

# CULTURE



Communicating Cultural Values to the Public and Policy Makers

# CONTENTS

- GLOBAL TRENDS
- REDEFINE CULTURAL INVESTMENTS
- REVISIT AND REVISE THE ROLE OF CULTURE IN SOCIETY
- EU CULTURAL POLICY
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  - CASE STUDIES
- EUROPEAN HERITAGE ALLIANCE MANIFESTO (post-Covid-19)

# GLOBAL TRENDS

- **Before COVID-19**

- 4<sup>th</sup> Industrial Revolution
- Rise of CCI and AV (vacancies)
- COE, 2013: Horror Insensitive Youth (TV-AV exposure); Lack of Empathy
- New EU AVMSD: 20% Quota and Article 16
- Social Media Sharing; Influencers; Participatory Culture



- **After COVID-19**

- EUROPEAN HERITAGE ALLIANCE MANIFESTO  
06/2020



# CULTURAL INVESTMENT ?

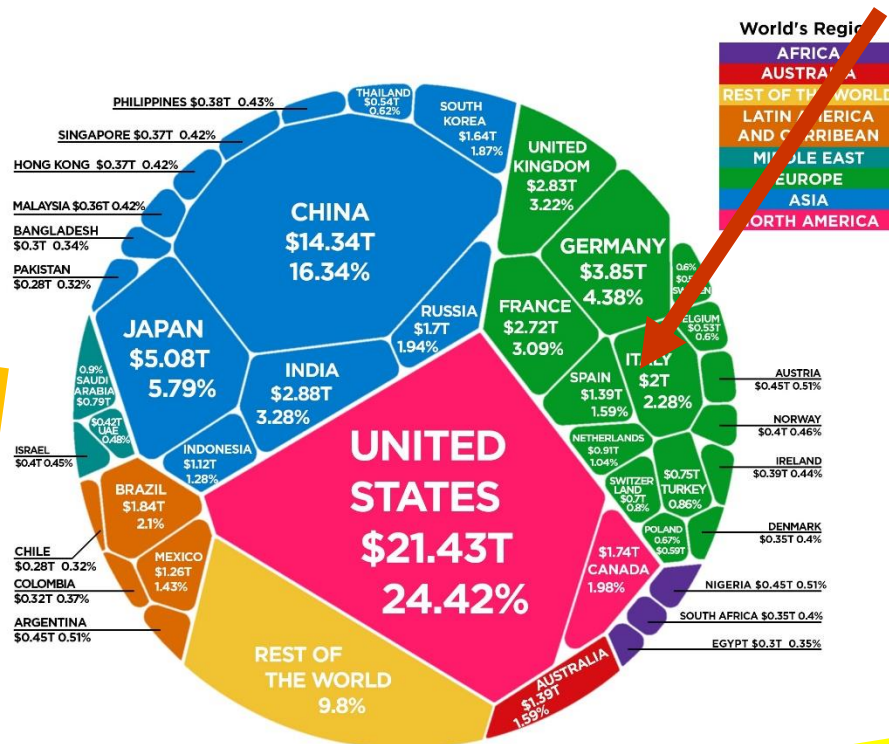
- More **money**?
- More audience?
- More **visibility**?
- More votes?
- More entertainment?
- More lunaparks?

EU 447.7 million  
 US: 331 million  
 CHINA: 1,439,323,776  
 INDIA: 1,380,004,385  
 QATAR: 2,881,053

The European Commission's Winter 2019 Economic Forecast predicts : **Malta** is forecast to have the highest growth in 2019 at 5.2%.

1. Qatar: \$138.9K
2. Macao: \$113.4K
3. Luxembourg: \$112K
4. Singapore: \$105.7K
5. Ireland: \$87K
6. Brunei Darussalam: \$85K
7. Norway: \$79.6K
8. UAE: \$70.4K
9. Kuwait: \$67.9K
10. Switzerland: \$67.6K

**The World Economy**  
 Gross Domestic Product (GDP) by Country 2019



Article & Sources:  
<https://howmuch.net/articles/the-world-economy-2019>  
<https://databank.worldbank.org>

- EU GDP 2013: 17,317 TEUR
- EU GDP 2017: 17,339 TEUR

# EU CULTURAL POLICY

- PP 2007-2013: 347 BEUR
- PP 2014-2020: 351,8 BEUR
- PP 2021-2027: 373 BEUR
- CULTURE: 6 BEUR (1,7%\_PP 2007-2013)
  - CULTURE: 2.1 (EU GDP)
  - TOBACCO/FOOD/MANUFACTURE 1.9 (EU GDP)
  - CHEMICAL/PLASTICS 2.3 (EU GDP)



## CULTURAL RoI

- KNOWLEDGE
- BEHAVIOUR AND ETHICS
- IDENTITY
- SOCIAL COHESION

# CULTURE vs VIOLENCE

- Tangible vs Intangible (6 BEUR)
- Entertainment rather than Citizenship?
- Cost of Violence & Terrorism: 1.7 % OF THE WORLD GDP IN 2017  
(84 TUS \$)
- Cost of Violence in the EU: 226 BEUR (2018)  
87% of this cost is gender-based
- Cost of Suicide: 56.000/2018 (EU)
- Cost of Police: 1.7 % OF GDP IN 2017 (EU)
- Cost of Health: 4% OF GDP= 600 BEUR (EU annually)

