



CRE:HUB
***Policies for Cultural Creative Industries: the hub for
innovative regional development***

3rd STUDY VISIT REPORT

Authors/Responsible partner: P2 Friuli Venezia Giulia Autonomous Region

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3rd STUDY VISIT REPORT

The third study visit of the Cre:Hub project was organized in Friuli Venezia Giulia on May 3-4, 2017 and took place after the coordination and steering group meetings.

As described in the AF of the project, the aim of the study visit is to share and learn partner experiences, building and strengthening interregional relationships among partners, other policy makers and stakeholders.

In line with these objectives, Friuli Venezia Giulia Autonomous Region has carefully chosen the points of the study visit. On the first day of the visit, the mission and activities of FVG Film Commission was illustrated. The participants had an opportunity to visit some of the most famous shooting locations in Trieste, as well as to find out how the film industry works and how it stimulates other productive activities.

On the second day, the participants visited the archaeological site of Aquileia to discover more about conservation and restoration operations and the valorization activities carried out by Fondazione Aquileia, the body in charge of the management and enhancement of the archaeological site of Aquileia.

In the afternoon the study visit continued in Friuli Innovazione Research and Technology Transfer Centre, where some outstanding examples of creative start-ups were introduced and whose testimonials presented their experience and future projects: CREAA , infoFactory and Mobile3D.

The journey to the cultural and creative points of interest in Friuli Venezia Giulia Region closed with the BarCamp, that gave the occasion to partners and stakeholders to go in depth with the application and transferability of best practices proposed in the project.



The study visit took place according to the following programme:

Date: Wednesday, 3 May 2017

- 3:00 – 4:30 pm** **FVG Film Commission**
On-site visit to shooting locations in Trieste (Old Harbor / downtown area)
- 4.30 – 5.00 pm** **Economic impact of FVG Film Commission activities.
CCIs tell their experience**
Friuli Venezia Giulia Autonomous Region – Piazza Unità d'Italia, 1 (Sala Multimediale)
- Speaker:** Federico Poillucci

Thursday, 4 May 2017

- 9:00 – 11:00 am** **Fondazione Aquileia / Archaeological site of Aquileia**
Visit to Baptistery, Domus and Episcopal Palace, are examples of highly innovative and experimental shelling of archaeological areas, for the preservation of the remains, their valorisation and exposure to the public
- Speakers:** *Cristiano Tiussi*, Director, *Luca Villa*, Archaeologist, *Antonella Facchinetti*, restorer, *Giovanni Tortelli*, designer
- 12:00 – 1:30 pm** **Friuli Innovazione Incubator**
(Via Jacopo Linussio, 51 – Udine)
- Speaker:** *Claudia Baracchini*
CREAA **Speaker:** *Elena Tammaro*
infoFactory **Speaker:** *Paolo Omero*
Mobile3D **Speaker:** *Demis Corvaglia*
- 3:00 – 5:00 pm** **BarCamp**
Moderator: *Stefano Carbone*



FVG FILM COMMISSION WE SOLVE PROBLEMS

The FVG Film Commission was born in 2000, one of the first to be founded in Italy. Since then, we've been supporting hundreds of projects – films, documentaries, TV series, music videos and commercials.

Oscar winning directors and young talents have accessed our services since, but our commitment has been exactly the same no matter how big a project. In 2003, we were the first to create a film fund. Since then, for more than 10 years, the FVG Film Fund has supported countless productions choosing to film in our region. We have proven experience in dealing with film production administration and logistics issues.

A gallery of locations is available on our website, and you may request to access our database of more than 35.000 photos.

Our experience in the field of administration helps to overcome annoying difficulties, like obtaining permissions to film in public places or buildings or on sites protected by the Board of Cultural Heritage. Together with the local administrations, we are committed to reduce expenses, and quickly obtain permissions cheaper or free of charge. We have long established partnerships with local hotels, and can also provide production offices, equipment, tailors, ecc. Moreover, we assist with communication and in dealing with local media.

FVGFC is also a member of IFC (Italian Film Commissions), which operates a joint promotion of the various regional offices, and founding member of EUFCN (European Film Commission Network) representing the Film Commission associated with the European market.

PRODUCTION KNOW-HOW

Film productions choosing Friuli Venezia Giulia have not only helped promoting the area and earning profits, but also increased the development of local business. Our crews and the local technical and logistics teams are first-class, thanks to the dozens of national and international film productions they have assisted.

Qualified and experienced professionals, casting agencies, catering and other expert staff are listed in our production guide, as well as all the local human, technical and professional resources you will need during production and post-production. The online Production Guide is constantly updated with names, and addresses of Friuli Venezia-Giulia's film professionals available to guest production companies.

