

# APICAIA - 意大利亚洲文化艺术交流协会

## APICAIA - Association for Cultural and Artistic Exchange Italy-Asia

连接东西方当代与传统，激发文化的无限可能

Connecting East and West, modernity and tradition, to inspire infinite cultural possibilities

2025年6月

@APICAIA



### APICAIA

意大利亚洲艺术文化交流协会  
ASSOCIAZIONE PER INTERSCAMBIO  
CULTURALE ARTISTICO ITALIA ASIA

# 1 | 协会简介 About Us

**APICAIA是致力于促进亚洲与意大利文化、艺术与商业交流的非营利组织。**

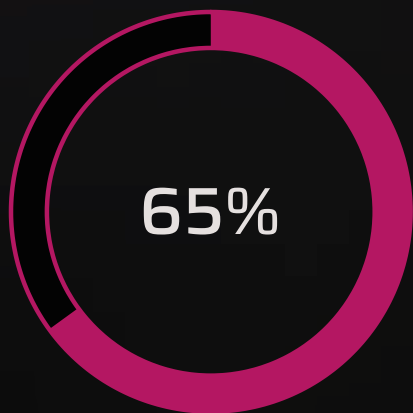
**APICAIA (Association for Cultural and Artistic Exchange Italy-Asia)** is a non-profit organization dedicated to promoting cultural, artistic, and commercial exchanges between Asia and Italy.

- 聚焦中意文化、艺术、非遗、设计等领域的交流合作
- Focus on cooperation and exchange between China and Italy in the fields of culture, art, intangible heritage, and design
- 核心使命：连接东西方传统与当代，激活文化创意生态
- Central mission: to connect tradition and modernity between East and West, activating a creative and cultural ecosystem

## 2 | 文化生态结构 The Structure of the Association



# 3 | 组织架构 Members



## 创作类成员

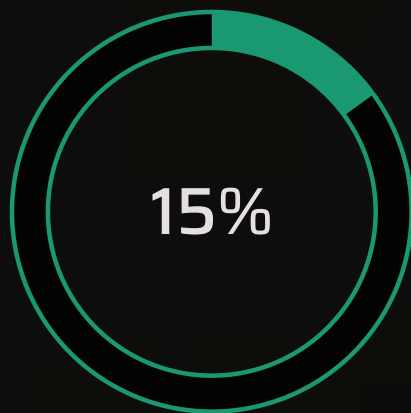
手艺人、艺术家、设计师、文艺从业者

### Creative Members

Artisans, artists, designers, and cultural practitioners

→ 他们是内容创作者与项目合作者，涵盖非遗工艺、当代艺术、视觉设计、饮食文化、剧场、影像等多个门类

→ They are content creators and project collaborators, covering various fields such as intangible cultural heritage crafts, contemporary art, visual design, food culture, theatre, and audiovisual arts.



## 管理类成员

项目统筹人、策展人、空间运营负责人、内容编辑与传播者

### Administrative Members

Project managers, curators, space managers, content editors, and communication specialists

→ 提供系统支持与项目执行能力，保障文化落地

→ They provide systematic support and project execution capabilities, ensuring the realization of cultural activities.



## 志愿者与支持者

来自中意两国的热心青年、学生、文化爱好者

### Volunteers and Supporters

Young enthusiasts, students, and culture lovers from China and Italy

→ 在协会活动中提供翻译、摄影、运营协助与现场执行等支持，是我们文化传播的重要力量

→ They offer essential support for our cultural outreach through translation, photography, operational assistance, and on-site event management.

# 4 | 东方回响文化实验室 Echo Culture Lab

地址 Address:

Via Tolmino, 30, 20099 Sesto San Giovanni MI

核心功能 Main Functions :

提供展示空间、内容支持、传播推广与接待功能

Providing exhibition spaces, content support, promotion, and reception activities

