



The Multiple Perspectives of Intangible Heritage: Protection and Valorization Experiences *made in Florence*

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3° Thematic Seminar

Tuscany in brief

Population: **3,75 M**;

Area: **23.000 km²**;

GDP per capita: **€ 28.700** (EU27 ave. € 25.000-EU15 ave. € 29.000);

Registered companies: approximately **420.000** (2012);

Around **85%** of companies have less than 10 employees;

Around **9%** of companies have less than 20 employees;

Manufacturing: over the **27%** of regional workforce;

Employment rate **62.5%** (EU27 ave. 64.1% - EU15 ave. 65,13%)



Population with higher education: **10%** (2011);

R&D expenditure as a % of GDP: **1,22%** (40% from private sector);

University size: **130.000** students (2011).

Tuscany in brief

Birthplace of the Italian Renaissance



***Birthplace of Brunello di Montalcino
and Chianti wines!***

Tuscany in brief

Medici Villas and Gardens
(2013)



The Cathedral Square of PISA
(1987)



The VAL D'ORCIA
(2004)



Center of
FLORENCE (1982)



The historical center of
SAN GIMIGNANO
(1990)



The historical center of PIENZA
(1996)



The historical center of SIENA
(1995)



7 UNESCO WORLD HERITAGE SITES

ROP – ERDF 2014-2020 (measure 6.7.1)

REFERENCE ACTION	MAIN TECHNICAL FEATURES OF THE ACTION	RESULT INDICATORS	OBJECTIVE / EXPECTED IMPACT	EXPECTED IMPACT AT REGIONAL LEVEL	OUTPUT INDICATORS
6.7.1 Action aimed to the protection, enhancement and networking of cultural heritage - tangible and intangible - so as to consolidate and promote development processes	Types of interventions: Support for operations of preserving and enhancing the cultural heritage and museums Beneficiaries Local authorities, associations, foundations, park authorities, religious and moral authorities	Number of visitors in public and non-public institutions (in thousands) per institute (Source: Istat, Mibact)	Improvement of the conditions of standard supply and use of cultural heritage In the main areas of tourist attraction	Increase the attractiveness of cultural heritage (museums and major cultural attractors) improving conditions for supply and use of reference areas	1) Growth of the expected number of visits to natural and cultural heritage sites and places of attraction receiving support 2) Number of activated services (design and implementation of services)

ROP – ERDF 2014-2020 (measure 6.7.2)

REFERENCE ACTION	MAIN TECHNICAL FEATURES OF THE ACTION	RESULT INDICATORS	OBJECTIVE / EXPECTED IMPACT	EXPECTED IMPACT AT REGIONAL LEVEL	OUTPUT INDICATORS
6.7.2 Action aimed to support the dissemination of knowledge and to facilitate the access to cultural heritage - tangible and intangible - by setting up services and/or innovative systems and by means of advanced technologies	Types of interventions Establishment of an on line information system relevant museum attractors and related thematic networks Beneficiaries Tuscany Region	Number of visitors in public and non-public institutions (in thousands) per institute (Source: Istat, Mibact)	Improvement of the conditions of standard supply and use of cultural heritage in the main areas of tourist attraction	Increase the attractiveness of cultural heritage (museums and major cultural attractors) improving conditions for supply and use of reference areas	1) Growth of the expected number of visits to natural and cultural heritage sites and places of attraction receiving support 2) Number of activated services (design and implementation of services)

IV Stakeholder Meeting - Digitization of Intangible Heritage - July 5th 2017

Moderator: CARLO FRANCINI

UNESCO Office of the Municipality of Florence

Site Manager of the UNESCO World Heritage Site “The Historic Center of Florence”



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|---|------------------------------------|
| <input type="checkbox"/> Luciano Artusi | Corteo Calcio Storico Fiorentino |
| <input type="checkbox"/> Jurgen Assfalg | Città Metropolitana of Florence |
| <input type="checkbox"/> Marco Biffi | Accademia della Crusca |
| <input type="checkbox"/> Laura Cassi | University of Florence |
| <input type="checkbox"/> Giovanna Del Gobbo | University of Florence |
| <input type="checkbox"/> Andrea De Polo | Fratelli Alinari |
| <input type="checkbox"/> Ugo Di Tullio | Mediateca Toscana Film Commission |
| <input type="checkbox"/> Simone Giometti | Life Beyond Tourism |
| <input type="checkbox"/> Gabriele Guagni | Teatro della Toscana – La Pergola |
| <input type="checkbox"/> Renzo Guardenti | University of Florence |
| <input type="checkbox"/> Elisa Guidi | Artex |
| <input type="checkbox"/> Luca Ioseffini | Accademia del Maggio Musicale |
| <input type="checkbox"/> Maria Pilar Lebole | Osservatorio dei Mestieri d'Arte / |
| | Accademia dei Georgofili |
| <input type="checkbox"/> Francesco Marini | Teatro Metastasio - Prato |
| <input type="checkbox"/> Roberto Rubini | Studio Source |
| <input type="checkbox"/> Aurora Savelli | University of Florence |

