



True Italian Craftsmanship Restored with Samsung's Maestros Academy

Italian craftsmanship has long been considered a renowned art form. Now, in a time when younger generations are gravitating to smartphones rather than toolboxes, expertise is only reminiscent of a bygone era. With the help of Leo Burnett Milan, Samsung created the first-ever digital conservatory called [Maestros Academy](#) to foster the next generation of Italian artisans in order to preserve "Made In Italy" excellences. The program enlisted four world-famous artisans to teach over 40 lessons and host live chat sessions where students could interact and collaborate in real-time.

The instructors included:

- Giovanni Pelizzoli – Bicycle craftsman who has supported the greatest cycling champions in the world. He also created the world's first aluminum frame.
- Stefano Parrini – World-renowned leather craftsman, and headmaster at the Leather School of Florence.
- Monica Venturi – One of the world's most celebrated fresh pasta artisans.
- Alessandro Siniscalchi – Famed menswear designer.

After participating in Samsung Maestros Academy, many students have been presented with extremely encouraging outcomes. One student developed a smart bike in Giovanni Pelizzoli's workshop that delivered such innovative design and tangible safety advancements that she was asked to present her creation at Milan Design Week. That's just one of several success stories that resulted from the program.

Since the project's launch, Maestros Academy has received over one million views on Samsung Italy's YouTube channel, and Facebook posts surrounding the initiative have reached over a whopping 4.5 million users.

Maestros Academy's popularity and overwhelming success has led to a six-week branded series that airs on the Discovery Channel in Italy.

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