



Experiences › Italy › 4 days › Amalfi Coast

EXPERIENCE

Two old crafts, two destinies

Four days on two crafts that have existed on this coast for centuries, paper and ceramics. One stayed an industry, the other became high-priced craftsmanship. You look at why, and at what decided that difference.

Fact sheet

01

DAYS

4

CITIES

Amalfi, Vietri sul Mare, Salerno

RECOMMENDED
SEASON

March to June and September to October

GROUP

12 to 15 participants

LANGUAGE OF THE
VISITS

confirmed at the time of booking, site by site

SCHENGEN DAYS USED

4 out of 90, counting the day of entry and the day of exit

PRICE

Quotation on request

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

Write which institution is bringing the group, how many participants there are and two possible dates. The head of international programs answers within two working days.

Itinerary day by day

02

Day 1 — Amalfi. A paper mill that never stopped

In the morning, Cartiere Amatruda, on via delle Cartiere. It is a handmade paper mill still in operation, in a valley that once held dozens. You look at the vat, the felt, the drying, and you ask the question that matters: who buys today a paper that costs **twenty times** the industrial one, and why.

In the afternoon, the Museo della Carta in Amalfi, in the same valley. The museum explains the technology and the chronology, and serves to give context to what was seen in the morning.

Day 2 — Amalfi. What to do with an industrial valley that emptied out

In the morning, Laboratorio Fes and Le Scuderie del Duca. Two places that tell how a manual activity becomes a publishing and commercial product, with a brand and a sales channel.

In the afternoon, a two-hour working session: designing the product line of a craft mill for a market that has never heard of Amalfi.

Day 3 — Vietri and Salerno. Ceramics as a district

In the morning, the Vietri ceramics museum, at Villa Guariglia, Raito. It is the museum that holds the history of the ceramics district, including the period when foreign artists worked there and production moved from local to export.

In the afternoon, a two-hour working session and a guided survey in the workshops of central Vietri, with an observation sheet: what is produced here, what is produced elsewhere and sold here, how you tell the difference.

Day 4 — The comparison and the closing

In the morning, team work. Paper and ceramics compared on four lines: size of the market, number of producers, who certifies the origin, who sets the price.

In the afternoon, eight-minute presentations and discussion.

What you visit

03

Place	What it is	Status
Cartiere Amatruda , Amalfi	Working handmade paper mill	On request
Museo della Carta , Amalfi	Museum of the valley's paper craft	On request
Laboratorio Fes and Le Scuderie del Duca , Amalfi	Workshop and exhibition space tied to the paper chain	On request
Vietri ceramics museum , Villa Guariglia, Raito	Museum of the ceramics district	On request

What this experience does not include today, and we write it ourselves

04

In the Vietri district **a visit inside a working ceramics factory is not included**. The operator a group would expect to find publishes no booking channel for groups and the documented visits were organized by a third party, not by the company: so today we do not name it, we do not promise it and it is not in the price. The ceramics of this experience are seen in the district museum and in the workshops of the town center, and that is more than enough for the question the route poses.

What is included and what is not

Included: admissions and visits to the confirmed sites, the booking and coordination with whoever receives the group, the guided survey in the district, three working sessions totalling six hours, the materials, one person from the Istituto with the group throughout the experience and the certificate of participation in the experience.

Not included: flight, transfers to and from the airport, transfers along the coast, lodging, meals, local transport, personal travel insurance.

The season, and why

06

You travel **from March to June and from September to October**, and on this experience the season is not advice, it is a safety condition.

From November to February it is not sold, and January is ruled out in writing. Three reasons, and the third is the one that weighs: a large share of the coast's businesses are closed, many reopen at Easter, and **the state road that connects the coastal towns can stay cut for days** after a landslide. For a group with a return flight already bought that is not a setback, it is an operational risk, and we write it ourselves before somebody else discovers it.

Logistics and capacity

07

The three towns are on the same coast road and the transfers are short in kilometers and long in time: they are calculated by time, not by distance, and the program handed over does it that way.

The recommended group is **12 people**, and it is the only experience in the catalog where we recommend fewer than fifteen: the stops are workshops and small rooms, and the breaking point is **15**. Above that number the itinerary splits into two slots, the day gets longer and the cost per person does not go down.

Cover

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.

Do you want it to count as training, with a certificate? This experience can be built into an Istituto program, with classroom hours, a piece of work to deliver and a certificate of attendance. → **For groups**

→ **Request a quotation**

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This program does not lead to a qualification with official value.

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