

UPuglia is a newborn society in the field of service with the aim of promoting every apulian cultural expression.

On the occasion of the Design Week 2018 presents a space set up with handicrafts and local excellences. It is a “gallery-event”, whose concept refers to the Great Universal Exhibitions, always considered as occasions to know and meet the identity, tradition and culture of a territory.

Walking through the gallery, the visitor will have the impression of walking on embroidered floors, realized through the skillful hand of **Fratelli Vestita**, artisans of Grottaglie ceramic from at least three generations. To welcome his steps there will also be perforated sheets that reflect the decorations of ancient illuminations of the early 900', made by Mr. Cosimo Pesare, a blacksmith owner of **STYLPOINT**, a small business of excellence in the area.

The path will be illuminated by lamps in the shape of the “trulli”, typical artifacts of the rural heritage of Puglia strongly characterizing the territory of Valle d'Itria. As if they were sculptures of a gallery, the “capase”, ceramic containers used in the Apulian tradition for food preserves, find space on the walls to become accessories of contemporary furniture.

At the end of the route, the visitor will be welcomed in the castle of **Vinilia Wine Resort**, a tourist accommodation facility, owned by Lacaita family, which rises in the countryside of the primitive land of Manduria. There, it will be possible to experience the Apulian food and wine experience tasting the typical local products and tasting the wines of the local cellars.

The whole expression will be helped by the magic of the light fixtures, a so ancient decoration used to adorn streets and monuments during town festivals, both religious or patronal. **Fratelli Parisi** are for sure the masters of the lights fixtures, working in this field since 100 years, passing on this art through different generations.

The guiding thread of the path that starts from the design of the exhibited products, passing through the design of the exhibition space, to the realization of the “gallery-event” is curated by **Interplan**, an Engineering Services company engaged for many years in the valorization of the assets landscaping and architectural of the territory through the creation and promotion of ecosustainable and environmentally friendly projects.