





**LISA TIBALDI**  
**TERRA MIA**

*Someone said that tradition is progress that has been successful. We must never forget that what we do and say will become tradition for those who come after us.*

*Therefore, we must not be satisfied with transmitting what we have received, we must add something new. Thus, each generation abandons a part of the traditions of the past and adds something of its own.*

*(Jean D'Ormesson)*



## Lisa Tibaldi Grassi

Roman stylist and designer, with **more than 30 years experience**, I have served as **Creative Director in evening dress and bridalwear** women's companies in Italy and Spain, designing and coordinating national and international collections.

From years I have chosen to return to my homeland where I work at the **Atelier** in Santi Cosma and Damiano, **near Rome**, creating high fashion and bridal tailored dresses.

Since 2008 I have been present with **my couture Brand Lisa Tibaldi** in many publications in the most prestigious magazines such as **Vogue Sposa, Elle, Marie Claire**; in 2013 I was invited to close the **Monte Carlo Fashion Fair**, I dressed the orchestra and choir of the **Sanremo Festival** and since 2014 I am cooperating with successful national television broadcasts.

Since 2015 I have been involved in the *Trama Aurunca* project ... *Emotions and Creativity of a Land* that saw me as the creator and protagonist, in collaboration with the Monti Aurunci Natural Park Authority, of a traveling **exhibition dedicated to the "Stramma"** (a dialect term that indicates a local spontaneous plant formerly used for basketry), to its traditional processing and above all to its revaluation in a modern key with a Fashion flavor. Exhibition that had as its exceptional location, among others, the prestigious **Museum of Civilizations-Arts and Popular Traditions of Rome**. From there my Dream began...

 <https://www.linkedin.com/in/lisa-tibaldi-grassi-9b003292/>

## The origin of a Dream

*Trama Aurunca...Emotions and Creativity of a Land*

Prompted by an international fashion competition, the fashion designer **Lisa Tibaldi Grassi**, has developed a series of ideas to update the **ancient local workmanship** of the “**Stramma**” in a fashion key.

From the meeting with the **Natural Park of Monti Aurunci**, a fruitful collaboration began between the designer and the Artisans of the Park, producing a series of fashion and design accessories and the realization of the **Two Sculpture Dresses** entirely in “**Stramma**” donated to the Park.

At the **Museum of Civilizations - Arts and Popular Traditions in Rome**, in 2017 the exhibition had a lot of success and the interest to the initiative by the national media, have definitively decreed the **high value** of preserving and enhancing a **territorial craftsmanship** of excellence to be protected and cultivated, in a modern vision of **eco-sustainability**.



<https://youtu.be/ipAT0CaXF1Q>





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*The whole universe conspires so that those who want it with all of themselves  
can be able to realize their dreams.*

*(Paulo Coelho)*

## Terra Mia di Lisa Tibaldi Grassi

From the critical and public success achieved by the *Trama Aurunca...Emotions and Creativity of a Territory exhibition*, the designer **Lisa Tibaldi Grassi in 2018** decided to **found** a creative **start-up** with the evocative name **Terra Mia** (My Land), dedicated to the production of **traditional handicrafts of excellence woman sustainable fashion Accessories** with a **strong territorial connotation**, aimed at an international **luxury** market.



Accomplice and stimulus for the creation of this Start Up the participation in the 2018 at creativity call promoted by the Lazio Region. Although young, but with thirty years' know-how of the designer, the **Terra Mia company won the Lazio Regional Call for Creation 2018 Fund**, first score per project; for this merit the Company was chosen as the 2018 Testimonial for the presentation of the new Call for Proposals and as a Business Woman for the presentation of the Female Entrepreneurship Call presented in Rome on March 8th 2019.

The company has obtained the coveted recognition of a company registered in the **regional register of artistic and traditional craftsmanship**. For its territorial, ethical, eco-sustainable, artistic and traditional value, Terra Mia has also obtained the recognition of the **Free Patronage** of 3 important local authorities: **The Monti Aurunci Regional Park, The Riviera di Ulisse Regional Park and the XVII Aurunci Mountain Community**.

In 2019 the company also won the «**Interregmed Chebec - Fase 4 Innovation Voucher**» a project co-financed by European regional Development Fund and Lazio Region.



## What we love to do



**Lisa Tibaldi Terra Mia** is a luxury Brand of high quality handcrafted **sustainable fashion** woman **Accessories**, **100% made in Italy** with love, **inspired** by the beauty, history, nature and traditions of our **Aurunca Land** in the centre of Italy between Rome and Naples.