1 驻地创作

Artist Residency

2 展览展示

Exhibitions and Shows

3 非遗工坊

Intangible Heritage Workshops

4 沙龙对谈

Conversation Salons

5 品牌联动 Brand Collaborations



## 我们专注于 Ci Occupiamo :

展览  
Mostre

驻地  
Residenze artistiche

非遗  
Patrimonio  
culturale immateriale

教育  
Educazione

沙龙  
Salotto

项目孵化  
Incubazione di progetti

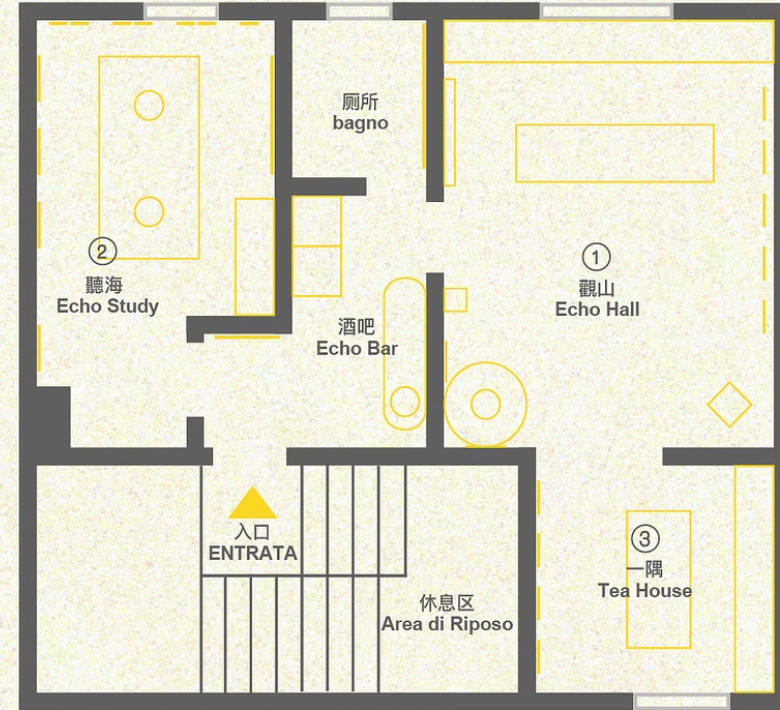


近期活动  
Prossimi eventi



# Echo Culture Lab 東方回響文化實驗室

INSTAGRAM: apicaia Associazione  
RedNote: APICAIA 意大利亚洲文化艺术交流协会  
INDIRIZZO: Via Tolmino, 30, seminterrato  
vicino M1 sesto marelli  
20099 Sesto San Giovanni (MI)



- 觀山 Echo Hall**  
这是我们的主空间，承担着展览策划与艺术作品展示的核心功能。我们在这里定期举办艺术展、文化主题展及跨界艺术项目，为观众呈现多元而丰富的视觉体验。  
Questo è il nostro spazio principale, cuore delle attività espositive e della presentazione delle opere d'arte. Qui organizziamo regolarmente mostre di arte contemporanea, esposizioni a tema culturale e progetti interdisciplinari, offrendo al pubblico un'esperienza visiva ricca e diversificata.
- 聽海 Echo Study**  
这是我们的多功能空间，主要用于举办小型会议、展示项目信息，设有照片墙以及中文阅读角。它是连接交流与学习的开放区域，营造出轻松而富有文化气息的氛围。  
Questo è il nostro spazio multifunzionale, dedicato principalmente a incontri, presentazione di informazioni di base, una parete fotografica e un angolo di lettura in cinese. È un'area aperta pensata per favorire lo scambio e l'apprendimento in un'atmosfera rilassata e culturalmente ricca.
- 一隅 Tea House**  
这是我们的茶室，是茶文化体验区及茶艺工作坊的举办场所。在这里，访客可以沉浸式感受中式茶道的美学与礼仪，体验静谧而雅致的文化氛围。  
Questa è la nostra sala da tè, uno spazio dedicato all'esperienza della cultura del tè e allo svolgimento di workshop tematici. Qui i visitatori possono immergersi nell'estetica e nelle cerimonie del tè tradizionale cinese, godendo di un'atmosfera tranquilla ed elegante.