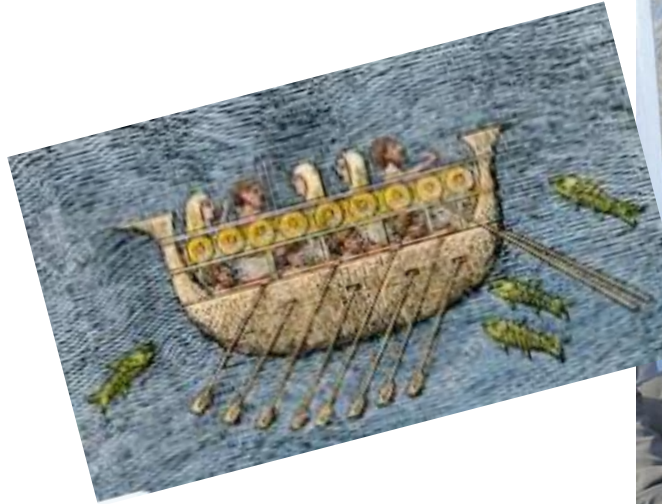


# MAVI VATAN

Seljuk Warlord Caka  
Bey, d.1092 AD



*A madman blessed by poseidon,  
Wrath to Byzantine,  
A whirlwind of archipelago.  
But most important,  
the first Admiral of Turks.*



Oldest Galley in the world

Dorothea Papathanasiou-Zuhr, Ph.D.

