

## **Fur Summer School 2017: Inspiring the Future of Fur**

Fur Europe, in cooperation with the Hellenic Fur Federation, organizes a summer school with the topic *“From Waste to Gold”* taking place in Kastoria and Siatista, the heart of the unique fur microcosm in Western Macedonia region of Greece. The organizers call for applications from young people interested in participation. **Please read the entire call before applying, only participants meeting the requirements will be considered.**

This project, bringing together young people from the entire fur value chain, not only promotes youth participation and involvement in the fur sector but also fosters entrepreneurship of young people in Europe and connects young talents with experienced businessmen. It combines theoretical and practical exercises with visits to fur-related facilities. Participants will gain a deep understanding of fur from various angles: crafts, design, business, ethics and communication. It is a unique opportunity for young people that will combine thinking process, creativity, inspiration and fun.

The summer school will provide a truly international learning environment in fantastic locations blessed with remarkable natural and historical beauty. The region of Western Macedonia has been active in the fur sector for more than 1,400 years. On a global scale, the region still has one of the greatest populations of skilled fur practitioners but manufactures strive to rejuvenate constantly. Kastoria, Siatista and its surroundings are places of unique classical beauty and Byzantium ecclesiastical architecture, museums, artefacts and iconography depicting the fur industry of that era and more.

An important ingredient throughout this short summer school is that of “inspiration”. Learning does not stop when lessons finish – activities, excursions and socializing during meals and free time will stimulate a positive learning environment built around fur creativity.

### **Target group**

Applicants should be (preferably but not exclusively) between 20-30 years of age coming from a European country and have a strong interest in fur. We aim at a group of 24 European participants. Additionally, two persons from each of the other IFF regions (Americas, Eurasia, and Asia) will be selected for participation. This is not a design course; the aim is to reach a balance of participants in terms of their professional orientation (crafts, business, design, communication, farming, research...). The event will be conducted in English.

### **Time & location**

21 – 29 August 2017 (arrival 20 August), Kastoria and Siatista, Greece

### **Objective of the project**

- To raise awareness and educate participants about fur in today’s world.
- To stimulate the participants resulting in creation of new ideas and solutions.
- To enable the participants to become part of a network within the European fur sector.

### **General requirements**

Applicants must have a strong interest in fur, be curious about learning its infinite possibilities, willing to actively contribute with their ideas to shape the concept of a youth programme. Participants must be fluent in English and come from a European country in

scope of Fur Europe's activities. Applicants from other countries are invited to consult with other IFF regions for participation.

**Participants will have to cover their own transportation to/from Thessaloniki and pay a € 200 fee to the account of Fur Europe by the end of June 2017.** Fur Europe and the Hellenic Fur Federation will cover all in-situ costs including accommodation, meals and educational materials.

### **How to apply**

Applicants should send a:

- 1) Completed application form;
- 2) CV of maximum 2 pages;
- 3) Example of personal achievement (e.g. portfolio, thesis, article, photos...).

Please contact Fur Europe if further clarification is needed.

The application documents must be sent to Fur Europe to [adam.gono@fureurope.eu](mailto:adam.gono@fureurope.eu).

Deadline for submission is 19 June 2017. Successful applicants will be contacted until 21 June 2017.

## **About the programme**

The below programme may be due to changes. A more detailed programme will be finalized during the following months. It will include:

- a) Main project throughout the programme “From Waste to Gold”: the group will operate and function as a “company”, with smaller teams within the company:
  - i. Design direction
  - ii. Structure organisation
  - iii. Affecting manufacture
  - iv. Identifying sale pitch
  - v. Customer identification
  - vi. Marketing
- b) Theoretical and practical modules dedicated to certain aspects of the sector and parts of the value chain:
  - General introduction to the Greek, European and global fur sector by representatives of HFF and Fur Europe
  - Module on animal ethics including a presentation, a discussion and a group work, by Mick Madsen, Head of Communication of Fur Europe
  - Farming module including presentation of the certification programme WelFur and a mink farm visit
  - Presentation of auction houses and their design studios
  - Visit of a dressing & dyeing company and a small dedicated group work
  - Visit of several manufacturing companies and showrooms; visits will include practical on-site project
- c) “Quality time” – networking time with specific Greek culture and hospitality

All the participants will be required to attend the entire programme of the summer school; applicants unable to participate from the beginning to the end will not be considered for participation.

For specific questions regarding the programme, do not hesitate to contact us.

## **About the organizers**

**Fur Europe** is a Brussels-based umbrella organisation representing the fur sector in Europe via its more than 40 members – national organisations covering the sector in the large majority of European countries. Established as a merger between European Fur Breeders Association and European part of International Fur Federation, it unites the entire fur value chain in Europe based on values of openness, transparency and reliability. More info at [www.fureurope.eu](http://www.fureurope.eu).

**Hellenic Fur Federation** is a second-level organisation gathering six regional specialized fur associations in Greece. With its seat in the unofficial world’s capital of fur, Kastoria in the Greek region of Western Macedonia, it represents the interests of the fur value chain in Greece and works in order to assure development of the fur sector in Greece, the European stronghold of fur manufacture. More info at [www.helfurfe.gr](http://www.helfurfe.gr).

**Vasilis Kardasis** is a Professor at the Royal College of Art, London and works with many universities throughout the world. As a trained designer, maker and practitioner in various fields, he has worked with fur, leather and natural fibres since the days he was trained as a tailor by his father. He believes in and strives for excellence.