## 4.1 | 东方回响文化实验室相关的新闻报道

### Echo Culture Lab News



报道链接 Link : <https://www.nationaldailynews.it/echo-culture-lab-a-cultural-mission-by-a-group-of-young-chinese/>



报道链接 Link: [https://www.nationaldailynews.it/echo-culture-](https://www.nationaldailynews.it/echo-culture-lab%ef%bc%9a%e4%b8%80%e7%be%a4%e4%b8%ad%e5%9b%bd%e5%b9%b4%e8%bd%bb%e4%ba%ba%e7%9a%84%e6%96%87%e5%8c%96%e4%bd%bf%e5%91%bd/)

[lab%ef%bc%9a%e4%b8%80%e7%be%a4%e4%b8%ad%e5%9b%bd%e5%b9%b4%e8%bd%bb%e4%ba%ba%e7%9a%84%e6%96%87%e5%8c%96%e4%bd%bf%e5%91%bd/](https://www.nationaldailynews.it/echo-culture-lab%ef%bc%9a%e4%b8%80%e7%be%a4%e4%b8%ad%e5%9b%bd%e5%b9%b4%e8%bd%bb%e4%ba%ba%e7%9a%84%e6%96%87%e5%8c%96%e4%bd%bf%e5%91%bd/)

## 5 | 驻地项目案例

### Examples of Residency Projects

驻地模式：空间托管 + 销售 + 合作传播

Residency Model: Space management + Sales + Collaborative Communication



G Home (葫芦设计工作室  
Studio of gourd design)



WANFENG 晚峰 (榫卯结构设计品牌  
Interlocking Structure Design Brand)

# 6 | 东方手作集市

## Taste of Oriente

○ 米兰最具影响力的东方文化主题市集

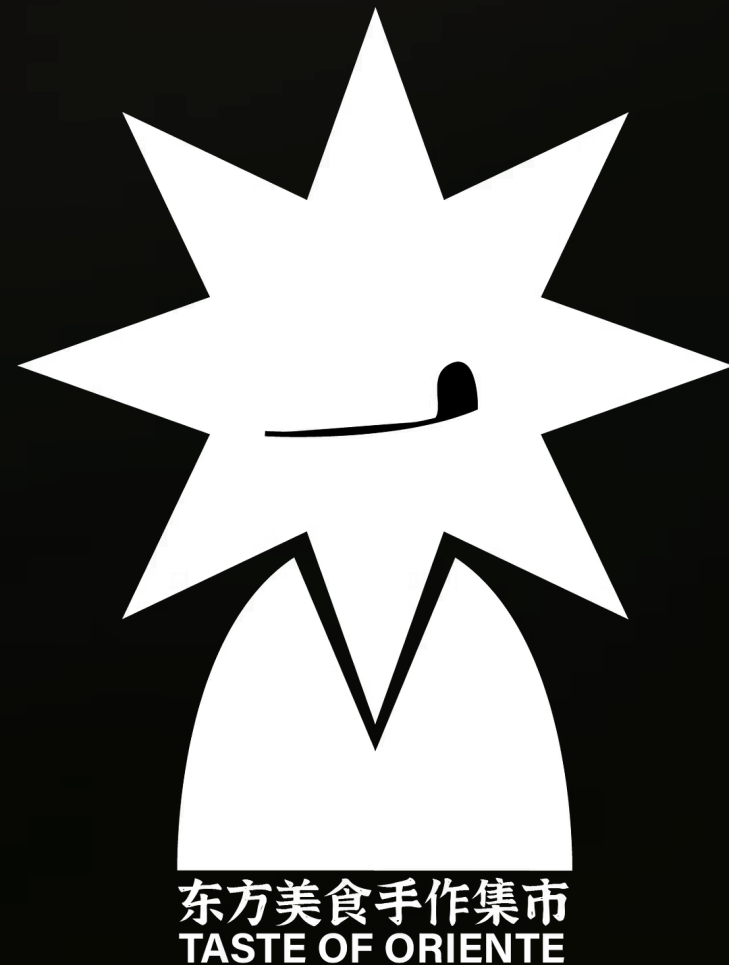
The Most Influential Eastern Culture-Themed Market in Milan

○ 受众为当地文化青年与品牌消费群体

The main audience consists of local young culture enthusiasts and brand consumers.

○ 每周五、日在 Tempio del Futuro Perduto 举办，涵盖饮食、茶饮、文创与互动体验

It takes place every Friday and Sunday at the Temple, featuring food, tea, cultural creations, and interactive experiences.





