for future thinking. Kicking off in **2022**, it gathers the living traditions of Alpine textile ecosystems to **build a common ground of knowledge and expertise** in research, innovation, and education.

The twelve 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**.

## The 3 partners who initiated these collections



## The Young Designers Collections

A special series of capsule collections born within the AlpTextyles project. Created by young designers **in collaboration with Alpine communities and artisans** — the custodians of traditional know-how and living heritage — these collections embody a dialogue between past and future.

Through a shared creative methodology, each designer explores, challenges, and reinterprets **centuries-old techniques and local materials** with a contemporary eye. The result is a set of original pieces where innovation meets tradition, and heritage finds new forms of expression.



## Lace & Lineage

### Students of Istituto Marangoni Milano

#### Garments as dialogue: weaving craft, code, and culture.

The pieces first showcased at Milano Unica are the result of a deep exchange between tradition and experimentation. Drawing from the **digital archives** of Polo Poschiavo (CH), ZRC SAZU (SI), and Stand Montafon (AT), students translated the visual and material language of the Alps into contemporary silhouettes. Crafted from a **hand-woven fabric from Tessitura di Valposchiavo developed exclusively for AlpTextyles**, made by blending yarns sourced from various Alpine regions, the garments express the underlying unity across borders and a commitment to sustainable making.

Traditional **Cantù lacework**, created by the Comitato per la Promozione del Merletto – Cantù (Cantù Lace Promotion Committee) in collaboration with designer Marco Fersino Ribeiro Amorim, adds a delicate yet resonant layer, bridging historic craftsmanship with forward-thinking fashion.



Tailoring | The Lab Srl  
Lacework | Comitato per la Promozione del Merletto  
– Cantù

Istituto Marangoni Tutors  
Irene Festa  
Lukas Christ  
Erisa Ibrahimi

Istituto Marangoni Students  
Joao Pedro Anzolin  
Anwita Chirravuri  
Inci Dogan  
Lavinia Mandl  
Giulia Travaglini  
Dana Sofia Trentin  
Cahit Tuna Velioglu

©Photos: Courtesy of Istituto Marangoni





Cantù lacework intertwines with digitally-inspired silhouettes, using versatile handwoven textiles from Tessitura di Valposchiavo developed for AlpTextyles by blending Austrian and Italian yarns — a showcase of cross-border craftsmanship and narrative.



@ AlpTextyles at Milano Unica 2025.



## Coat-turned-knitted dress Shuzo Matsuhashi with Stand Montafon

### Garments as journey: transforming from land to loom.

This garment transforms a structured coat into a fluid knitted dress — a symbolic shift that mirrors **the journey of Montafoner wool itself**: from heritage to reinvention. Designed by Shuzo Matsuhashi, the piece was created using Montafoner Tweed, a textile **developed specifically for AlpTextyles** by blending 50% Montafon Stone Sheep wool with wool from the Vorarlberg-based company Schöller. The fabric is woven in Höchst by Übelhör and spun and washed regionally in Tyrol, Austria — an entirely **Alpine and chemical-free production chain** rooted in sustainability and local craft.

Born in Tokyo and based in France, designer Shuzo Matsuhashi studied Textile Design at Tama Art University (JP) and Fashion Design at the University of Applied Arts Vienna (AT). His practice bridges traditional techniques and contemporary fashion, with recent experience at LOEWE under JW Anderson and the launch of his own brand in 2025.

This piece also **honors the historic Montafoner Loden** — an international staple now revived through a fully regional process using pure Montafon Stone Sheep wool. A nod to tradition, the resilience of local breeds, and the renewed vitality of a textile culture woven into the life of its land and people.



©Photos: Courtesy of Stand Montafon

Design  
Shuzo Matsuhashi

Textile | Montafoner Tweed  
50% Montafon Stone Sheep wool (weft)  
50% Schöller wool, Vorarlberg (warp)

Weaving | Übelhör – Höchst, Vorarlberg (AT)  
Spinning | Ferner – Unternberg, Tyrol (AT)  
Washing | Regensburger – Ötztal, Tyrol (AT)

Doris & Harald “Verner’s”  
Alpine Culinary World (AT)  
[www.verners.at](http://www.verners.at)

Loden production | Kreutner Loden – Hart im  
Zillertal, Tyrol (AT)

Cleaning | Regensburger – Ötztal, Tyrol (AT)

Montafons  
Galgenulerstrasse 37  
6791 St. Gallenkirch, Austria

Martin Mathies | +43 664 5861214  
Peter Kasper | +43 664 5137299  
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[www.montafons.at](http://www.montafons.at)





Crafted from Montafoner Tweed, this masterpiece transforms heritage textile into fluid contemporary fashion. Every stage — spinning, weaving, washing — occurred in the Alps.



