

ARTLAB

CULTURE IN ITALY

Ecoc → local development

THIS MORNING

- PAST ECOC { SUCCESSFUL } { EXAMPLES }
- COMMUNITY OF TOURISM
- IMPACT OF ECOC (CITY LEVEL)
- PLANS FOR THE FUTURE

→ WHAT IS EUROPE LOOKING FOR?

MATERA HUB - 2 PROJECTS -

1. REFLECTION ON HOW ECOC CAN BUILD SOMETHING IN Culture.

2. COOP BETWEEN TOURISM ↔ CREATIVE INDUSTRIES.

GROWTH IN MATERA  
 ↳ BUT "INVISIBLE" CITIES TOO



KOŠICE

PRESENT HOW ECOC (2013) RESHAPED THE CITY

- INDUSTRY
- IT

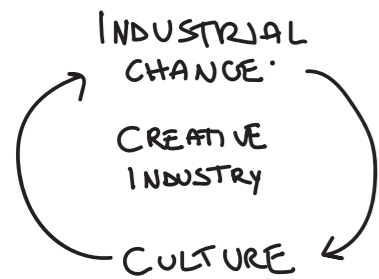
Government DIDN'T BELIEVE IN CULTURE AS AN OPPORTUNITY

BUT →

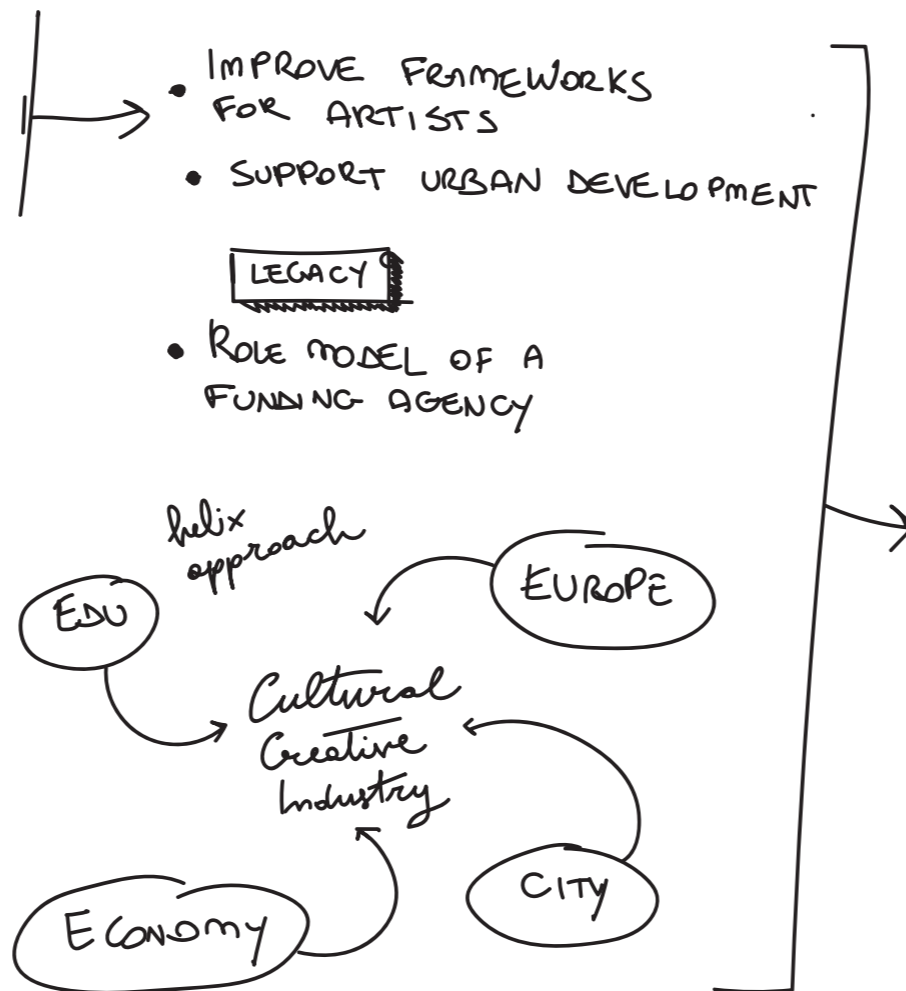
CREATIVE INDUSTRY AND CULTURE GENERATED GROWTH

STILL SUPPORTED BY THE MINISTRY OF Culture

legacy AND strategy development CAN CONTINUE



Change by culture  
Culture by change



SUPPORT  
ARTISTIC AND CREATIVE  
MILIEUS

HOW TO TALK TO  
POLICY MAKERS TO  
CONVINCE THEM TO INVEST  
IN CULTURE?

