



Projet cofinancé par le Fonds Européen  
de Développement Régional (FEDER)  
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# STARTinMED

INNOVATION, CREATIVITY AND START-UP  
IN THE MEDITERRANEAN AREA

## Elecktrochic Art You Wear

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**Emilia-Romagna**



Elecktrochic is a business project in the field of handmade accessories and jewels made with electrical components. Elecktro-chic introduces to the fashion and design world a new material and a new technique of craftsmanship, which raises cables and electrical components to an expression of beauty, creating new three-dimensionality and re-interpreting the history of costume in a futuristic way, tying the concept of "light that light inside" to the electricity. Those who choose Elecktrochic believe that our "light" or rather our energy, our personality, characterises our clothing and not the other way round. We wear our own brand.

**Sector**

design

**Website**

[www.elecktrochic.com](http://www.elecktrochic.com)

## Esercizi di stile

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**Emilia-Romagna**

*esercizidistile*

Esercizi di stile is craftsmanship, artisanship, research. The collections are made of unique and original pieces which stand out for the use of recycled military materials, treated and regenerated. There are bags with details that are impossible to replicate, and a history all their own woven into the texture. Next to this are the other collections that repeat the philosophy while keeping their forms, using eco-friendly materials, however, conjugated into different colours.

**Sector**

fashion and design

**Website**

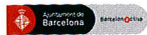
[www.saisei.eu](http://www.saisei.eu)



[www.med-ked.eu](http://www.med-ked.eu)

graphic project and printing [www.musiccentieu](http://www.musiccentieu)

 ASTER



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Province of Milan (Italy)



**Il cavo** è un componente elettrico che consiste in un fascio di più fili conduttori, chiamati “tecnicamente” anime, rivestiti da uno strato di materiale isolante

**Tale è l'essere umano:** un fascio di pensieri, sentimenti, emozioni rivestiti da una pelle, a copertura delle proprie vulnerabilità.

... e come il cavo, anche l'essere umano è conduttore di **energia**

## **ELECKTRO-CHIC gioielli Concettuali**

Dal cavo elettrico re-interpretato, come anima rivestita da materiale isolante, nasce una nuova bellezza, simbolo dell'essere umano **come conduttore vivente di energia**. Passato e futuro si incontrano, re-interpretando la storia della moda ... gorgere cinquecentesche, colli elisabettiani, ... le armature bombate dei conquistadores spagnoli. Il cavo come filo conduttore tra anima e corpo.

Progetto di: **Erika Morri**

[www.med-ked.eu](http://www.med-ked.eu)