

European Capitals of Culture as drivers for local Development

Friday, 25 October, 2019 - 10:30 to 17:00

Location: MATERA - Camera di Commercio di Matera, Sala Conferenze

Roundtable Speakers

Paolo Montemurro - Director, Materahub



Paolo Montemurro is Director of Materahub, project manager of EU funded projects, is working since 2010 on capacity building actions for the Creative and Cultural sector and support to young entrepreneurs and start-up in the cultural and social sector.

Since 2014, he has worked on cross-fertilization between arts and other sector of economy, society and culture. Actively involved in the process of candidature of Matera 2019 European Capital of Culture particularly on the capacity-building

process for cultural organizations that will develop the artistic and cultural programme; he has been working on the topic of internationalization and networking at EU level for the Creative and Cultural sector.

In 2018, he has started a new project focused on supporting faculties of arts & humanities on developing new spaces for innovation, entrepreneurship education for students and academic staff, cross -fertilization with companies.

Francesca Imperiale - President, ENCATC



Francesca Imperiale is President of ENCATC since December 2017. She has her PhD in business administration and management from the University of Salento, Italy where she is Assistant Professor. Since 2008, she teaches management of cultural organizations, with a focus on heritage assets management, in the master degrees of the Department of Management and Economics and the High School of Archaeology, University of Salento. She specialized her research activities in the field of cultural heritage management and cultural network performance. The main topics of investigation in these fields are: public-private governance,

community engagement, co-creation processes, heritage asset accounting and network performance evaluation systems. Francesca is also interested in catastrophic risk management related to heritage assets and has written about 40 publications on these topics. Furthermore, she participates as a principal investigator in several research and local development projects on cultural heritage management, which she designed, developed or proposed for funding in partnerships with public institutions in Italy and in the Mediterranean area (particularly Greece, Croatia, Albania).

Emma Taveri - CEO, Destination Makers



She is an enthusiastic entrepreneur, expert about destination management, marketing and local development with international experience with leading travel brands (TripAdvisor, World Travel Market, TUI Travel, TTG)

After leaving her career in London she founded Destination Makers, boutique consultancy focused on the enhancement and promotion of destinations (mainly the less known) and the motivation of local communities.

Emma Taveri is teacher and speaker at world known events such as the Cultural Routes of the Council of Europe Forum and United Nations World Travel Organisation Workshops. She is member of the scientific committee of BTO, the most important event in Italy about innovation in the travel industry.

In 2019 with Destination Makers she launched Recharge in Nature, marketing campaign that became viral and got almost 20.000 applications from all over the world to live a disconnection retreat in the Dolomites. She lives between Puglia, the Dolomites, Milan and Tuscany.

Franco Bianchini - Professor of Cultural Policy and planning, University of Hull



He is part of a team in charge of the evaluation of the impacts and processes of Hull UK City of Culture 2017.

From 2007-2016 he was Professor of Cultural Policy and Planning at Leeds Beckett University, UK. In 2003 he acted as adviser to Liverpool Culture Company on the preparation of their successful bid for the 2008 European Capital of Culture. He initiated and was a member of the artistic team for, 'Cities on the Edge', a project of cultural co-operation between Liverpool, Bremen, Gdansk, Istanbul, Marseilles and Naples (2004-2009). The project formed part of the programme of Liverpool European Capital of Culture 2008.

From 2010-2014 he was a member of the team preparing the successful bid by the city of Matera, in Southern Italy, for the title of European Capital of Culture for 2019.

Rossella Tarantino - Manager development and networking, Fondazione Matera-Basilicata 2019



From 2002 to 2014 she worked in in the Public Investment Evaluation Unit of Basilicata Region. In 2010 she was entrusted by Regione Basilicata to Matera 2019 Committee for the preparation of the bid for the title of ECOC. She took care of the preparatory work for the setting up of Matera 2019 Committee and subsequently of Matera-Basilicata 2019 Foundation.