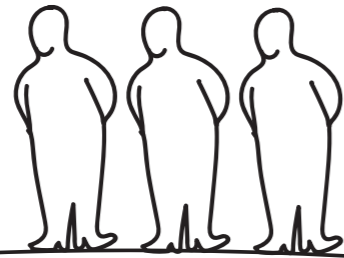
→ YOU GENERATE €€€

(NOT SO EASY IN KOŠICE)  
BUT YOU CAN PLAY  
THE INNOVATION CARD

→ IT ATTRACTS YOUNG PEOPLE AND ARTISTS

SHOW THIS  
SUCCESS TO  
OTHER COMPANIES

→ CENTERING THE PEOPLE  
DRIVE CULTURAL CHANGE



Starting new business in culture (MADE SUSTAINABLE)

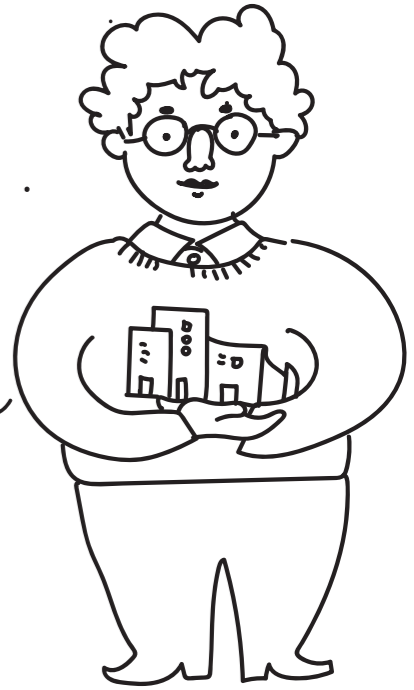
- VISIT KOŠICE
- WORK TOGETHER
- BRING GOOD PRACTICES HOME
- NECESSITY FOR YOUNG PEOPLE TO GET CREATIVE (EVEN IN IT INDUSTRY)

"USED" IN PRIVATE SECTOR  
- CREATIVITY FOR BIG COMPANIES IN KOŠICE (e.g. ART IN THE HOSPITAL)

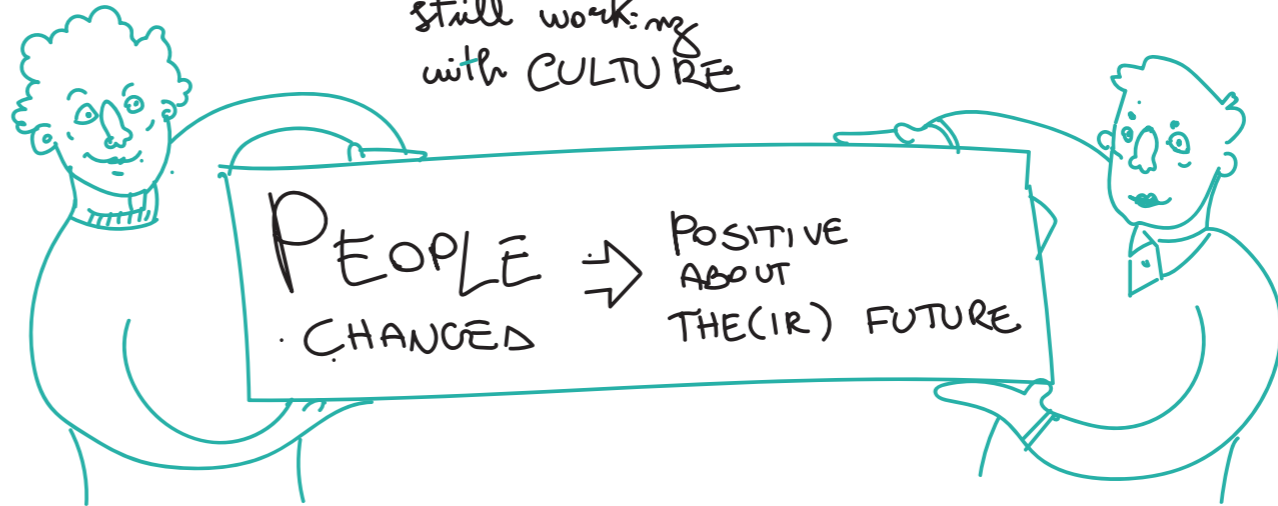
→ INNOVATION  
- HARD TO FIND  
- EXPENSIVE