@ AlpTextyles at Milano Unica 2025.



# 0

## Bruno Motter with Stand Montafon

### Garments as fabric of place, purpose, design.

0 – Zero begins with a question: what if a garment could be made **waste-and hands-free** but retain the full meaning of its textile? Developed by industrial designer Bruno Motter at FH Joanneum in Graz with the support of Stand Montafon, it explores automation and native wool at the **intersection of industrial design and alpine heritage**.

Central to the project is **Loden**, a traditional felted wool fabric whose unique properties make it **ideal for outerwear** and hands-free assembly. Its compacted surface allows **open seams** while providing insulation, water repellency, and natural odor resistance. Loden transforms necessity into opportunity, turning a durable, functional material into a medium for design innovation.

The project is part of Bruno's bachelor thesis, whose work investigates the connections between material, process, and human experience. Large geometric panels are joined with **a threading system of ropes and straps, transforming assembly into an expressive gesture** and functional constraints into defining design features.

**The garment unfolds like a rhythm of Alpine architecture:** overlapping rectangular panels that move with the body, sheltering and guiding its wearer. Beyond clothing, **0 is wool in motion**, intelligence in structure, care made tangible – a continuous gesture linking body and landscape with craft.

Design  
Bruno Motter

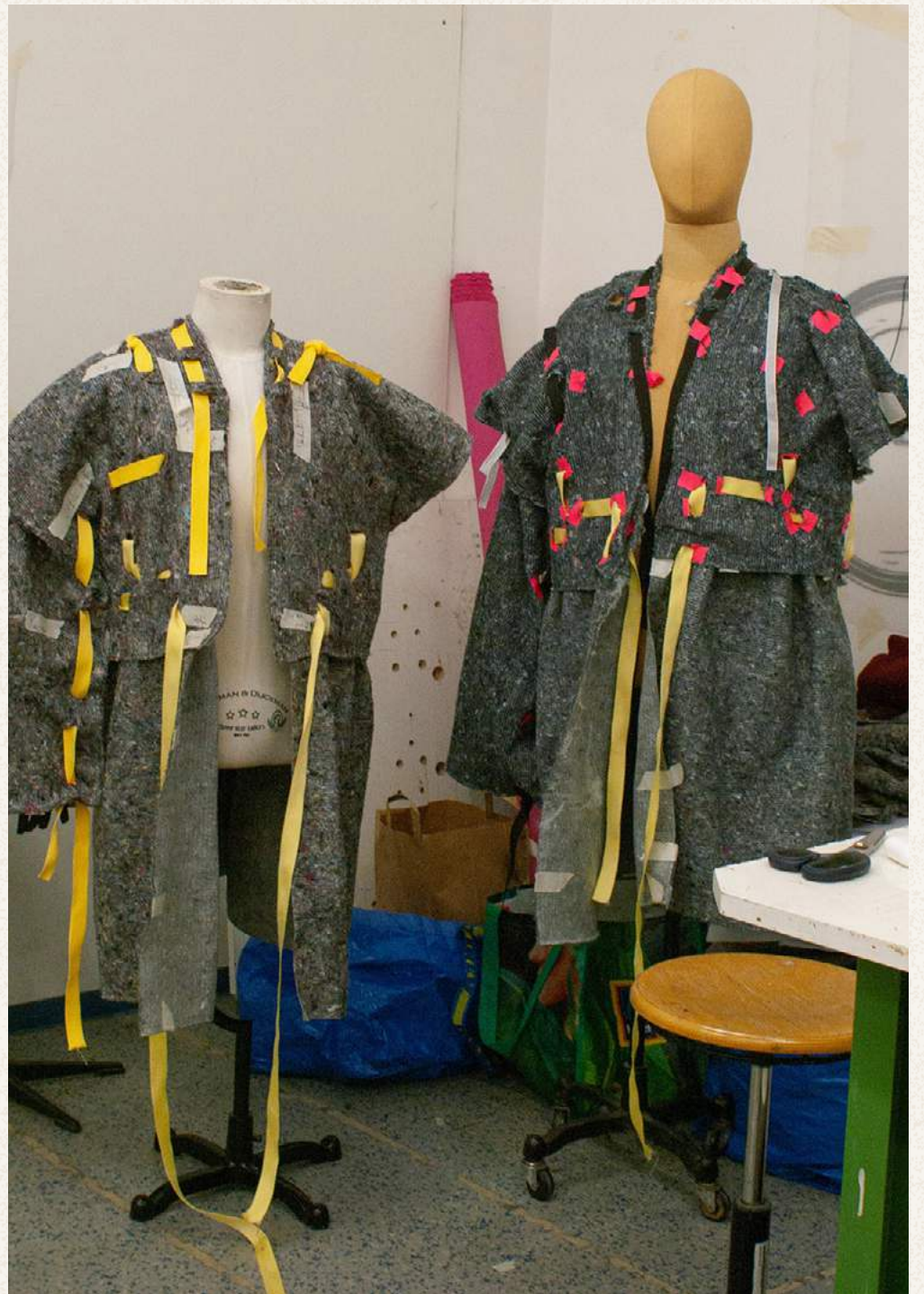
Textile | Montafoner Stone Sheep Loden

Loden production | Kreutner Loden – Hart im Zillertal, Tyrol (AT)

Cleaning | Regensburger – Ötztal, Tyrol (AT)

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©Photos: Courtesy of Bruno Motter





Through 0, the act of wearing becomes an encounter with process itself: a reflection on production, efficiency, and the human gestures that persist even within automation.



Loden combines multiple aesthetic and physical qualities ideal for outerwear.



A waste-free jacket made from rectangular shingles of loden material, held together by self-assembled straps.



## UMID – Una Montagna Indosso Francesco Ferrero with Regione Lombardia

### Garments as guide, form, gesture.

Born from a dialogue between **land, labor, and legacy**, the collection retraces the long thread of wool in Alpine life. Conceived by the Codadilana association (IT) as part of a collective research process, designed by Francesco Ferrero, and co-created with **local craftswomen**, UMID utilizes a **hand-woven fabric from Tessitura di Valposchiavo** – paying homage to generations of mountain practices, from shepherds and spinners to contemporary makers. It explores how **vernacular knowledge and traditional techniques can meet new ways of thinking and making**, reactivating wool as both material and cultural resource.