From 1994 to 2001, she worked in Brussels and matured a long experience in running and assessing cooperation programmes with third countries (India, Mediterranean countries) in the cultural and education field. She took part in several monitoring missions on site both in Indian and EU Universities. In addition, she designed and ran a EU project on Museums storytelling and merchandising.

For the European Commission she took part in a number of selection panels of EC projects in the media and cultural sector.

Emmanuele Curti - PR and development, Fondazione Matera-Basilicata 2019



Archaeologist and cultural manager, after having studied in Perugia, in 1992 moved to London, working in UCL and Birkbeck College, from 1992 to 2003, and then the University of Basilicata, until 2015. His research has been on issues of process of acculturation in Greek/Roman times and he has also worked in projects in Pompei and Jordan. His focus has recently shifted towards politics/economies of cultural heritage, and the transformation of humanistic disciplines. He is involved with projects on cultural heritage, digital culture, cultural tourism, etc. He writes for the online magazine *cheFare*.

Bernd Fesel - Director European Creative Business Network



Bernd Fesel studied Economics and Philosophy in Heidelberg and Bonn and graduated with an economist degree. He is visiting professor at the University of Bonn, University of Arts Berlin and currently at the Institute for Culture and Media Management, KMM Hamburg. In 1990 he started his career in the art market, becoming 1997 Managing Director of the German and then the European Gallery Association. He also served as speaker of the German Arts Council.

In 2003 he founded the Office for Culture and Economy and served as advisor f.e. of the German UNESCO Commission and German Federal Foreign Office. He initiated the first national conference on creative industries in Berlin from 2004 to 2009, which was co-organized with the Friedrich-Naumann-Foundation.

Then he served as vice director at the European Capital of Culture RUHR.2010, since 2011 till today as senior advisor at the European Centre for Creative Economy, www.e-c-c-e.com - a legacy of RUHR.2010. Bernd Fesel has been speaker in Hearings of the European Parliament (2017 on Brexit) and conferences across Europe; special focus is on the spill-over effects of the arts and creative industries. Bernd Fesel initiated and leads the European Research Partnership on Cultural Creative Spillovers. <https://ccspillovers.wikispaces.com>

He was board member of the European network on cultural management and policy (ENCATC) in Brussels from 2015 to 2017 and is since 2016 also director of the European Creative Business Network (ECBN, www.ecbnetwork.eu) in Rotterdam.

Aiva Rozenberga - Jury member of the European Capitals of Culture selection (2016-2018)



Aiva Rozenberga, expert on strategic communications and cultural affairs, member of the Baltic Culture Fund, adviser of the President of Latvia. Jury member of the European Capitals of Culture selection (2016-2018). Project manager of Rīga 2014 European Capital of Culture candidacy, head of Rīga 2014 Artistic Council. She was a Director of the Latvian institute (2016-2018) with a background in state administration, public communication and culture management – she was also the spokeswoman of former President of Latvia, Dr. Vaira Vīķe-Freiberga and the Prime Minister, Dr. Laimdota Straujuma. During her career, Rozenberga has also been part of the Latvian Song and Dance Celebration management. She has also worked as a journalist at “Latvijas Radio” and as its special reporter in Estonia.

Michaela Halasz - Director Visit Kosice



Before becoming the director of Kosice Tourism Board, Michaela was Development Manager at Creative Industry Kosice where she was behind successful projects such as The Invisible Hotel, The Invisible Mag, or Fotoacademy and Designlab. These projects contributed to the development of the creative and cultural industry in Kosice and also acquired new business partnership while bringing new revenue streams to the organization.

Earlier she worked in the private sector as Cost and Revenue Coordinator. She applied her own Analysis Report, which resulted in lowering the costs of the company. Later on she moved to a position of a Process Manager to ensure operational efficiency, workflow management, process development, executing strategic plans and setting up processes in several companies.

She holds Masters Degrees in Economics from the Technical University of Kosice, Slovakia.