



Experiences › Italy › 2 days › Vietri sul Mare and Salerno

EXPERIENCE

The ceramics that export

A craft district in the south that built an export channel before the word export entered industrial plans. Two days in Vietri, with your hands in the clay and the accounts on the table.

Fact sheet

01

DAYS	2
CITIES	Vietri sul Mare and Salerno
RECOMMENDED SEASON	March-June and September-October; the recommended window is March-April
GROUP	8 to 15 participants
LANGUAGE OF THE VISITS	Italian
PRICE	Quotation on request

→ **Request a quotation · Download the itinerary in PDF**

Itinerary day by day

Day 1 — What makes a local product recognizable

In the morning, the **Vietri ceramics museum**, at Villa Guariglia, Raito. The collection runs from the seventeenth century to today and lets you see how a decorative language formed, was standardized and then defended. The working question is a precise one: what, in that product, can be imitated and what cannot.

In the afternoon, a two-hour session: building a product line for a foreign market out of what was seen. Prices, minimum volumes, packaging, delivery times, breakages.

Day 2 — The hands

In the morning, a **wheel workshop** with a craftsman from the district: three hours in which each person tries to produce a piece, measures how long it takes and how many they break. It is the only serious way to understand what weighs inside the price of a handmade object.

In the afternoon, a two-hour closing session in Salerno: each team presents its price list, with the margin stated and the price defended against the most obvious question, which is why not buy it cheaper somewhere else.

What you visit

Place	What it is	Status
Vietri ceramics museum , Villa Guariglia, Raito	District museum, pieces from the seventeenth century onwards	On request
Wheel workshop with a craftsman from the district	Hands-on activity for groups	On request

We say it plainly. This experience, today, **does not include a visit to a working ceramics factory**. The district has them and we are working to open that channel, but as long as it is not confirmed in writing we do not put it on a sales page. What we offer

is the district museum and a day of workshop, and that is already plenty for anyone who needs to understand how a price is built.

What is included and what is not

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Included: admission and visit to the museum, the wheel workshop with materials and firing, four hours of working sessions, the local transfers between Salerno, Raito and Vietri, one person from the Istituto with the group and the certificate of participation.

Not included: flight, transfers to and from the airport, lodging, meals, personal travel insurance, the shipping of the pieces produced.

The season, and why

05

It is sold **from March to June and from September to October**. The window we recommend to the university channel is **March-April**.

It is not sold from November to February, and January is the worst month of all. The reasons are not about comfort, they are operational: along the coast a large share of the businesses stay closed until Easter, the state road that connects the towns can stay cut for days after a landslide, and sea connections in winter are uncertain. For a group with a return flight already bought that is a risk, not an inconvenience. The **Seasons** page explains it month by month.

Logistics and capacity

06

The logistical base is Salerno, with a train service; Vietri and Raito are a few kilometers away. The maximum is **15 participants** and the workshop sets it: at the wheels you work a few at a time, and a larger group means two slots on two different days, that is to say a different experience. The recommended group matches the maximum.

Cover

07

The program includes an accident and public liability policy for the whole stay. The sums insured, the insurer and the policy number are published once it is taken out and are attached to the contract; until then they can be requested in writing, with an answer within two working days.

→ **For groups**

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