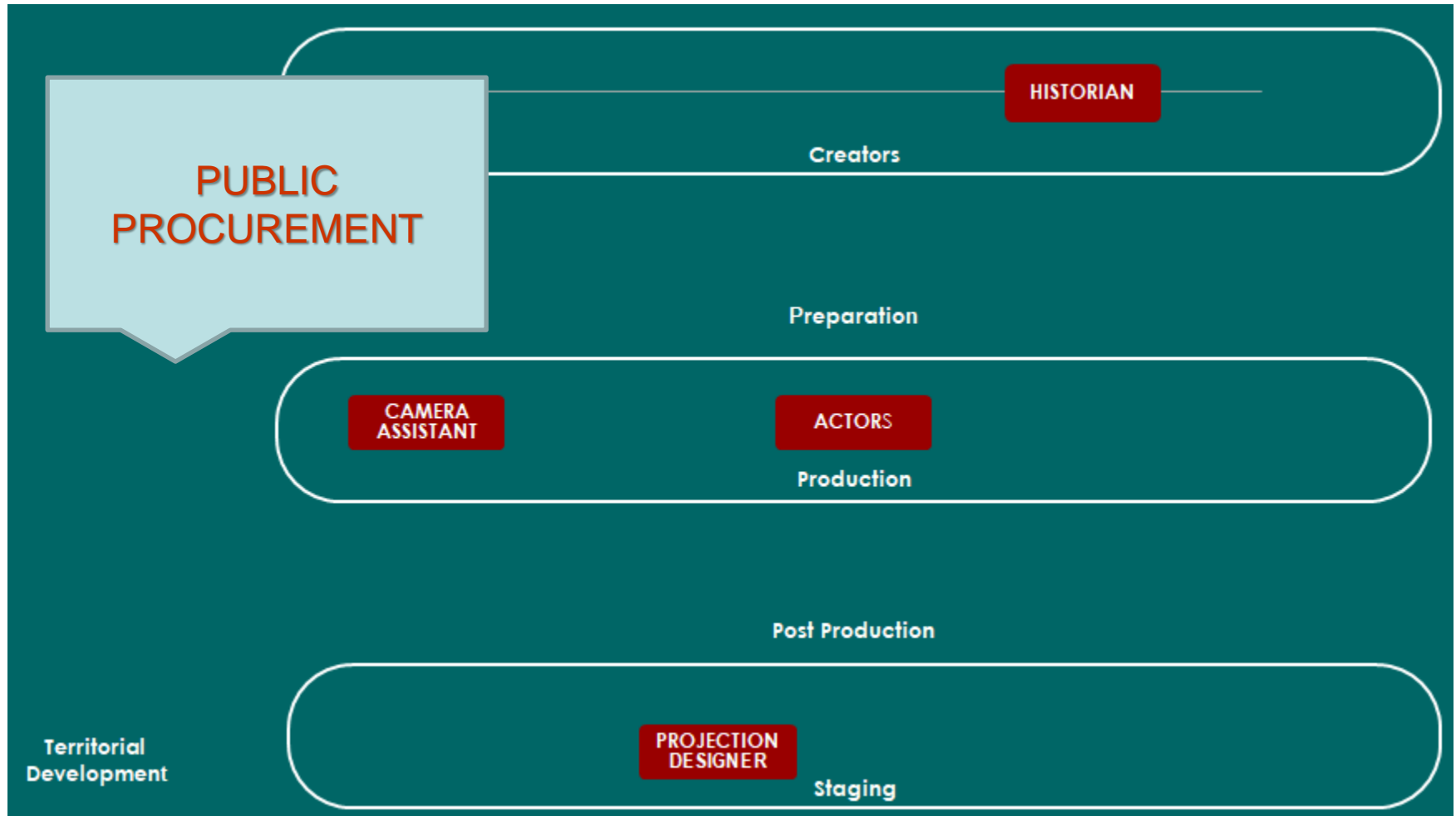


# EU AVMS DIRECTIVE 2016

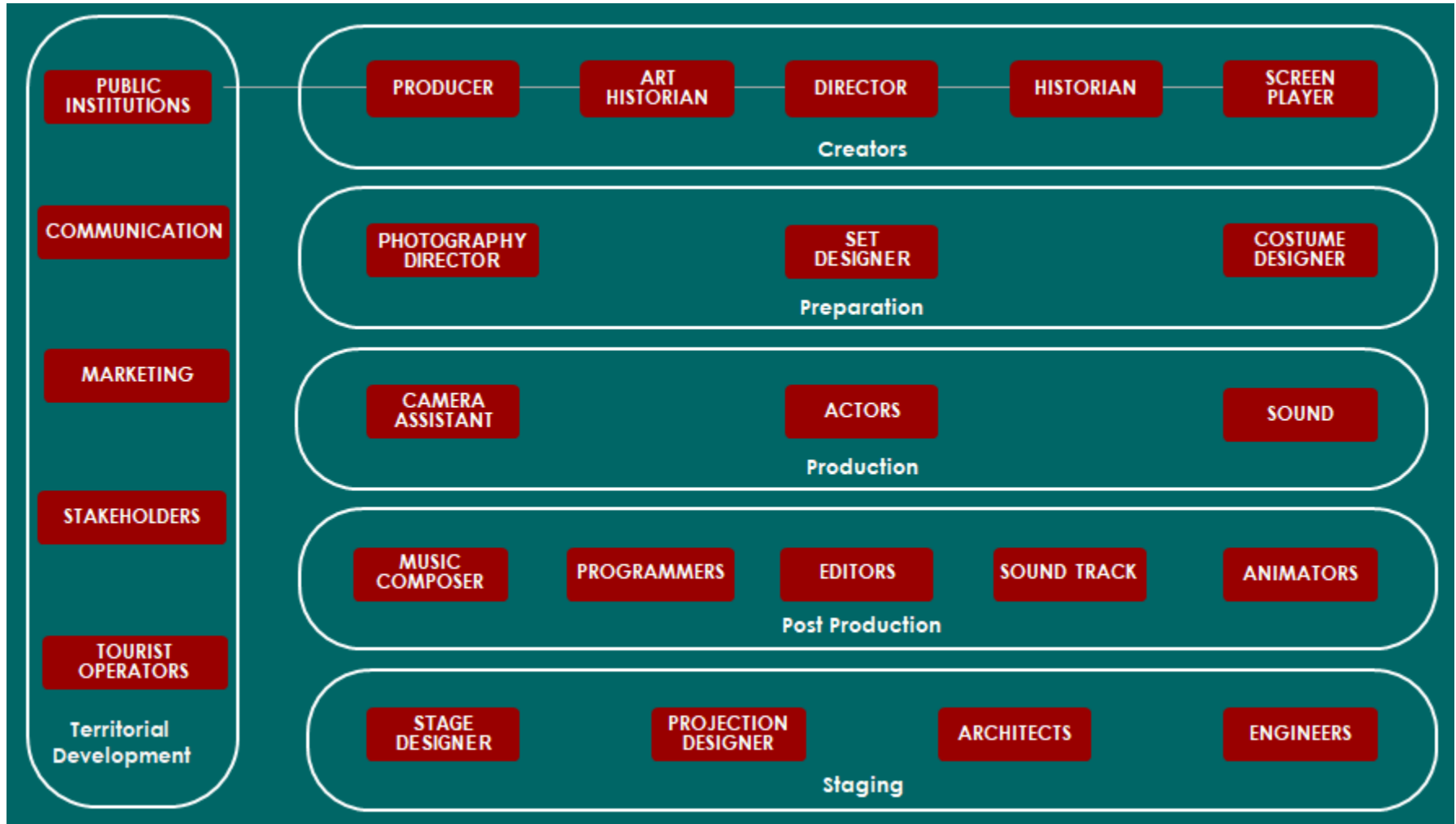
- ❖ 2013: the EU AV Sector lost 5.3% of the global share to US controlled groups (133 BEUR)
- ❖ 2016: 25th of March “**Article 16**: Promotion and Distribution of European Heritage Works”
- ❖ **20-30% quota** for both TV service providers and video-on-demand service providers in their catalogues (‘Netflix quota’).
- ❖ **User protection** whether they are watching a film on traditional TV or on on-demand TV
- ❖ The **transparency rules** for advertising, especially on product placement and sponsorship, will now also apply to video-sharing platforms
- ❖ **The rules apply to user-generated videos** shared on platforms like Facebook, when providing AV content is an essential functionality of the service
- ❖ **Services such as YouTube** will fall under the scope of the revised AVMS Directive.
- ❖ **AV content shared** on social media services will also be covered by the new deal.
- ❖ Stronger rules **against hate speech and public provocation** to commit terrorist offences, that prohibit incitement to violence or hatred and provocation to commit terrorist offences in AV media services as well as on video-sharing platforms



# PATHOGENY OF C.I.



# BBC APPROACH



# CULTURAL ENGAGEMENT

- **COVID-19 particularity:** Not to spend the time, but to create added value
- to transform factual information about heritage assets and their values into
  - fully comprehensible cultural narratives expressed via different (AV) Media
  - cognitive-emotional and multisensory experiences
- Principal aims and targeted results
  - Learning, Emotional, Behavioral, Economic, Social Outcomes