### Francesco Ferrero is a multidisciplinary designer working at the intersection of **place-based research and community engagement**.

UMID emerged from his studies in Eco-Social Design at the Free University of Bozen-Bolzano and his current PhD in Design for Cultural Heritage. His practice combines artisanal experimentation with participatory processes, seeking forms of innovation that grow from shared knowledge and rooted, situated practices.

Each piece in the collection is **a distilled essential: a tool for everyday survival shaped by care**, simplicity, and purpose. They embody gestures of protection and resilience, echoing a landscape where beauty and necessity are deeply entwined. Wearing UMID means inhabiting a story in which **the mountain is not a backdrop but a guide** – and wool is more than fabric. **Wool is memory**. It is resistance. It is a **living companion** connecting body, craft, and territory in one continuous gesture.

©Photos: Courtesy of Francesco Ferrero



Production | Archivio di Etnografia e Storia Sociale  
– Regione Lombardia (IT)  
In collaboration with | Comunità Montana di Valle  
Camonica (IT), Codadilana Association Malonno  
(IT)

Administrative Officer in charge of the Heritage  
Unit – General Directorate of Culture | Carmen  
Ragno

Project Manager | Agostina Lavagnino  
Organizational Secretary | Elisabetta Vento  
Administrative Secretary | Lise Aline Begalli

This printed booklet you are leafing through is the culmination of a year-long effort and the result of extensive research carried out by Codadilana. A journey that moves between the artisanal heritage of the past and the ambition to reactivate a small wool supply chain in Malonno, in Valle Camonica. The project, promoted by Regione Lombardia in collaboration with the Comunità Montana di Valle Camonica within the framework of the European Alpine Space Programme AlpTextyles, focuses on the textile traditions of the territory. Valle Camonica, with its rich history tied to wool processing, pastoralism, and Alpine transhumance, thus becomes the focal point of a path of cultural and productive revitalisation. This commitment takes shape, among other things, in a collection of garments developed in collaboration with a network of local artisans and small manufacturers, using wool sourced through the fleece collection programme promoted by Codadilana.