PROJECT Invisible Hotel

new ways to promote KOŠICE



→ APPLICATION @ UNESCO still working with CULTURE



UNESCO CREATIVE CITIES  
DID  
HELP TO KEEP PEOPLE ACTIVE DURING ECOC

WHAT KOŠICE CAN OFFER NEXT?

→ NOT ONLY VISITORS BUT INVESTORS

→ NOT READY TO BE ECOC. HOW TO PREPARE THE CITY?

→ don't be afraid!

IT'S ALL ABOUT THE PEOPLE!!!

- GOOD PLANS
- GOOD STRATEGIES
- VISIT OTHER CITIES

→ SHOW WHAT YOU LACK  
HOW THE CAPITAL WILL CHANGE WITH CULTURE

→ How do you imagine your city in 10 years?

MATERA HAD A LOW CULTURAL PRODUCTION (ALMOST A NATIONAL SHAME)

↓  
MAKE A TOOL FROM YOUR WEAKNESSES

# TRANSFORMATIVE TRAVELS



## DESTINATION MAKERS

TRANSFORMATIVE TRAVELS



CHANGES OURSELF  
CONNECTING  
HELPING  
UNDERSTANDING  
EXPLORING

local  
Community

GIVE SUSTAINABILITY  
TO TOURISM  
- IN NEAR FUTURE -

QUESTION

HOW NEW WAYS OF TRAVELING CAN CHANGE PEOPLE EXPERIENCES?

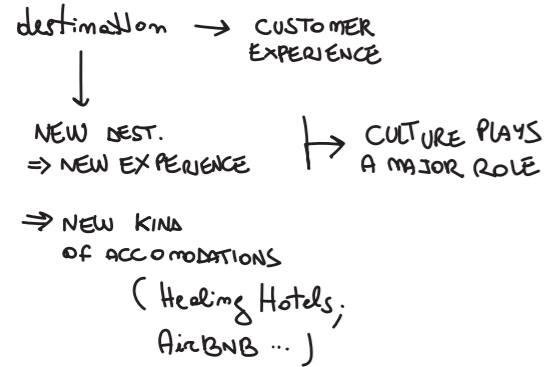
WHY YOU TRAVEL?

- RECHARGE
- EXPERIENCE
- UNIQUE EXPERIENCES
- LOOKING FOR NEW PLACES
- FIND SOMETHING NEW

HOW PEOPLE SELECT THE TRIP?

OFFER A POTENTIAL  
→ NEED OF ONLINE PRESENCE  
find a TARGET!

NON-MAIN DESTINATIONS CAN OFFER SOMETHING TOO!



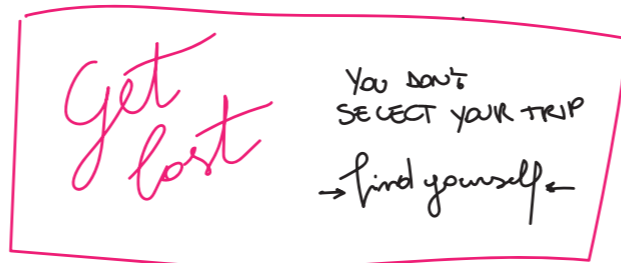
INCREASING VALUE IN SELECTING A TRIP.



HELPING COMMUNITIES HIT BY CATASTROPHES

(NO PHONE!)

- TOTAL DISCONNECTION
- + YOGA
  - + MINDFULNESS
  - + DOING NOTHING ☺



airbnb / visit.org / madtravel / onda

SCEPTICISM IN FIRST PLACE

IF YOU HAVE NO POTENTIAL

YOU CAN BUILD SOMETHING



→ People motivated by helping local communities and knowing different cultures



# EVALUATION PHASE

PROBLEMS

- ECOC: WHAT TO DO NEXT?
- COST/BENEFITS EVALUATION
- MANAGING LEGACY
- OVERPRODUCTION OF DATA



IMPROVEMENTS

- ARTISTIC IMPACT
- IMPROVING MENTAL HEALTH
- NEW JOB PLACES
- IMPROVING CITIES IMAGES

BE CAREFUL!  
IMPACT VARIES!  
→ AGE, CULTURE, SOCIAL GROUP...