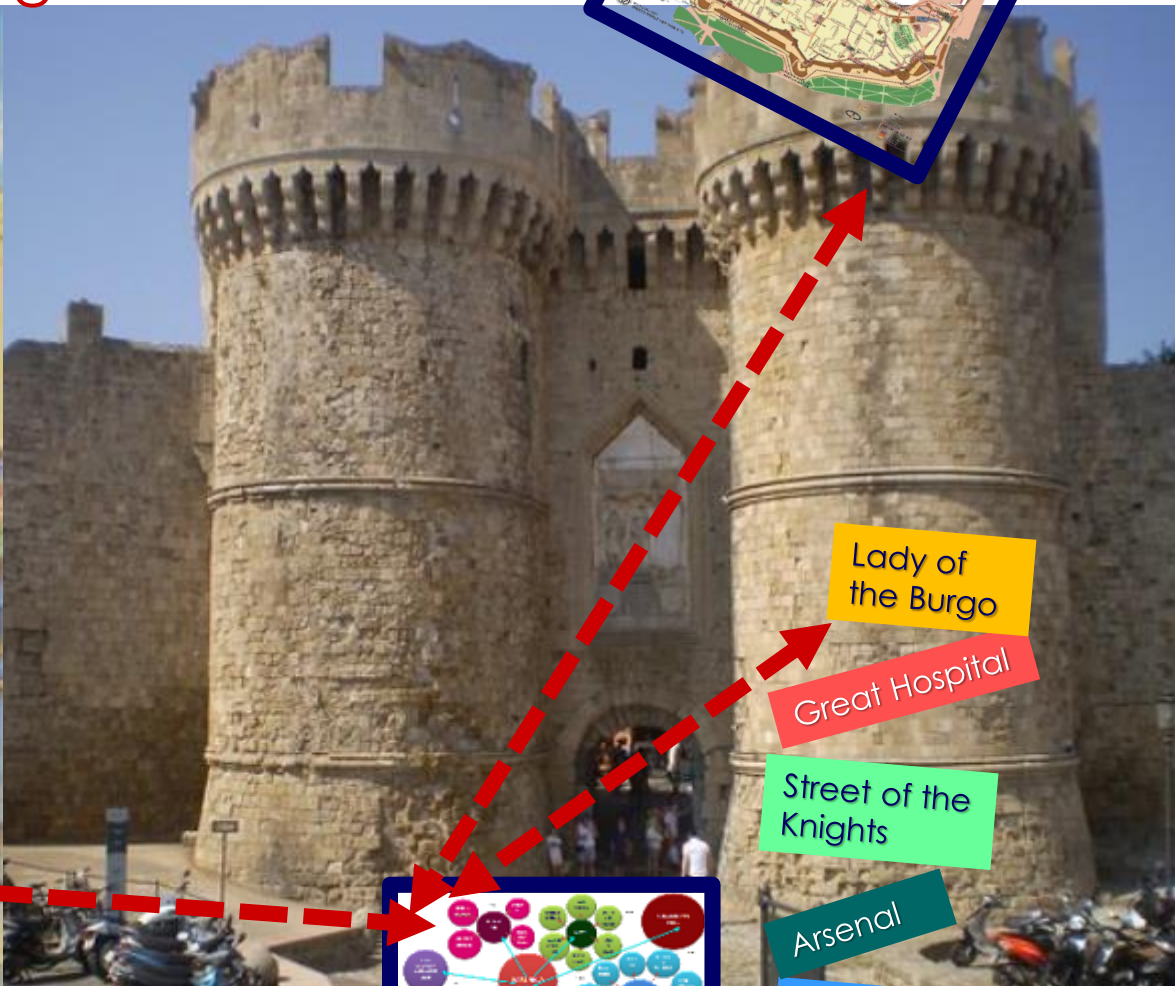
# FAMOUS AND SILENT

“numbers: indicative, but not significant”



# TRANSFORMATION NOW!

“The missing link”