# 6.1 | 多方位沉浸式体验东方文化

## Immersive Experience of Eastern Culture

传统地方小吃

Traditional local snacks

现代茶饮

Modern traditional beverages

创新餐饮

Innovative cuisine

东方工艺品

Eastern handicrafts



特色美食摊位 Food stands



特色商品摊位 Product stands



特色体验摊位 Experience stands

## 6.2 | 东方手作集市相关的新闻报道

### Taste of Oriente News



报道链接 Link: [Taste of China in Tempio del Futuro Perduto](#)

# 7 | 米兰脱口秀俱乐部

## Milan Stand-up Comedy

意大利首家中文脱口秀俱乐部

The First Chinese Stand-Up Comedy Club in Italy

每周开放麦+专场演出，联合中意喜剧圈及青年社群

Weekly open-mic events and dedicated performances, in collaboration with the comedy scene and youth communities from China and Italy

成为中意文化娱乐对话的重要窗口

An important platform for cultural and entertainment dialogue between China and Italy



## 7.1 | 米兰脱口秀相关的新闻报道

### Milan Stand-up Comedy News



报道链接 Link: <https://www.nationaldailynews.it/stand-up-comedy-2/?highlight=stand-up>



## “周五乐翻天”

### 新年单口喜剧开放麦

本场观众附赠神秘“喜剧刮刮乐”  
超多惊喜礼品周五乐翻天

演出时间  
1.12 (Fri.)  
星期五

19:40 准时入场  
20:00 开始演出

◆◆  
普通票 €6 (赠喜剧刮刮乐)  
双人票 €10 (赠喜剧刮刮乐)

◆◆  
出场演员  
盲盒主持人、阿涛、迪鱼、  
鸡哥、乌鸭、马小六、盲盒演员

演出地点

## 心用想象

意大利·米兰

笑花文化

王璐/老蒋  
双主咖脱口秀专场

IMAGINATIO

主持人: 李琪宝 助演嘉宾: 米兰盲盒演员  
时间: 7月5日 周五 20:00-21:30 (19:30入场)  
地点: Tempio del Futuro Perduto  
Via Luigi Nono, 9, 20154 Milano MI

## 嘎嘎開心

于是单口喜剧专场

办: 笑花文化 主持人: AXI 表演嘉宾: 李琪宝 米兰

演出票价: 早鸟价 22.99€ 原价 25.99€ (含afterparty)  
演出时间: 2024年4月26日 19:30-21:00 (19:00入场/21:30 afterparty)  
演出地址: Tempio del futuro perduto - via luigi nono 9 (华人鞋厂工厂一隔)

## 不懂事

万冰冰 单口喜剧专场

意大利·米兰  
2024.05.24 周五 20:00

Tempio del futuro perduto  
Via Luigi Nono, 9, 20154 Milano

19:30入场

## 8 | 非遗出海基地

# Base for the Internationalization of Intangible Cultural Heritage

模式：非遗驻地 + 展示 + 教学 + 品牌孵化

Model: Intangible heritage residency + exhibition + teaching + brand incubation

搭建中意非遗传播平台：瓷花、榫卯、扎染、茶艺、香道等

Building a platform for the dissemination of Sino-Italian intangible heritage:  
porcelain decoration, interlocking wood structures, tie-dye, tea art, incense ceremony, etc



# 成功案例：WANFENG晚峰 | Success Case: WANFENG

- 榫卯结构设计品牌 | A design brand using traditional interlocking structures
- 入驻 Echo Culture Lab 展示与销售 | Exhibited and sold at Echo Culture Lab
- 联合非遗讲师策划沙龙与workshop | Organized salons and workshops with intangible heritage masters
- 呈现“传统结构+当代表达”的国际传播路径 | Developed an international communication path combining “traditional structure + contemporary expression”



# 9 | 米兰设计周 合作项目

## Milano Design Week · Zona Sarpi

- 与米兰设计周·Zona Sarpi 深度合作，参与官方项目，提升中意文化交流的影响力
- In-depth collaboration with Milan Design Week · Sarpi Zone, participating in official projects to enhance cultural exchange between China and Italy
- 策展内容：导览 / 媒体协作 / 品牌展演
- Curatorial Content: guided tours / media collaboration / brand exhibitions and performances
- 提供策展+翻译+摄影+传播服务一体化
- Integrated service support: curation, translation, photography, and communication



# 10 | 中意新闻人才联合培养计划

## Joint Training Program for Sino-Italian Journalists



APICAIA 与意大利注册新闻教育机构 IFI（意大利国际培训学院）联合发起“中意新闻人才联合培养计划”，项目为期两年，由中意双方共同设计，涵盖新闻写作、媒体伦理、跨文化传播等核心课程。

APICAIA collaborates with IFI – Istituto di Formazione Italiana, an institution registered with the Order of Journalists of Milan – on a two-year journalism training program between Italy and China.