IV Stakeholder Meeting

Digitization of Intangible Heritage

July 5th 2017

MAIN TOPICS

- ❑ The importance of intangible heritage
- ❑ Digitization experiences linked to cultural industry
- ❑ Craftsmanship and culture: artisanal production and points of sale
- ❑ Other experiences and good practices relevant the intangible heritage in Tuscany:
 - oral traditions and expressions, including language as a vehicle of the intangible cultural heritage
 - performing arts
 - social practices, rituals and festive events
 - knowledge and practices concerning nature and the universe
 - traditional craftsmanship



The Multiple Perspectives of Intangible Heritage: Protection and Valorization Experiences *made in Florence*

☐ ORAL TRADITIONS AND EXPRESSIONS

☐ PERFORMING ARTS

☐ SOCIAL PRACTICES, RITUALS AND FESTIVE EVENTS

☐ *CALCIO STORICO FIORENTINO*

☐ KNOWLEDGE AND PRACTICES CONCERNING NATURE AND THE UNIVERSE

☐ TRADITIONAL CRAFTSMANSHIP

☐ OMA

☐ ARTEX

Associazione
OMA
Osservatorio
dei Mestieri d'Arte



art  **X**
Centro per l'Artigianato
Artistico e Tradizionale
della Toscana



Artex's activity unfolds on four levels

LOCAL:

- ✓ Supporting territorial policies for artistic handicrafts
- ✓ Further synergies among handicrafts, cultural heritage and tourism

REGIONAL:

- ✓ Workshop for innovative and experimental interventions
- ✓ Role of institution and safeguard of the crafts sector

NATIONAL:

- ✓ Referent for national CNA and CONFARTIGIANATO
- ✓ Consultant for the Italian Ministry for Economic

INTERNATIONAL:

- ✓ Participating in European programmes
- ✓ Organizing the participation of companies in international trade fairs



THE VALUES OF ARTISTIC CRAFTSMANSHIP

Economic value

Artistic crafts are a key economic and productive resource: a widespread productive network, made up of small companies, workshops and SME's that are deeply rooted in their local territory, and which constitute a relevant part of economic value created by the manufacturing sectors.

Cultural value

Artistic crafts are a unique cultural heritage and expression of society throughout the ages: a repository of material and immaterial knowledge, rooted in their local territories.

Social value

Artistic crafts contain a “social value”, created through interaction with the economy and society of their local areas, with the community and with the surrounding environment.

ARTEX - the Center for Artistic and Traditional Craftsmanship in Tuscany

CRAFTS AND TOURISM

Tourism is one of Europe's chief industries in terms of job creation and turnover: around 80% of European tourists travel for pleasure, while the remaining 20% travel for business (Source: World Tourism Organization).

The **craft sector** is a fundamental component of tourism, an authentic “**tourist attraction**”, thus it is essential to exploit the synergy between crafts and tourism, for reciprocal benefits and development. (The International Charter of Artistic Craftmanship).

Studies carried out in Italy in 2002 showed that **artistic craftsmanship comes third**, after beautiful scenery and artistic heritage, **on the list of attractions** for Italian and foreign tourists.



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CRAFTS AND TOURISM

The relationship between craftsmanship and tourism has **three perspectives**:

To **inform and communicate** about artistic and traditional craftsmanship as an important economic and cultural resource of the area, closely linked to local history and traditions.

Intercept flows of tourists with high purchasing power (i.e. consumers of local tourism), interested in products of artistic and traditional craftsmanship.

Broaden the area's tourism offer. Beside the historical, architectural and landscaping emergencies, new destinations and itineraries are emerging, linked to artistic craftsmanship, that is, to the less “exploited” aspects of the territory's culture.





ARTOUR Toscana – The Craft Itineraries

The Craft Itineraries of ARTour are a chance to travel through Tuscany on the trail of traditional crafts, stories and characters from the region's historic craftsmanship.