BUT

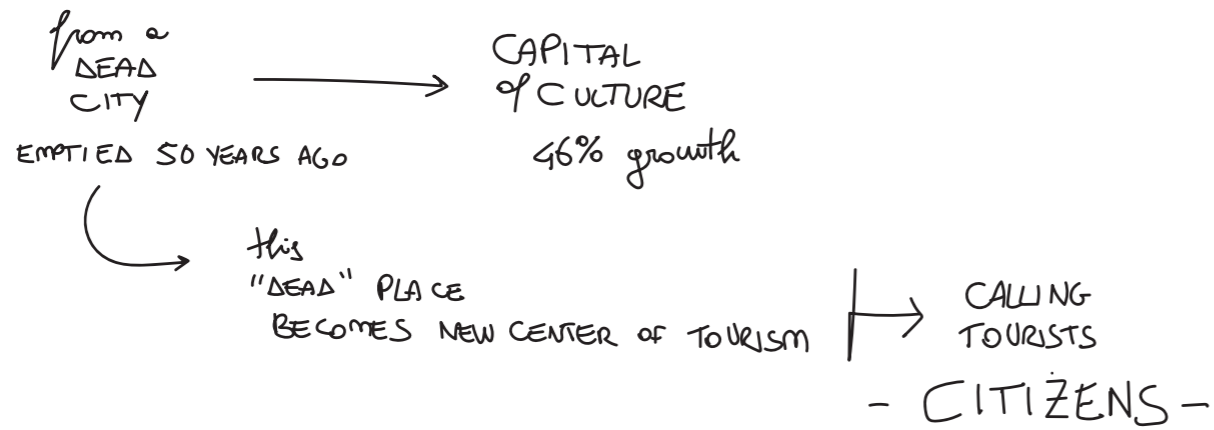
GENTRIFICATION

→ [think in EUROPEAN dimension]

## Evaluations issues

- LIMITED MONEY
- INSUFFICIENT PLANNING
- VAGUE CRITERIA
- NEED TO CONSIDER NEGATIVE IMPACT
- LACK OF INDEPENDENCE OF EVALUATORS

SOMETHING WEIRD ABOUT MATERA



gentrification → deep changes in the cities

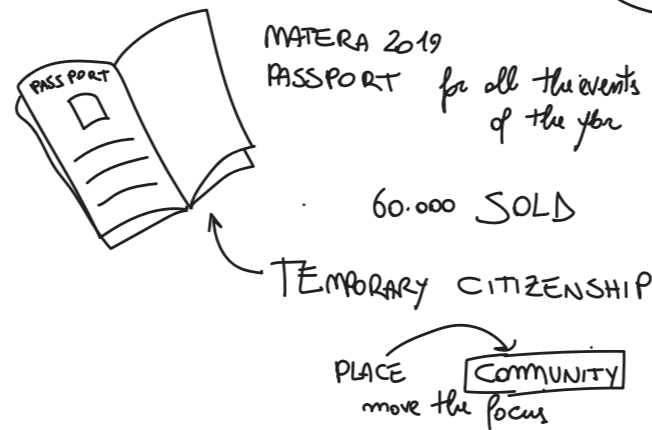
- NO ONE WANTS TO BE LIKE VENICE! -

ONCE ONLY WEALTHY PEOPLE COULD AFFORD TRAVELING

NOW PEOPLE GO TO HOLIDAY IN VERY DIFFERENT WAYS

1 BILLION PEOPLE BEING TOURISTS IN THE WORLD

MAJOR ISSUE IN CITIES LIKE VENICE



DECALOGUE OF 10 RULES for "TEMPORARY CITIZENS"

POSITIVE APPROACH (DON'T USE DONTs)

"I will take with me the citizen I have become"

Question time

HOW DO WE MAKE ECOC A TOURIST DEST.?