IFI 隶属于米兰记者公会，是意大利主流新闻人才培养平台；此次合作标志着 APICAIA 正式进入意大利新闻教育体系。

The program includes joint modules on journalistic writing, media ethics, and intercultural communication.

APICAIA 负责语言与中国文化模块教学，围绕青年社交、城市生活方式、非遗与当代表达等主题，致力于为意大利青年提供真实、鲜活、深入的中国文化视角。

APICAIA is responsible for the linguistic and cultural content related to contemporary China: urban life, youth subcultures, traditions, and intangible heritage, offering Italian students an authentic perspective on Chinese reality. This collaboration marks APICAIA's official entry into the field of journalism education in Italy.







## 11 | 策划中项目：米兰茶博会

# Ongoing Project: Milan Tea Fair

- 时间：2025年秋
- Date: Autumn 2025
- 模块：茶文化展览 / 茶席体验 / 品鉴互动 / 学术讲座 / 视觉周边
- Modules: Tea culture exhibition / tea ceremony experiences / interactive tastings / academic talks / related visual materials
- 合作方向：非遗品牌、当代茶设计、体验场景营造
- Collaborations: Intangible heritage brands, contemporary tea design, experiential space creation

# 12 | 合作方式与价值

## Collaboration Model and Value



### 合作模式 Modes of Collaboration:

- 品牌入驻 / 活动联办 / 策展支持 / workshop合作
- Brand placement / event co-organization / curatorial support / workshop collaboration
- 协会提供：空间资源 / 推广渠道 / 媒体平台 / 营销支持
- The association offers: Venue resources / promotional channels / media platforms / marketing support

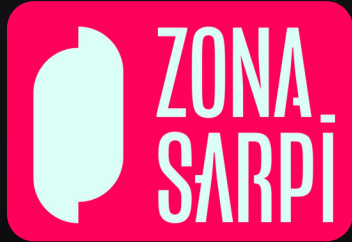


### 合作收益 Benefits of Collaboration:

- 打通中意市场 Access to Chinese and Italian markets
- 品牌文化沉淀 + 可持续内容产出 Brand culture enhancement + sustainable production
- 联动海外机构与专业观众 Connection with foreign institutions and professional audiences



# 13 | 合作伙伴 Partner



# 14 | 招募 Recruitment



## 协会志愿者 Volunteers

协会志愿者的岗位包括：平面设计师、策展人、摄影师、营销推广专员、图书管理员

Volunteer roles include: graphic designer, curator, photographer, marketing and promotion manager, librarian



## 国内外驻地艺术家 National and International Artists in Residence

我们希望具备以下特质：拥有原创作品的艺术家、设计师、手工艺者、文化从业者等；能通过现场创作、工作坊和展览与观众产生互动；对传播东方艺术与文化充满热情与责任感。

We hope you have the following qualities: artists, designers, artisans, and cultural workers with original works; ability to interact with the audience through live creations, workshops, and exhibitions; passion and a sense of responsibility in promoting Eastern art and culture.



## 国内外合作机构 National and International Partner Institutions

我们欢迎这样的你们：致力于艺术、文化、教育、设计等领域的机构；有意通过资源置换建立互惠合作关系；希望开展线上/线下联合项目、展览、驻地或平台合作；对推动国际文化交流充满热情。

You are welcome if: you are active in the fields of art, culture, education, or design; you wish to establish mutual collaborations through resource exchange; you are interested in developing joint projects, exhibitions, residencies, or collaborations on online/offline platforms; you have a passion for promoting international cultural exchange.

# 15 | 联系我们 Contact



## 地址 Address

Via Tolmino, 30, 20099 Sesto San Giovanni  
MI



## 官网 Sito Web

[www.apicaia.com](http://www.apicaia.com)



## 邮箱 Email

info@apicaia.com



## Instagram

apicaia\_associazione



## 微信 WeChat

axi748165770



## 小红书 RedNote

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APICAIA

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CULTURALE ARTISTICO ITALIA ASIA

*与我们一起共同推动中意文化与艺术交流!*

*Join us in promoting cultural and artistic exchange between  
China and Italy!*



APICAIA

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CULTURALE ARTISTICO ITALIA ASIA

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APICAIA