The itineraries can be found on www.artour.toscana.it

- Over 100 Crafts Itineraries in Tuscany
- Itineraries theme-based e.g. the ceramic itinerary, or geographical – craft workshops that are close together
- 300 enterprises
- Blog dedicated to the stories of artisans

www.artour.toscana.it

ARTEX - the Center for Artistic and Traditional Craftsmanship in Tuscany



ARTOUR Toscana. The Craft Itineraries

- Itineraries can be visualised using Google maps
- Each itinerary is introduced by a short description
- Each craftsman included in the itineraries has his own information sheet with the history of his/her company, details and contacts and photos of products
- Related routes
- Social Network “facebook” e “twitter”

www.artour.toscana.it



ARTEX - the Center for Artistic and Traditional Craftsmanship in Tuscany



The **Galleria dell'Artigianato (Crafts Gallery)** project is aimed at companies selected on the basis of a sole criterion: very high artistic level of their production.

www.galleriartigianato.it

Goals:

- attract or create a niche market made up of collectors, specialized retailers, art galleries, museums;
- present artistic crafts in trade fairs and/or exhibitions and/or media events as “ambassador” of “*Made in Italy*”;
- present to the general public the best of Italian artistic productions from an “educational”, communication and commercial perspective.



ARTEX - the Center for Artistic and Traditional Craftsmanship in Tuscany



Toscana Restauro. The Restoration Catalogue: a practical tool to discover the universe of restoration in Tuscany.

120 profiles, with a description of the activity, the list of main treated materials, details and contacts of the company.

<http://restauro.danaeproject.com/?accesso=1>



OUR FOURTH STAKEHOLDER MEETING
DIGITIZATION OF INTANGIBLE HERITAGE
5th JULY017 – UNIVERSITY OF FLORENCE PREMISES

- **Social practices, rituals and festive events**
- **Traditional craftsmanship**
- **Performing arts**



Strengths - Weakness
Opportunities - Threats

OUR FOURTH STAKEHOLDER MEETING
DIGITIZATION OF INTANGIBLE HERITAGE
5th JULY017 – UNIVERSITY OF FLORENCE PREMISES

STAKEHOLDER MEETING SCHEDULE

- The importance of intangible heritage
- Digitization experiences linked to cultural industry
- Craftsmanship and culture: artisanal production and points of sale
- Other experiences and good practices relevant the intangible heritage in Tuscany:
 - a)oral traditions and expressions, including language as a vehicle of the intangible cultural heritage;
 - b) performing arts;
 - c) social practices, rituals and festive events;
 - d) knowledge and practices concerning nature and the universe;
 - e) traditional craftsmanship.

SWOT MATRIX (1/2)

STRENGTHS

1. The complementary and indissoluble link between tangible and intangible cultural heritage allows mutual benefits on both sectors even in case of intervention in just one of them
2. Several representatives in the sector of intangible cultural heritage, also by virtue of a peculiar attitude and a heightened sensitivity of our territory to the topic
3. Uniqueness and absolute value of local artisanal production
4. **The so-called dual-training systems - learning and *working* – stimulate the rapprochement between young people and craft sector**
5. The craft sector attracts a great audience as well as very important international newspapers, thus fostering an increase in trade and tourism flows
6. **A specific section devoted to “Made in Italy” on Google Cultural Institute, an initiative unveiled by Google to make important cultural material available and accessible to everyone and to digitally preserve it to educate and inspire future generations**

WEAKNESSES

1. Few actions devoted to the safeguard of intangible cultural heritage
2. **A fragmented approach: it is necessary to improve our ability to work in an integrated way by fostering public/private partnerships, inter-regional clusters and ensuring good coordination**
3. The broadband is very expensive which is detrimental to digitization of enterprises
4. Lack of knowledge of the real value of craft products, thus contributing to their economic depreciation
5. **E-commerce sites are not able to explain the remarkable value of craft products**

SWOT MATRIX (2/2)

OPPORTUNITIES

1. **Collaboration between public and private may implement safeguarding strategies devoted to cultural heritage**
2. The bel canto style as intangible cultural heritage
3. **To set up platforms offering a systemic access to existing sites related to intangible heritage**
4. Digitization to safeguard craft production processes
5. The cultural wisdom of age-old craftsmanship is on the verge of extinction. A turnaround would be desirable, starting from stimulating interest and appreciation for fine craft in primary and secondary schools since children are always attracted by handicraft works

THREATS

1. **The digital divide is liable to be detrimental to creative and cultural enterprises**
2. Our failure to take the necessary measures to work in an integrated way leads to the risk of exclusion from very important platforms
3. New generations are inadequately prepared to understand the value of our local craft production
4. **Highly-skilled craftsmen and women have become an endangered species as more young people have chosen other career options: we are in the process of losing on both resources and experience of our cultural heritage**

Thanks for your attention

<http://www.artex.firenze.it/>



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