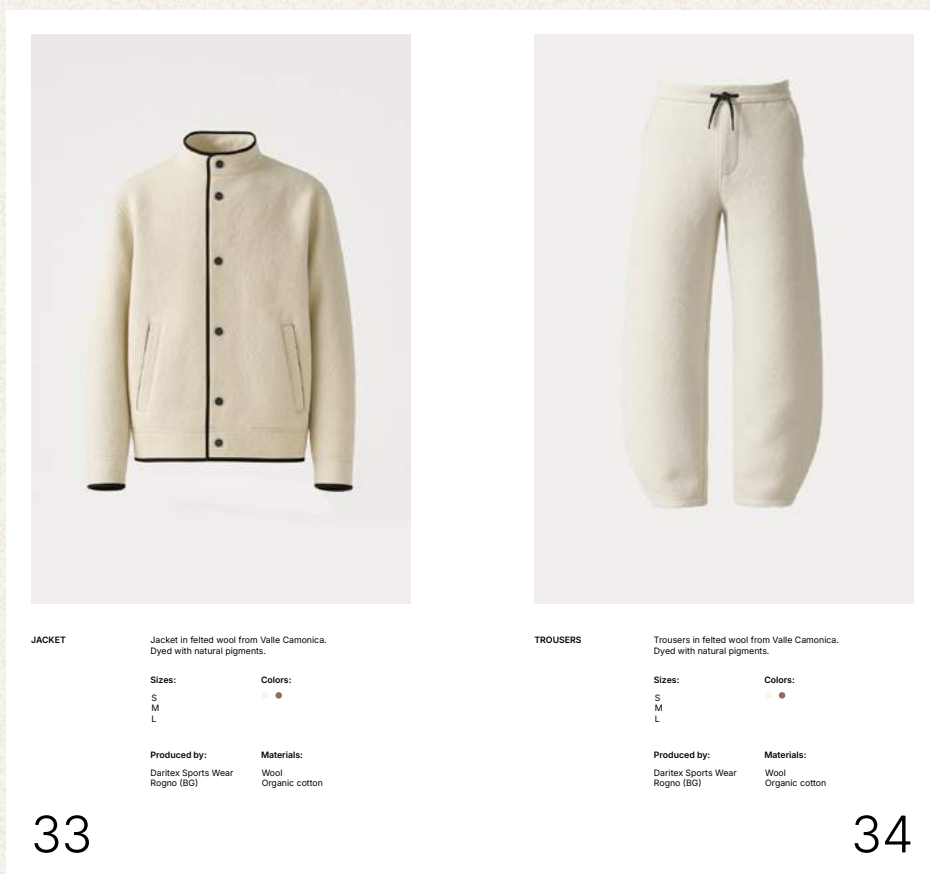


Art & Executive Director | Elena Turetti

Concept & Collection Designer | Francesco Ferrero

Textile | 100% Bergamasca sheep from Valle  
Camonica (IT)





Each piece was created with local craftswomen and SMEs and embodies the mountain as “a guide — not a backdrop,” blending Swiss handwoven fabrics from Val Poschiavo with Lombardy industrial knitting using Bergamasca and Montafon Stone Sheep wools.

@ AlpTextyles at Milano Unica 2025.



## ALPINE ICON SUMMER SCHOOL / REGIONE LOMBARDIA, ITALY



### Rediscovering mountain threads.

Organized by Regione Lombardia and Ca'Mon in Valle Camonica, the program brought together **design students and local craftswomen in hands-on workshops** of spinning, weaving, dyeing, and embroidery.

Creative thinking and technical practice merged in a collaborative process, fostering exchange and inspiring a repeatable, cross-border approach to textile design. The 2024 edition explored **Alpine iconography**, transforming historical symbols into new forms, materials, and functions. Each piece bridged past and present, reinterpreting traditional Alpine techniques through a contemporary lens.