Lady of the Burgo

Great Hospital

Street of the Knights

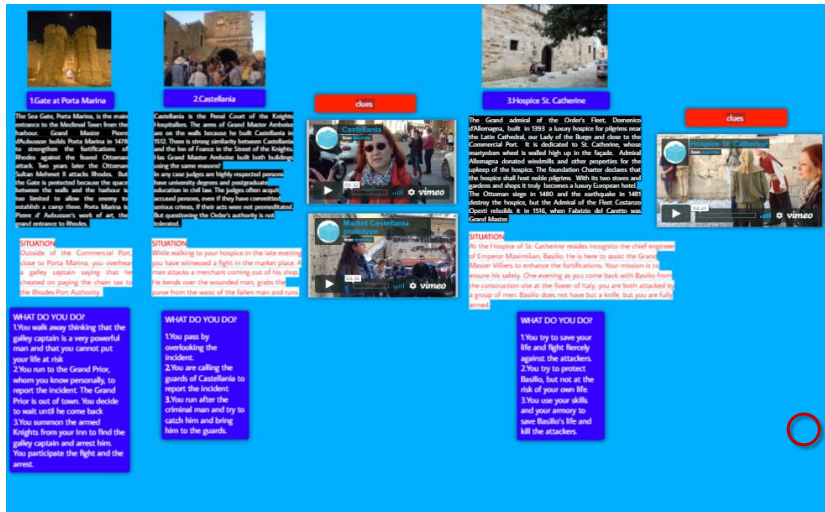
Arsenal

Santa Caterina





# RESEARCH



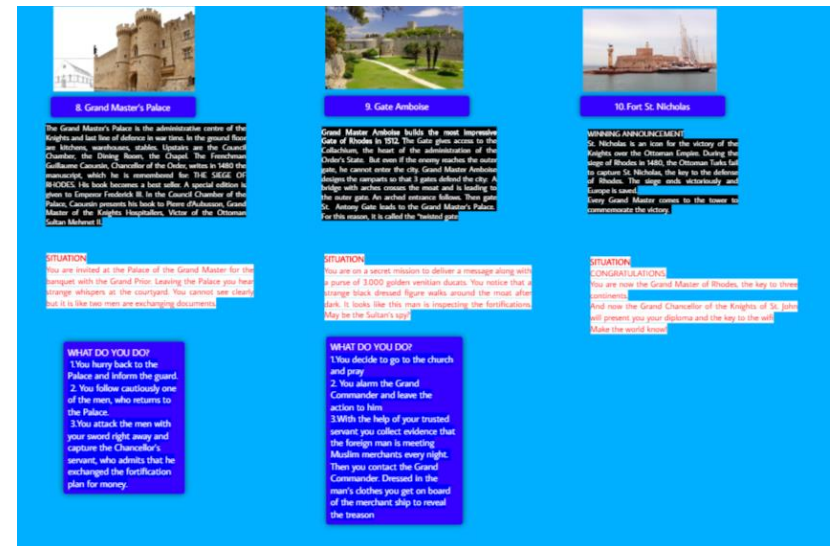
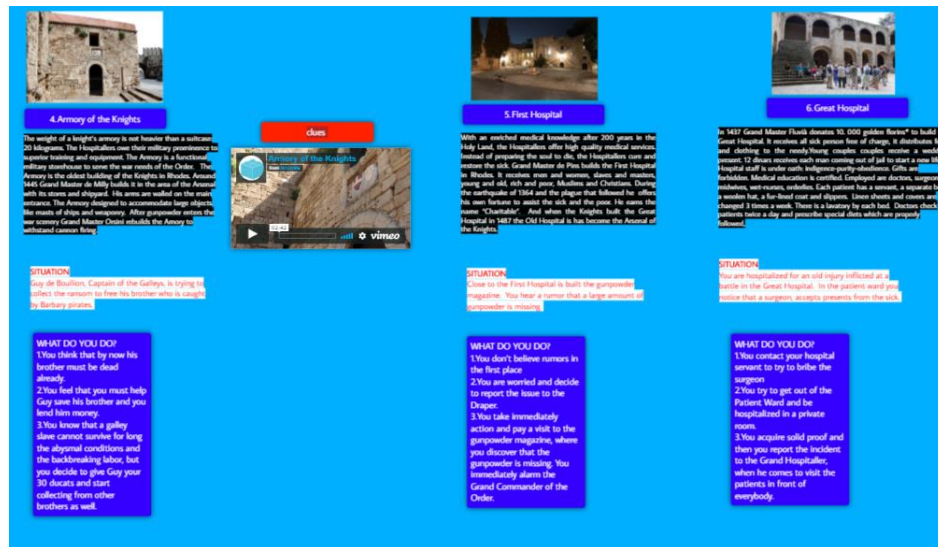
Designations are NOT ENOUGH

- Stakeholders
- Archival Research
- Expert Contribution
- Significance Assessment
- Statements of Significance
- Heritage Narrative
- CCI Transformation
- Visitor Driven Communication

