

PRESS RELEASE — CANAPA PROJECT -



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ROTTE COLLECTION

SONIA COCOZZA + ANTONIO G. MARTINIELLO

For ACRO TEXTURE

Design editor Sonia Coccozza and architect Antonio G. Martiniello of Keller Architettura have joined forces and, through the Canapa Project, created the Rotte collection for AcroTexture. The installation is presented for the first time by AcroTexture at EDIT Napoli, 9-11 October 2026 - La Santissima.

The project stems from an intuition by Sonia Coccozza, who conceived and curated it, bringing together different skills, people and organisations.

Hemp is the common thread of the journey, not its ultimate goal: it is the material through which to tell the story of the knowledge, techniques and productive cultures of the Campania region, which today risk disappearing. Fabrics with variable geometries give shape to an experiment that weaves together productive memory, textile research, craftsmanship and social innovation. Hemp is not a discovery but a return: in the Marcianise area, in the province of Caserta, its cultivation was already an established practice in the nineteenth century, when local hemp mills supplied fibre to the weaving, rope-making and textile manufacturing industries of the entire region. Over the course of the twentieth century, with the arrival of synthetic fibres and changing agricultural policies, the crop was gradually abandoned, taking with it a body of artisanal know-how and an entire local production ecosystem. The project shines a spotlight on this forgotten supply chain not as an exercise in nostalgia but as a concrete cultural act: naming, documenting and reimagining, to give visibility back to what once was and to open up a space

for reflection on what it could become again. Each partner contributes its own expertise: AcroTexture with materials research; Keller Architettura with the concept, design and creative direction of the exhibition space; Officina Keller as a physical and social workshop bringing together the finest artisans of Porta Capuana, coordinating the project's territorial and regenerative dimension; and Dedalus by involving young migrants and second-generation youth in a workshop on dyeing, colour composition and assembly.

The true heart of the project is the regeneration of knowledge: not a nostalgic recovery of the past, but its transformation into something alive, useful and capable of generating a future – hemp as the common thread for telling the story of the knowledge, techniques and productive cultures of the Campania region that today risk disappearing.

The installation

For EditNapoli 2026, architect Antonio G. Martiniello of Keller Architettura conceived and designed the space for Acro Texture together with Officina Keller. At its centre is an installation created by artisan Marco Cecere of Avventura di Latta, inspired by the *chiette contadine*, the peasant work groups that brought people together to grow and process hemp. The installation takes shape from a frame in plant fibre that defines a space without enclosing it. It is an open shelter, just as the chietta was. The fabric stretches between the uprights and curves into a canopy: the material of labour becomes architecture and stage. The lighting design by Viabizzuno, with a masterful use of light, enhances its volumes, transparencies and theatrical dimension.

In the chietta, work was never just production. The sociability, exchanges and solidarity born from toiling together created the conditions for genuine cultural production. Songs, stories, celebrations and bonds turned the chiette contadine into true drivers of culture. The lines of the Rotte collection tell precisely this story. They run parallel, like people working side by side, and cross above the shared space. Then they descend to the ground and go beyond the enclosure: what was born in the chietta spread outwards and became community.

Bringing the chietta back to the stage means restoring value to shared work, to teamwork, to an idea of work that does not end with the product but generates shared wellbeing and social impact. It is a value that lives on today in the collaboration with the social cooperative Dedalus, a partner in the project. The installation does not reconstruct a rural setting. It retains its spirit and translates it into a sign, as a cultural trace and visual memory.

Special thanks go to the artist Rosy Rox, who led the young migrants from the social cooperative Dedalus through an artistic workshop on dyeing and colour, turning the workshop phase into an important moment of learning and growth.

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Antonio G. Martiniello - Keller Architettura Design · www.kellerarchitettura.it

Officina Keller Workshop and territorial coordination · www.officinakeller.it

Acro Texture Production

ACRO 
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TECHNICAL PARTNERS

OFFICINA SOCIALE AVVENTURA DI LATTÀ | VIABIZZUNO | DEDALUS | ROSY ROX