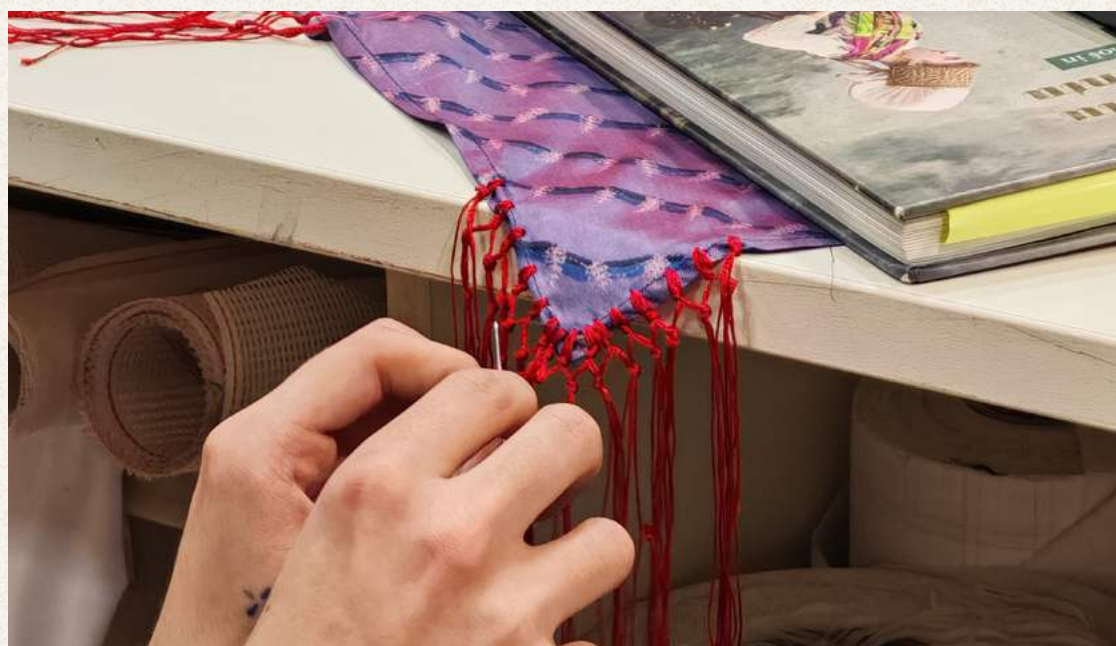
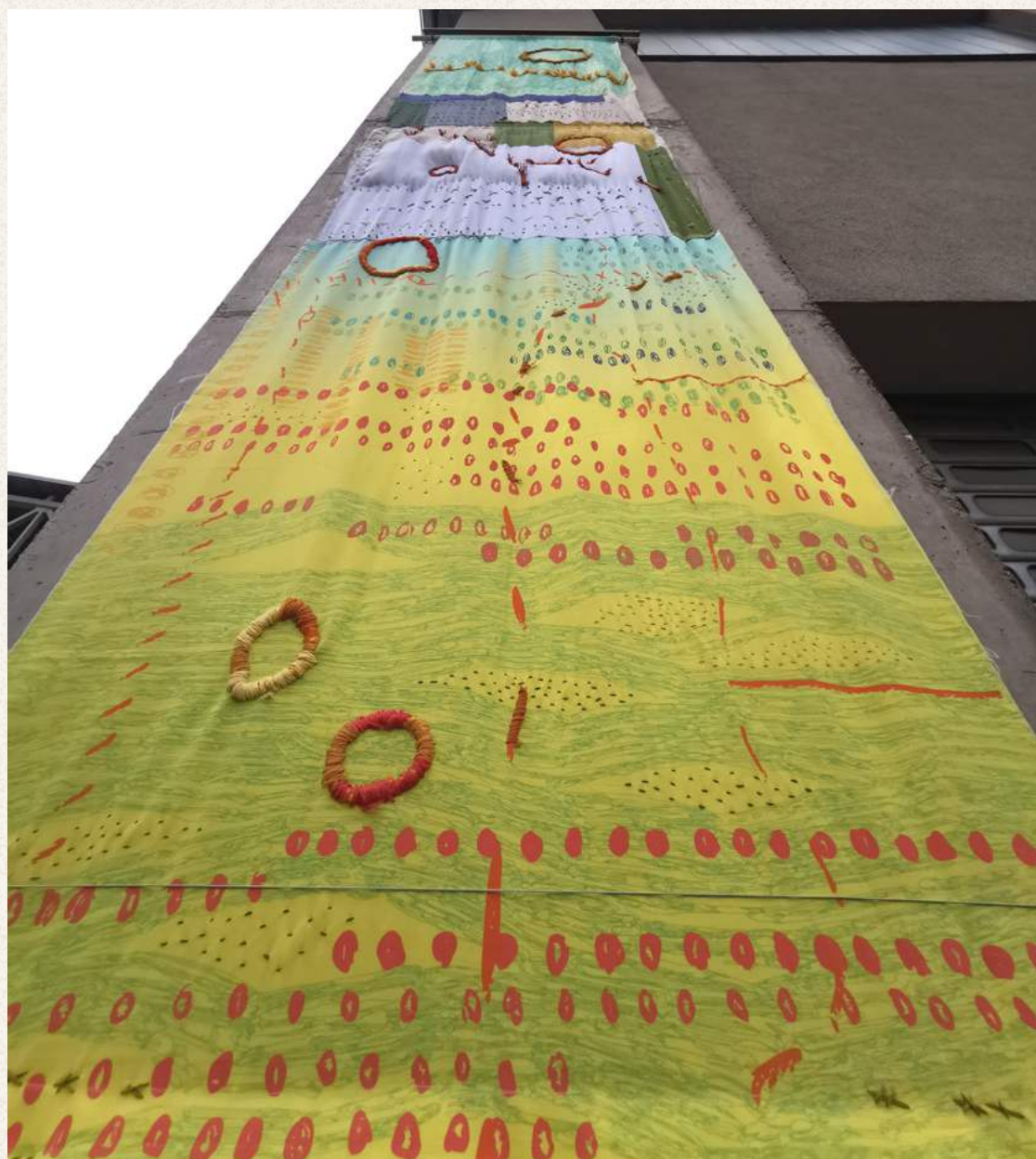
The outcome: a collection of textile artefacts where heritage becomes a living, wearable language — shaped by memory, craft, and experimentation.