- ~ WORK WITH THE LOCAL COMMUNITY
  - ~ UNDERSTAND THEIR NEEDS
  - ~ WHAT ARE THE WEAKNESSES?
    - ~ START TO CREATE A NEW OFFER
    - CREATIVITY
    - NEW EXP.
    - TRANSFORMATIVE TRAVEL
  - DON'T BE STANDARD!
  - ~ GENERATE A SOCIAL GENDER ECOC MUST WORK ON THIS → TOURISTS = FLOWS
- PEOPLE ARE MOVING CONSTANTLY

HOW CAN YOU LEARN FROM LOCAL COMMUNITIES?  
"Matera feels like home"

TOURISTS AS CITIZENS



MATERA 2019 - ECOC

RESULTS AND IDEAS

CAN A SMALL CITY PRODUCE CULTURE?  
YES, BUT IN AN HORIZONTAL WAY

82% OF PRODUCTION → ORIGINAL

PRODUCED BY ARTISTS  
AND LOCAL PRODUCERS

→ ARMIN LINKE EXHIBITION  
ABOUT ANTHROPOCENE

- SECURITY
  - SET DESIGNERS
  - SOUND/LIGHT ENGINEER
  - CREATIVE
  - PHOTOGRAPHERS
- INVOLVED IN CULTURAL CHANGE

THEY GREW  
IN DOING THEIR WORK

→ CULTURAL  
UPGRADE

(SEE  
OPEN DESIGN  
SCHOOL

CO-DESIGN

CO-CREATION

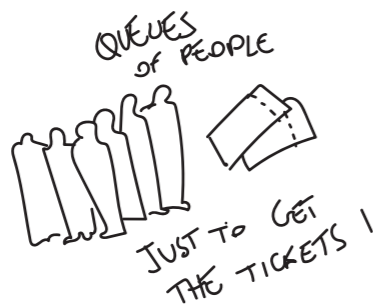
→ CULTURAL ACTORS

MANY DIFFERENT  
PROFESSIONAL PERSONALITIES

important aspect  
for ECOC legacy



MAKE MATERA  
A PLACE TO LIVE IN



most of the project  
were involving  
PEOPLE

ALL THE PRODUCTIONS  
CHANGED ACCORDING  
TO THE PEOPLE'S NEED

(ALSO THANKS TO  
THE CITIZEN PASSPORT)

↳ CAN BE USED  
FOR PUBLIC TRANSPORT



HUGE VISIBILITY

- TOURISTS
- JOURNALISTS
- MEDIA PARTNER
- SOCIAL MEDIA

HIGHEST ECOC  
- GROWTH -

FROM  
EXCLUSIVE  
TO

INCLUSIVE  
BOUTIQUE HOTELS

OPEN  
SPACES

- events spread in  
the region



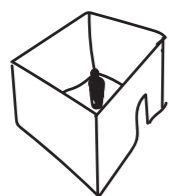
Which are the problems THE YEAR AFTER?

THE COMMISSION MONITORS YOU BUT DOES NOT FUND

→ YOU NEED TO FIND A SOLUTION TO SECURE THE LIFE OF THE PROJECT + ECONOMIC AND POLITICAL STABILITY OF THE CITY

→ SECURE PART OF THE BUDGET TO SPEND IT IN 2020/2021 (PRESERVE THE MODEL) → 20% of the total amount

→ DIFFICULT AT THE BEGINNING BUT IT HELPS IN FUTURE EVENTS FUNDING



NOT CONCRETE AND NEW BUILDINGS

BUT

LEARN HOW TO BE INDEPENDENT

CAPACITY BUILDING FOR ECOCs

NEED TO GET A NUMBER OF NEW SKILLS



1. MAP THE NEEDS
2. ESTABLISH A TEAM OF EXPERTS
3. FACILITATE THE EXCHANGE OF BEST PRACTICES

7 ACTIVITIES IN 36 MONTHS

- MAPPING
- CONSULTING
- PROVIDING EXPERTISE
- BUILD A DB OF EXPERTS

ENCATC

FIRST PHASE ENDING IN DECEMBER



WHAT IS EUROPE LOOKING FOR?

What Europe gets from the cities?

THINK OUTSIDE THE BOX OF THE CITY

→ BIG RESPONSIBILITY IN SOCIAL ENGINEERING "HOW WILL EUROPE AND THE WORLD SEE ME?"

→ LOOKING AT THE WORLD WHILE STAYING EUROPEAN WITH OUR DIVERSITIES.