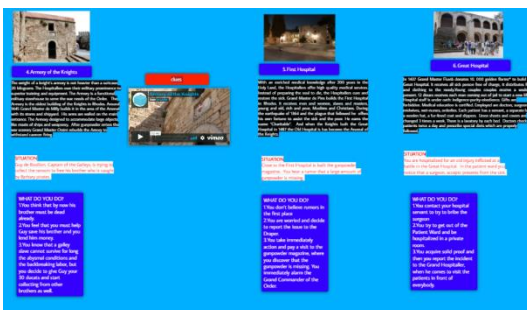


## DEVELOPINNG THE PROTOTYPE

## TESTING THE PROTOTYPE IN SITU & OFF SITU

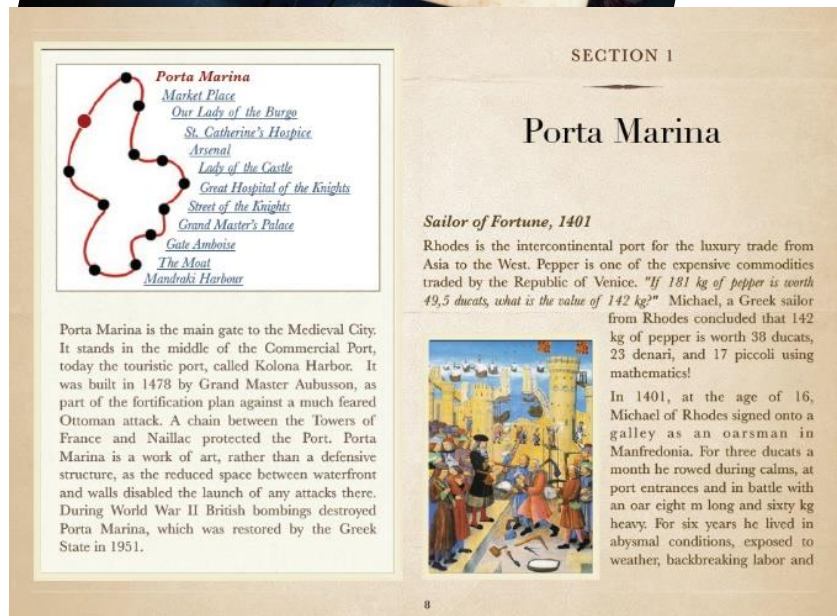
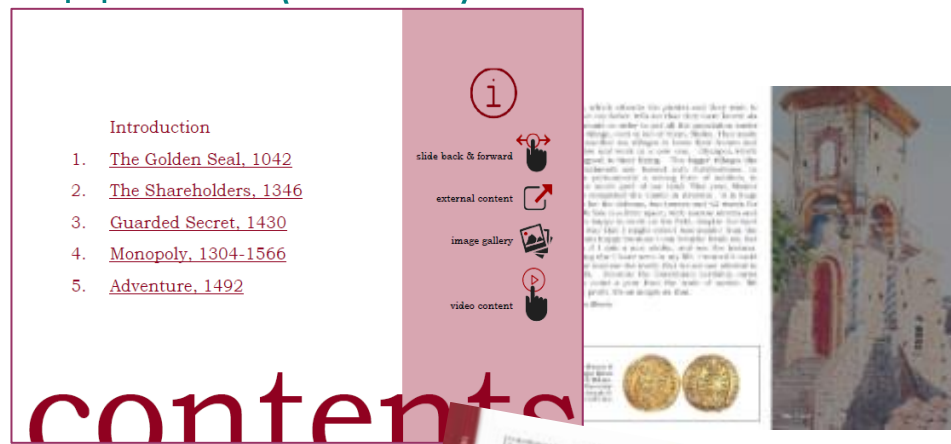


# STORYTELLING



# DIGITAL PUBLISHING

Appstore (iBOOK), Rhodes, GR, 2017 Appstore (iBOOK) Chios, GR, 2020

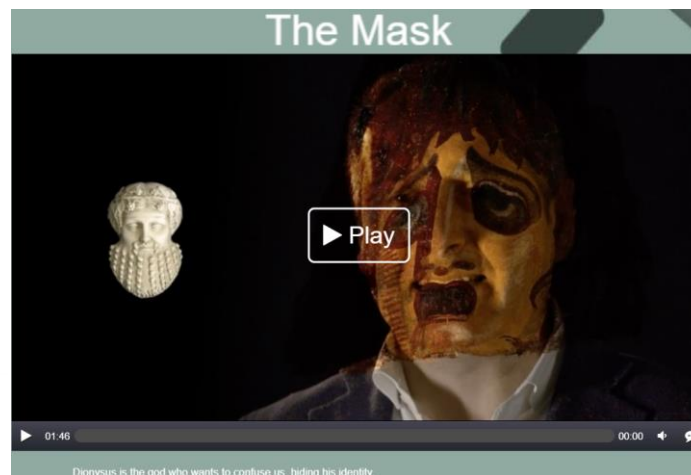
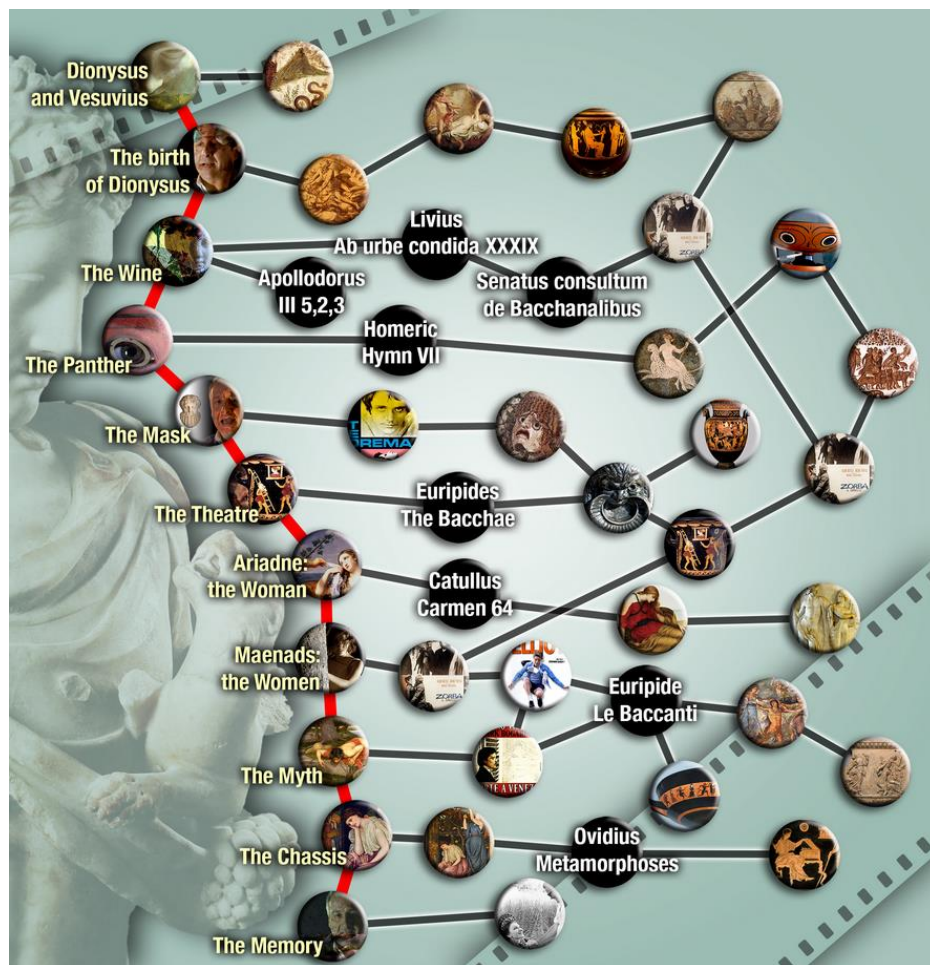