## ALPTEXTYLES TEXTILE SCHOOL / ZRC SAZU and RAS, SLOVENIA

### Learning through the loom.

Students from the Faculty of Design in Ljubljana took part in a series of textile modules and masterclasses shaped by Alpine traditions. Launched by ZRC SAZU and the Development agency Sora (SI) and led by seasoned artisans and designers, **the training introduced historic materials and techniques while inviting new interpretations.** It offered more than skills: it opened space for heritage to inspire innovation, as **young designers developed meaningful ways to connect past and future** through textiles.

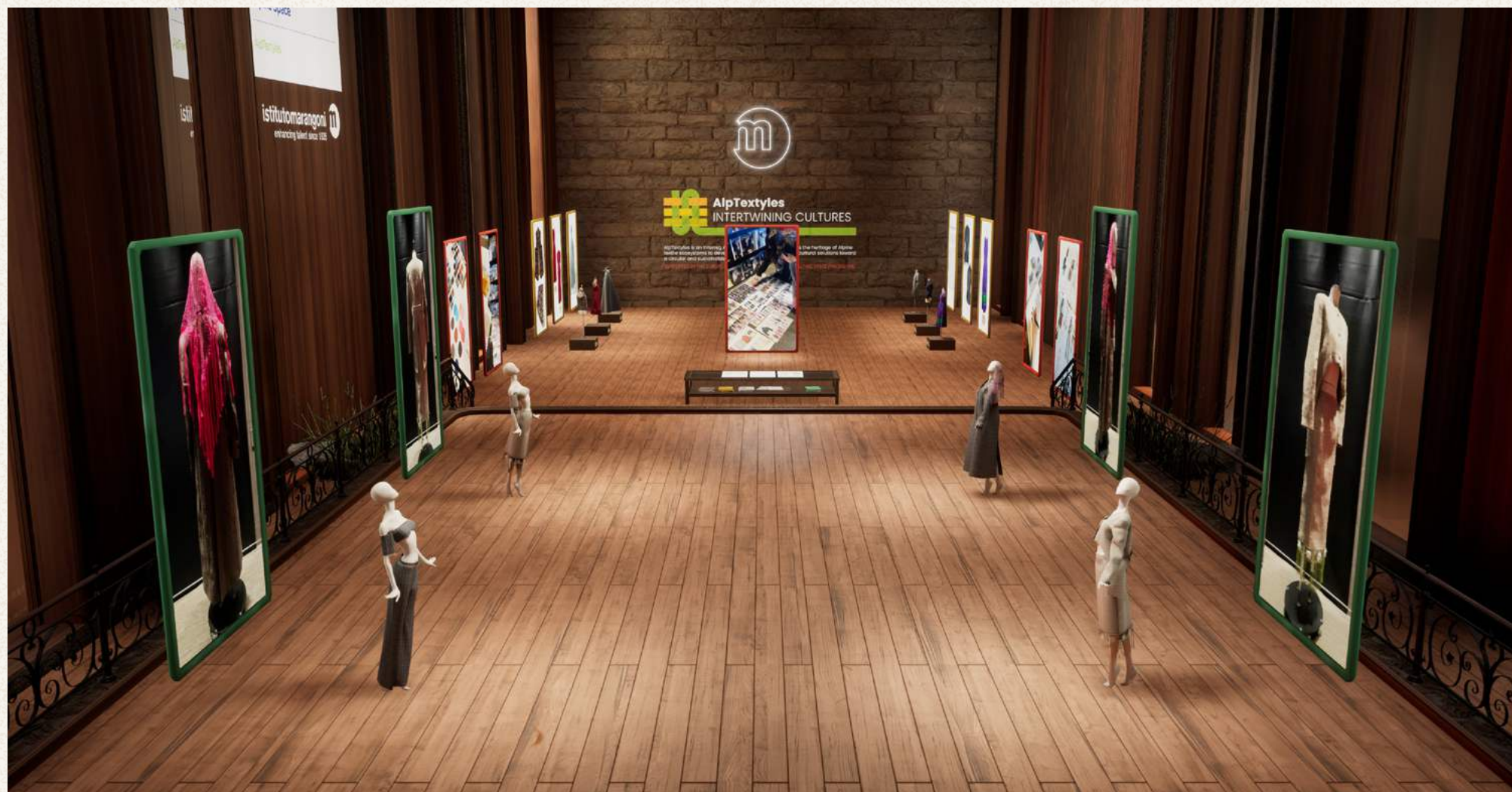




## THE ALPTEXTYLES METAVERSE

### **Materic knowledge in a virtual world.**

Conceived by Istituto Marangoni, it's an immersive space where **garments from the archives get acquainted with contemporary designs** beyond the physical frame — all reimaged as digital twins. The Metaverse thus becomes a living environment where users can explore Alpine material culture in motion, extending the life and reach of heritage through virtual storytelling and speculative fashion.