In all of our **Collections** - silk **Scarf** and handmade **Bijoux** - we put a part of the **soul** of our landscape and our way of feeling as **italian Dreamers**.



<https://youtu.be/DLWS0dL7QHM>

## Tradition

“*Stramma*” is the dialect name for a local spontaneous plant formerly used for basketry, known with the botanical name of “*Ampelodesmos mauritanicus*”.



It is widespread throughout the Mediterranean even if in the *Terra Aurunca*, the artisan tradition of weaving its leaves has been known since ancient Roman time. Until the last century, the production of “*Stramma*” artifacts was the main source of the agricultural economy of these places. Given the resistance of the plant, it was used to make baskets, brooms, ropes for boats, bags for donkeys.

This tradition, now obsolete, has been taken up and renewed by the work of the designer **Lisa Tibaldi Grassi** who **has revisited** it in a fashion key for the creation of her **handmade Bijoux Collection**.







**LISA TIBALDI**  
**TERRA MIA**

*Tradition and Innovation dialogue through Creativity.*

*(Lisa Tibaldi Grassi)*



*"Jettola" braid made with leaves of "Stramma"*

Credits: @Luigi Esposito ph



## Innovation

Collection of high quality **handmade** Bijoux **100% Made in Italy** elaborated with semi precious nickel free metals and original workings of the “*Stramma*”.

Limited editions of an **eco-sustainable** craftsmanship of **excellence**.







**LISA TIBALDI**  
**TERRA MIA**

*In all things of nature there is something wonderful.*

*(Aristotele)*



*Gulf of Gaeta landscape*

Credits: @Fausto Forcina ph

## Inspiration

The Nature of our *Terra Aurunca* is the main **inspiration** of our **Silk Scarf Collection**.

Our land is developed between high hills and sea and rich of flora and fauna. **Our Creativity** is always **stimulated** by the colors of **landscape**, the beauty of **nature** and the testimonies of **history**.



*Charaxes-jasius* one of the over 101 species of butterflies of Aurunca Land



*"Mullus surmuletus"* from the gulf of Gaeta

Credits: @Adriano Madonna ph



*"Spirographys spallanzani" from the gulf of Gaeta*

Credits: @Adriano Madonna ph



*Terra Aurunca landscape sunset*

Credits: @Luigi Esposito ph



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*We live in a “remix” culture: everything is inspired by something that came before, and creativity is seen in the Style of reinterpretation.*

*(Chris Anderson)*

## Style

The Collection of **pure silk square 90x90cm Scarf** is made with exclusive and original prints inspired by Nature, Traditions and Culture of our Aurunca Land.

Fashion accessories **100% Made in Italy** to enhance the heritage of this territory with an original creativity in an **eco-sustainable vision**.









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*Each blade of grass seems to contain a library  
dedicated to wonder, silence and goodness.*

*(Fabrizio Caramagna)*



*Ampelodesmos mauritanicus "Stramma" from Aurunca Land*

Credits: @Luigi Esposito ph

## Our Feeling

With the claim #AmolamiaTerra (#IloveyLand) more than a Vision we can resume:

- a **Philosophy**, a way of life in respect of Nature and the ecosystem of the Territory that welcomes us;
- the **Pleasure** of transmitting ancient values such as Cultural Heritage of an entire People;
- the **Desire** to enhance the excellences of our Land, its History, its Traditions and its renewed Creativity;
- the **Willingness** to share the Beautiful Emotions that every day we are lucky to live in this magnificent *Terra Aurunca...*



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*To keep something, you have to take care of it - to take care of it you have to understand what kind of care it needs.*

*(Dorothy Parker)*



*Landscape from Aurunci Mountains*

Credits: @Luigi Esposito ph

## Our Green soul

In the **vision of eco-sustainability** Lisa Tibaldi Terra Mia every year identifies a **project to take care of** aimed at the environment and the **quality of life**.

**2020** was the year of the **NO PROFIT crowdfunding campaign** in favor of **WWF Italy - Lazio coast** - for the **prevention of fires**, protection and restoration of wooded areas. To this end, a **special collection** of exclusive or **limited edition accessories** have been created to be made available as **rewards** for any **donations**.

#AmolamiaTerra

*Because they are not just words*



<https://youtu.be/-J7e3PJLCD4>



*Gulf of Gaeta Landscape*

Credits: @Fausto Forcina ph



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**TERRA MIA**

**Terra Mia di Lisa Tibaldi Grassi**

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