# CROSS PLATFORM

## CROSS PLATFORM eBook

### DIONYSSOS: From a Roman sculpture to the returning myth, Naples 2020





# FULL SCALE INVESTMENTS

## THE WORLD OF FREDERICK II HOHENSTAUFEN: Peopling the building



**il Mondo  
di Federico II**  
IN MULTIVISIONE

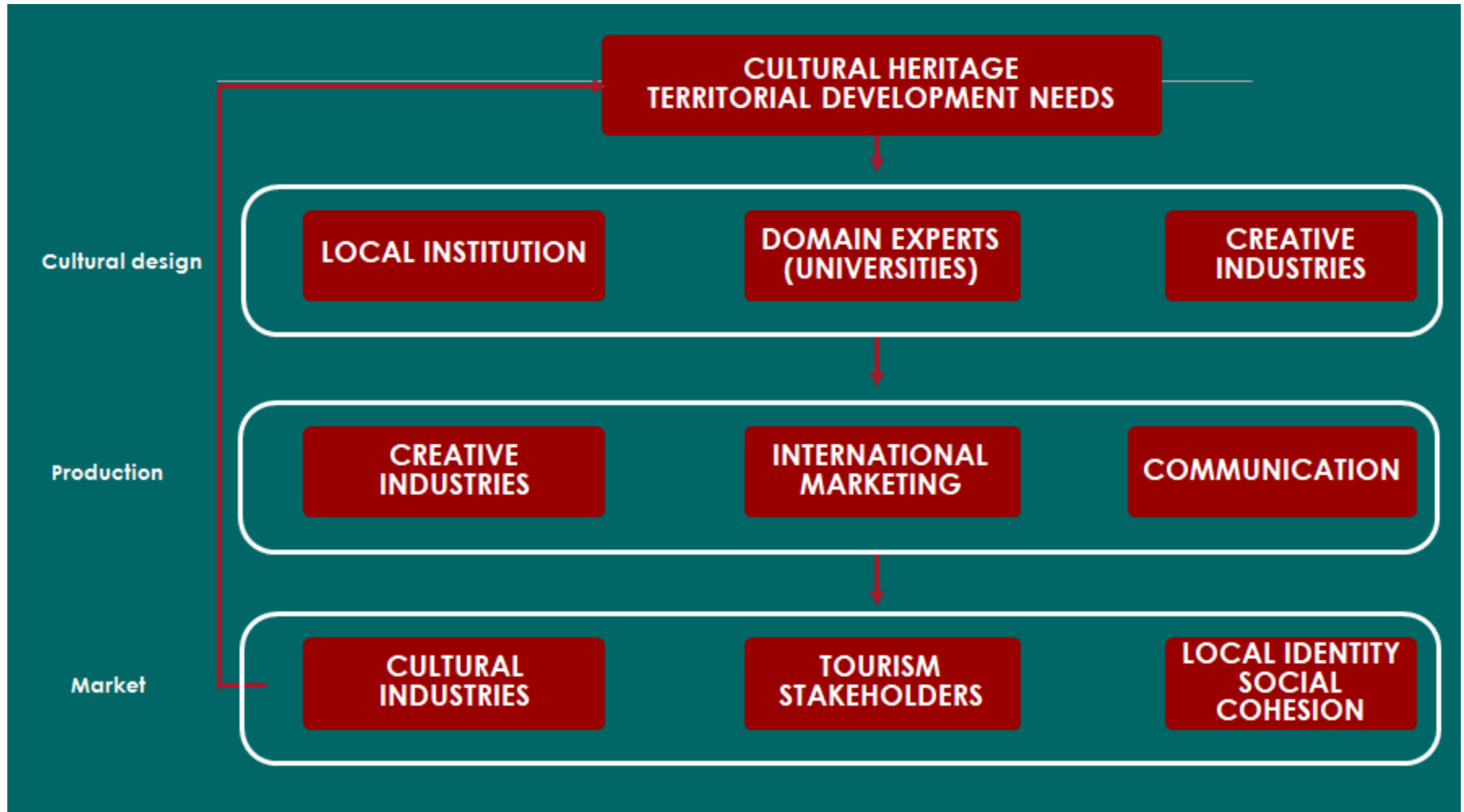
Dal **9 giugno**, la nuova emozionante esperienza  
nel **Castello di Lagopesole**. Luci, suoni, forme, colori: ogni  
**mercoledì, sabato e domenica**, Federico II e la sua opera rivivono nello  
**spettacolo in multivisione**.  
Tutti i giorni il **museo narrante** per scoprire la vita a corte, le arti,  
i mestieri, gli studi dell'imperatore che ha stupito il mondo.

