



LEADING ENABLING TECHNOLOGIES  
FOR SOCIETAL CHALLENGES



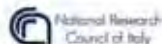
# Craft revolution: how micro and small companies will face the change

*Up-to-date models of training, innovation and new technologies as tools for future competitiveness*



# CNA

Let's 1-10-2014





# How traditional arts and crafts can merge innovation, high tech and web 2.0

Giulio Negrini, *Master Liuther*



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*“I'm obsessed with beauty, tuning and comfort. My guitars are custom made for each single customer with his own request and needs; as I do my instruments by handwork, there are no restrictions to customization.”*



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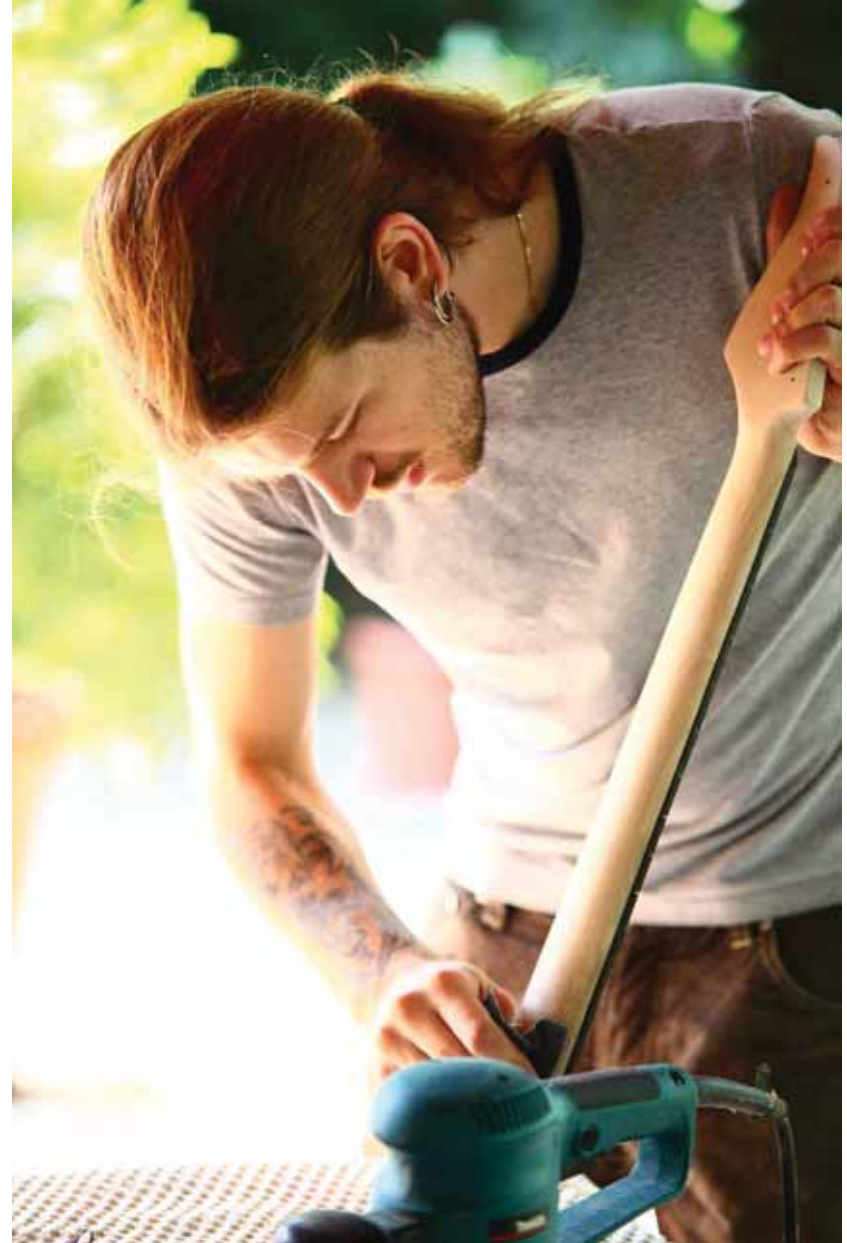


*“The challenge is to bring my guitars in the hands of interesting and selective guitarists worldwide, the ones who search for a no-compromise built: for the best tone, playability and outrageous look”*



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## Giulio Negrini

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