<http://www.fvgfilmcommission.com/>

Website <http://www.interregeurope.eu/crehub/>

Facebook: <https://www.facebook.com/crehubproject/>

Twitter: https://twitter.com/crehub_project



FONDAZIONE AQUILEIA



FONDAZIONE AQUILEIA: AIMS AND RESOURCES

Fondazione Aquileia is the body in charge of the management and enhancement of the archaeological site of Aquileia.

The Foundation acts as an instrument to draw up strategic plans, encourage the development of cultural tourism, co-finance interventions, indirectly manage the valorization activity, realize research, conservation and restoration operations on the endowed assets. The heritage includes the right of use of the archaeological areas and on the buildings owned by the Ministry, as well as of the total amount of money given by the founding partners. The Foundation also has at its disposal a fund made up of the partners' contributions. It manages all the archaeological areas of Aquileia, except the Basilica (managed by the Archdiocese of Gorizia) and the National Archaeological Museum (managed by the Ministry).

RESEARCH, EXCAVATION, VALORISATION

The Fondazione Aquileia promotes and finances research and excavation activities aimed at restoring artefacts and grounds. Since 2009 the linking path between the Cossar-Stalla and Violin-Pasqualis sites, which crosses the heart of the ancient and early Christian City and which is of fundamental importance in order to renew the relationships among the most important archaeological areas, has been requalified. For the development of the Cossar Fund, the Aquileia Foundation assigned the University of Padua's Archaeological Department a research campaign and a three-year-long excavation, which brought to light the biggest Roman Domus known in Aquileia (almost 1400 m²) in its entirety. In the Basilica area, the Aquileia Foundation has financed and coordinated the restoration and realization works for a protection structure for the mosaics of the Süd Halle, more than 300 m² of mosaic pavements discovered at the end of the XIX century and never admired before.

DIFFUSION OF KNOWLEDGE

In addition to the important excavation and restoration campaigns, the Fondazione Aquileia wanted to give a new boost to the diffusion of knowledge towards a rich events and performances season, involving a wider curious public with a range of activities dedicated to all, from children to adults, without missing the people involved in the work, packed in by new and always fascinating approaches. "Aquileia Film Festival" which, for the first time brought in Friuli Venezia Giulia an international exhibition dedicated to cinema and archaeology; "Aquileia Lab", educational laboratories inspired by the life of the ancient Romans for children from the age of three to the age of ten.

www.fondazioneaquileia.it

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FRIULI INNOVAZIONE

Research and Technology Transfer Centre

Friuli Innovazione has been set up by the University of Udine in 1999 in order to streamline and foster interactions between academic researchers and laboratories of the University of Udine and the industrial and economic system of the Friuli Venezia Giulia Region.

In 2004 Friuli Innovazione was entrusted with the management of the Science and Technology Park of Udine funded by the Friuli Venezia Giulia Regional Law on Innovation n. 11/2003.

Techno Seed

The certified Techno Seed Company Incubator of Friuli Innovazione is a space dedicated to entrepreneurs and those who are considering establishing an innovative company.

Techno Seed is located in the Udine Science and Technology Park inside the Digital Technology Cluster of Friuli Venezia Giulia, of which Friuli Innovazione is one of the founding partners.

In 2011 Techno Seed was awarded as the best ICT Incubator in the context of the ACHIEVE MORE network established by over 70 company incubators, clusters and investors in the ICT sector located in 28 European and non-European countries.

In July 2013 the incubator of Friuli Innovazione was among the first at a national level to complete the quality certification process for agencies that support the start-up of innovative companies.

Opportunities

Entrepreneurs incubated at the Luigi Danieli Science and Technology Park can access:

Special Fund for innovative start-ups, to obtain subsidised financing without collateral Services with special tariffs made available by networks of local professionals.

They also have the possibility of acquiring experience abroad, supported by an experienced businessman in such typical activities as business management: "learning by doing".

Since 2008 Friuli Innovazione has been the only intermediary support organization of the Friuli Venezia Giulia region for the European Erasmus Programme for Entrepreneurs, and we have so far supported more than 130 exchanges throughout European Union countries.

www.friulinnovazione.it

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Info FACTORY

infoFACTORY is a spinoff company of the University of Udine founded in 2004 from computer scientists of the Artificial Intelligence Laboratory. 9 people (founders, employees and co-workers) work in the fields of artificial intelligence, text mining, web personalization, semantic filtering, knowledge based systems and natural language processing. These technologies are applied to the development of innovative web software system to discover and analyze online information and to provide services in several fields like: web business intelligence, marketing intelligence and Knowledge Management Systems 2.0. infoFACTORY won the first innovation prize Start Cup Udine 2003.

infoFACTORY is part of more than ten ICT projects developed in collaboration with the University of Udine, and is at the moment providing services for more than 20 among enterprises, research centres and laboratories at regional, national and international level. infoFACTORY provides technological and consultant services in the following main areas:

Web Intelligence

infoFACTORY provides solutions that can be exploited in several applications areas related to information access, such as for examples: Technological monitoring, Monitoring scientific and technical journals, online Reputation management, Press review, Competitive intelligence, Word of Mouth measuring and Knowledge Management 2.0.

