

Acronym – RHITA – ResHaping made in ITALy

Title – Circular models for Italian fashion heritage and manufactures through digital inclusivity and conscious innovation

Scientific coordinator – Gabriele Monti

Department – Department of Architecture and Arts

ERC sector – SH5

Strategic emerging topic – Environment Quality

Cluster – Culture, Creativity and Inclusive Society

Principial Investigator – Chiara Scarpitti

Organization of PI – "Luigi Vanvitelli" University of Campania

Iuav role – partner

Other partners – Polytechnic University of Milan, University of Florence, University of Pisa

Duration – 24 months

Start – 30/11/2023

Closure – 29/11/2025

Project budget – € 228 744.00

Iuav budget – € 38 515.00

Funding to Iuav – € 38 515.00

Source of funding – MUR (Ministry of University and Research) - Call PRIN 2022 PNRR

Description – From an economic and cultural point of view, Made in Italy represents a system of knowledge and know-how stratified over time with a production sector of excellence that is recognized worldwide and in particular the Italian fashion industry. The nature of its success lies in numerous complex factors that form a cultural unicum that in turn results in its products qualities that can be referred to Italian productive landscapes, their history, human capital, local knowledge, and creative talents.

The RHITA project intends to build connected inter- and trans-supply chains as well as collaborative models for the valorisation of human cultural heritage and the redefinition of national design and production systems towards a digital 5.0 transition. The consolidation of a national network of five universities, located in four regions, Campania, Lombardy, Tuscany, Veneto, representative of as many cultural and productive landscapes of Italian fashion comes from the need to systematize knowledge, integrate training models, production in accordance with the principles of digital inclusiveness, conscious innovation and circularity. Many of the Italian universities involved in the project have been building paths of excellence in fashion education and research for more than two decades, in collaboration with Italian business networks. The five RUs of the project intend to configure a dialoguing, digital place in which to internationally share innovation and knowledge, valorise human capital, technologies and manufactures of Italian know-how.

Objectives – The objective is to consolidate and amplify the social, productive and economic benefits of the green and digital transition, through the connection between different fashion actors operating in the territory and the adoption of technologies that pursue the valorisation and accompaniment of the change process, towards circular production systems. The system of SMEs - through the dialogue structured in the first instance between the Living Lab and the local FabLabs - will develop a capacity building awareness with respect to the RHITA project. Pathways toward a green and digital awareness, through inclusion, and circularity of manufacturing systems, will be built and ensured by the adoption of a digital Web 3.0 platform implemented which corresponds to the RHITA operating model.

The interactive and functional RHITA platform will drive system innovation in the territorial spheres toward international, technologically competitive and advanced scenarios. The Factory 5.0 paradigm underpins the relation evolution between production chains organized into functional networks, toward the RHITA "dialogic factory" model that is based on trans- and inter-sector interconnection, implementing a dynamic of industrial symbiosis that contributes to the construction of circular manufacturing systems. The cultural dialogue of the system is inseparable from the material culture that represents the solid side of the local cultures, a kind of "concrete culture" that involves, through RHITA, the complex system of landscapes of Made in Italy Fashion.