NOT ONLY ARTISTS BUT → CITIZEN OF YOUR CITIES

PROPOSE YOUR THOUGHTS TO INSTITUTIONS, ARTISTS, INTELLECTUALS...

BE HAPPY ABOUT YOUR MAYOR 😊

IT ALSO INVOLVES DREAMING!



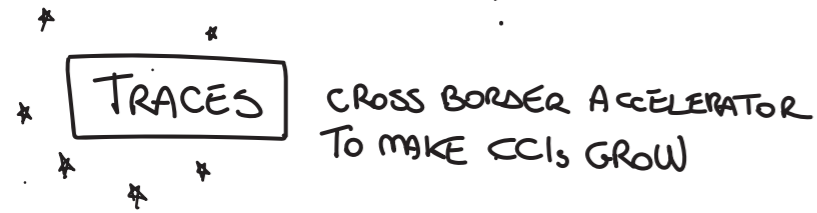
RECIPE: NUMBERS + WORDS + ENTHUSIASM + DREAMS

HUNGRY HEARTS WANT TO GIVE LOVE





HOW CAN WE CONNECT CCIs TO LOCAL DEVELOPMENT?

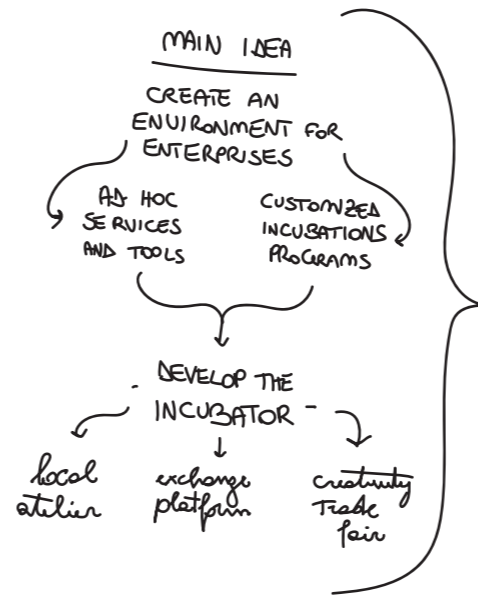


- END USERS → CC ENTERPRISES  
 → START-UPS  
 - MEDIA  
 - MUSIC  
 - ART...

WHAT WE DO? → 2 COMMON PROBLEMS { WESTERN GREECE PUGLIA } → TERRITORIAL DIFFERENCES

I. FUNDING WEAKNESS  
 II. GEOGRAPHICAL DISPARITIES

AIM → STRATEGY TO MAKE ENTERPRISES COMPETITIVE (IN BOTH REGIONS)



IT IS IMPORTANT TO HAVE A PRECISE TARGET



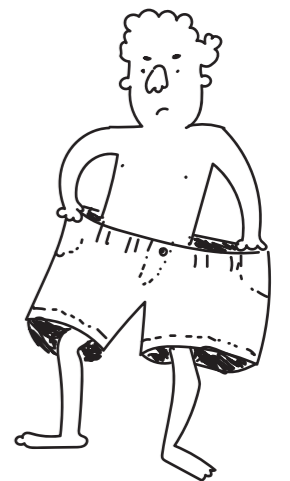
→ CCIs ←

- less than 10 employees
- no financial planning
- investment 10% of risk capital
- main entry barrier is price competition

- CREATIVE THINKING
- COMMUNICATION SKILLS
- USE OF TECH

DEVELOPMENT OF A LOGICAL FRAMEWORK

THERE IS NO MODEL THAT FITS ALL "BODIES"



→ 5 LOCAL ATELIER IN PUGLIA  
 1 for each province



↳ PLACES WHERE YOU CAN MEET THE COMMUNITY

MANFREDONIA (FG)  
 COWORKING SMART LAB

BRINDISI (BR)  
 CETMA

BARI (BA)  
 IMPACT HUB

TARANTO (TA)  
 AMMOSTRO

LECCE (LE)  
 MOLO 12 COWORKING

CALL! YOUNG CREATIVES WORKING

YOU NEED → BUSINESS IDEA  
 MARKET  
 CUSTOMER  
 TEAM  
 SOURCE OF REVENUE

→ SPECIALIZE EACH ATELIER ←