Web design and engineering

During last 7 years, infoFACTORY developed complex and scalable Web applications using several different technologies, platforms, content management systems, application servers and data base. Several of their Web applications are integrated via Web Services with different information systems. infoFACTORY also developed scalable Web sites, match making online applications, Meta Search Engine Systems , Vocal Portal and e-learning solutions.

Software engineering

infoFACTORY have a strong experience in UML modeling and object-oriented technology, applying OOA/OOD in a wide variety of business applications. All services are based on ifMONITOR a proprietary Web monitoring System using intelligent technologies to scan and crawl the web, to discover information, to extract the text and to analyze the concepts. The Web Monitoring and Scouting Services of infoFACTORY helped companies and organizations to maintain or improve their competitiveness.

www.infofactory.it

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CREEA

Creaa best skills are in project management, art direction, communication and event planning. Their project **Creative Bump** have been presented at the XIII European Personal Construct Association Conference and now realized at UWC Adriatic.

Creaative Bump is a training workshop involving Creaa as producer, a visual artist and a trainer (e.g. a psychologist).

Creaative Bump is a unique experiment at a global level. A series of interventions took place at the United World College Adriatic in Trieste (UWCAD) during the academic year 2016/2017. The purpose of the meetings was to provide personal and technical communication skills to students to present themselves and the activities of the College.

The artistic intervention is customized on the organization's needs. The mediator, Creaa, chooses the artist and the trainer according to their competences and the requirements of the group they are going to work with. Each combination is unique and unmatched. There is no artistic intervention like another one.

Artistic interventions in organizations contribute to the development of general competences and leadership skills, strengthen the group communication and cooperation abilities and call into question any pre-existing working practices.

In comparison with an ordinary in-house training, during an unconventional in-house training like Creaative Bump, it is easier to get the attendees actively participate and gather unexpected results. The attendees together with the artist will produce a collective artwork enclosing the group's doubts, answers and meanings the intervention brought out.

The intervention highlights the group's initiative and dynamism. Furthermore, companies and institutions deploying creativity on behalf of innovation are more likely to stand out for visibility and ability in riding the market dynamics, compared to their competitors.

At the end of the intervention, the organization keeps a tangible memento of this experience: the collective artwork, fruit of the collaboration between their group and an experienced artist.

The intervention could have several outcomes for the individual attendee, including: improving her/his lateral thinking skills; rethink the usual solutions; growth of their self-esteem and motivation; development of new areas of expertise.

www.innovazionecreativa.it

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Mobile3D

Founded in 2007 as a spin-off of the University of Udine, Mobile3D is a business idea from a team of Human Computer Interaction experts, in particular in Mobile Technologies and 3D Interactive Graphics.

One of the company's first asset was the design and development of mobile applications with cultural and touristic purpose. Since then, they have been offering increasingly sophisticated solutions, thanks to huge advances in the technology of smartphones and tablets.

The current software solution (iOS and Android) is applicable to both outdoor visits (cities, archaeological sites, etc.) and for indoor visits, especially for museums.

10 years since its inception, Mobile3D today is lead by the 3 founding members and powered up by 4 employees. 7 operatives with a degree in computer science. The average age of the company is 35.

Over the last 10 years, they have matured solid expertise and professionalism in the development of mobile applications and solutions based on 3D graphics. Thanks to the use of the latest 3D technologies and the expertise of their designers, Mobile3D is able to create 3D products that are easy to use on the web and mobile devices.

Mobile3D is grown thanks to a business partnership with Vipera, a Milan based company specialised in mobile banking and payment. His commercial aggressiveness is well-matched by Mobile3D solid technical expertise, a marriage that has allowed to reach important customers, from CheBanca!, their first big Italian project, to distant markets such as the UAE, where we now serve 3 major banks. On the photos, from left to right, Mashreq Bank, National Bank of Fujairah, Al Masraf Arab Bank for Investment & Foreign Trade.

Mobile3D mobile solutions are finding increasing applications in the field of tourism and cultural heritage, in particular, augmented reality apps let visitors interact directly with characters from paintings. AR 3D graphics lets them virtually reconstruct monuments from the past which are now ruins or no longer standing. On the photos, from left to right, RomeVIEW (Regione Lazio, Civic Museum of Rome, Palazzo Braschi), UltimaCena (Museum of Udine), MuCa (Shipbuilding Museum of Monfalcone).

www.mobile3d.it

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