 **Castello di Lagopesole**  
Il Mondo di Federico II

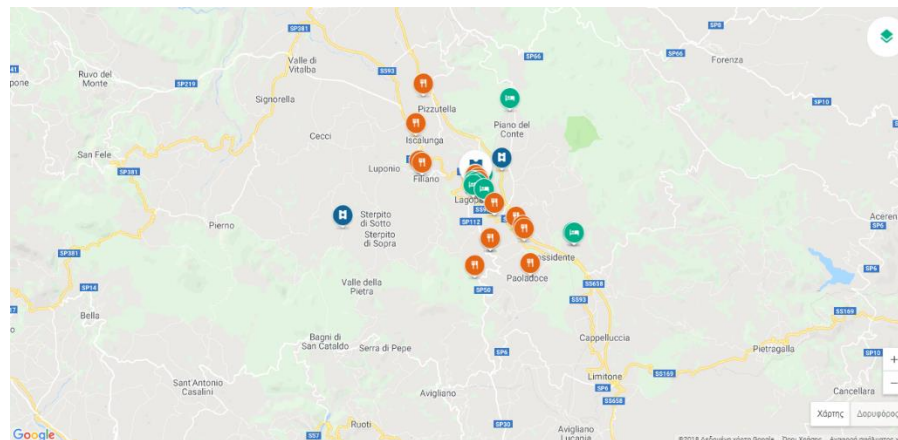
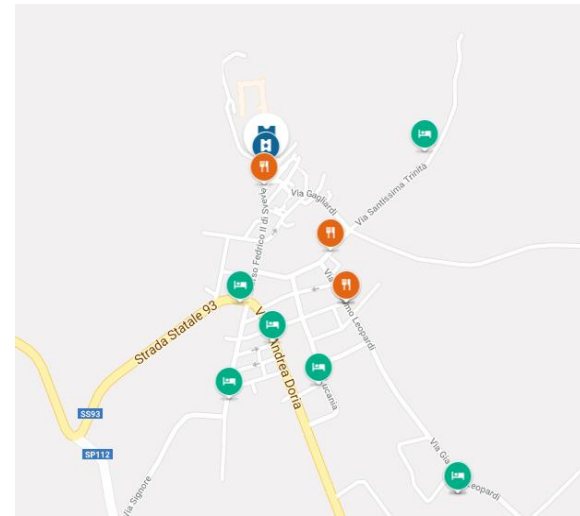
  

[www.castellolagopesole.it](http://www.castellolagopesole.it)   

# THE APPROACH



# THE WORLD OF FREDERICK II HOHENSTAUFEN



**COST**  
 RESTORATION: 7 MEUR  
 CCI INVESTMENT: 1,5 MEUR

**RoI:** 14.000 visitors  
 (2018)



# MULTISENSORY EXPERIENCES

INTERIOR SPACE (MUSEUM)

EXTERIOR SPACE (COURTYARD)

- Welcome with Guard
- Embodied Surprise
- Hall of the Sphere
- Geographical Map
- Bar of Time
- Hall of the Crown
- Hall of the Court
- History Book
- Hall of the Vestiges

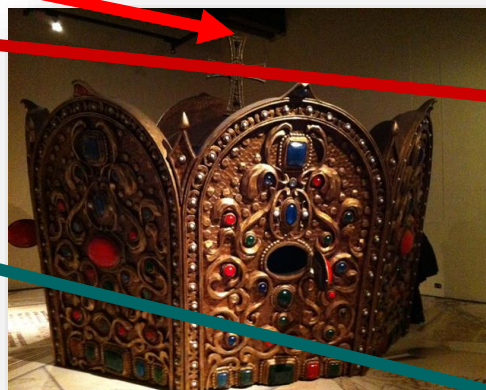
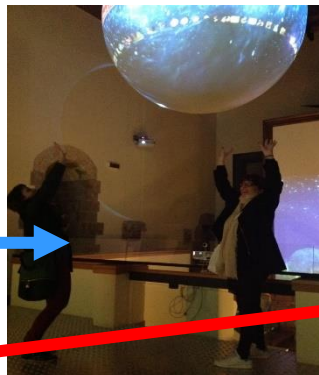
• Multivision in  
the Courtyard

ECONOMIC POLICY

1 ticket – 2 performances – 1 overnight stay

# EXPERIENCE DESIGN

- Embodiment
- Emotional Surprise
- Tactile Experience – Manipulation of Time
- Identification
- Reflective Experience
- Tactile Experience - Personalization



# MULTIVISION



The immersive experience

# RESULTS

- 6 New Businesses
- From zero to 14.000 visitors (2018)
- 3 EU Awards
- Museum is extending...
- Visitor Driven Communication in Social Media
- 25 Publications
- Replication value (4 CCI-drive EU projects)



# OVERALL RESULTS

| PRODUCT/SERVICE   | VISITOR  |
|---|--|
| <ul style="list-style-type: none"><li>• provokes attention</li><li>• relates with the visitor's acquired experiences</li><li>• reveals meanings and relationships</li><li>• focuses on participatory guidance</li><li>• communicates phenomena</li><li>• offers edutainment</li></ul> | <ul style="list-style-type: none"><li>• mindful, when interest captured</li><li>• associates, if s/he processes quickly</li><li>• follows, if s/he associates</li><li>• participates, when understood</li><li>• consumes, when realized</li><li>• hates lectures</li></ul> |

# EUROPEAN HERITAGE ALLIANCE MANIFESTO



# THANK YOU !