



Italy

**Topic:**  
Innovation

**Achievement:**  
Sustainable  
Practices Greening  
Practices

**Sector:**  
All CCS and Cross-  
sectoral Visual Arts

## A dimora by LAMA fosters culture-led regeneration in rural Tuscany

LAMA envisioned to cement the recognition of rural areas as vibrant creation centers of equal cultural dignity to major urban hubs. Their A dimora initiative showcases how combining ephemeral performances and site-specific artworks, while engaging local community and municipality can have a profound impact within a territory, reimagined by non-local artists' narrations.

## Challenge

Rural Londa, Tuscany, was perceived as culturally marginal and unfamiliar with contemporary art. LAMA faced skepticism from residents and institutions, limited cultural infrastructure, and concerns about the temporary presence of non-local artists. The challenge was to root contemporary artistic practices in local life, build trust, and ensure that cultural activity created lasting value rather than fleeting interventions.

## Solution

LAMA designed A dimora, a flexible, multi-year contemporary art residency inviting non-local artists to immerse themselves in the territory and co-create with the community. By prioritising slow integration, site-specific works, participatory practices, and minimal physical construction, the project transformed underused spaces into cultural sites while aligning artistic processes with local rhythms, needs, and ecological sensitivity.

## Impact

A dimora reshaped local perceptions of heritage, positioning it as a living, evolving process. The project resulted in nine permanent and three impermanent artworks now owned by the Municipality, reactivated vacant spaces, and strengthened collaboration between citizens, artists, and public authorities. It demonstrated that rural areas can host high-quality contemporary culture while fostering ecological awareness, shared ownership, and long-term regeneration.

## Milestones & Learnings

**Slow, long-term residencies** helped artists integrate naturally and build trust with residents.

**Relocating artist accommodation** to the town centre strengthened daily community interaction.

**Opening** studios, talks, and visits expanded engagement locally and beyond the territory.

**Reusing** existing spaces enabled sustainable, place-sensitive artistic interventions.

## Key Takeaways

- Make sure that the community knows “What’s going on?”: Keeping citizens informed and involved is vital because people make the place.
- Long term builds a stronger trust: Long-term residencies prevent artists from being perceived as “aliens” or “conquerors.” Meaningful, extended stays foster genuine relationships.
- Art can make a place better: Art can improve a place, but the outcome must be mediated. Discussing the final results ensures artworks feel integrated rather than imposed.
- Participatory practices help the engagement: Whether led by artists or the organization, participatory practices engage the community’s heart and body, creating a deeper emotional connection to the project.

Learn more about A Dimora on the [official website](#).



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