© Courtesy of Arxy, developer of the Metaverse.



# ALPTEXTYLES AT MILANO UNICA 2025

## Alpine threads between tradition and innovation.

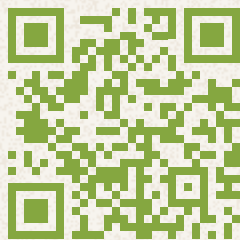
At the 41st edition of one of the leading textile trade fairs, we took part with a dedicated project stand, unveiling an experience far beyond a traditional exhibition – a forward looking vision at the intersection of heritage and innovation, physical and digital.

Inside the 120-square-meter multisensory space, visitors explored a narrative woven from fibers, craftsmanship, storytelling – and discovered the Young Designers Collection and artifacts from the Alpine Icon Summer School first-hand.

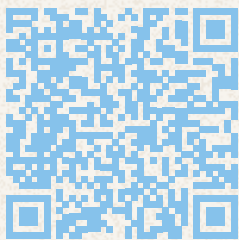




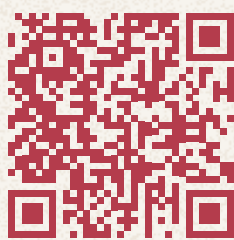
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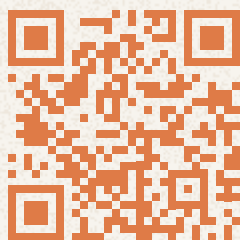


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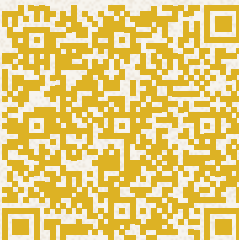


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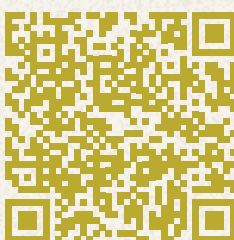
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