

InterregEurope

Sustainable and social impact of the Cultural and Creative Industries (CCIs) market and non-market benefits

Cult-CreaTE Pilot Action: Co-creating your musical itinerary in Padova Veneto Region

7 February 2023

Chiara Rossetto, Veneto Region

Federica Bosco, Etifor



Pilot Action

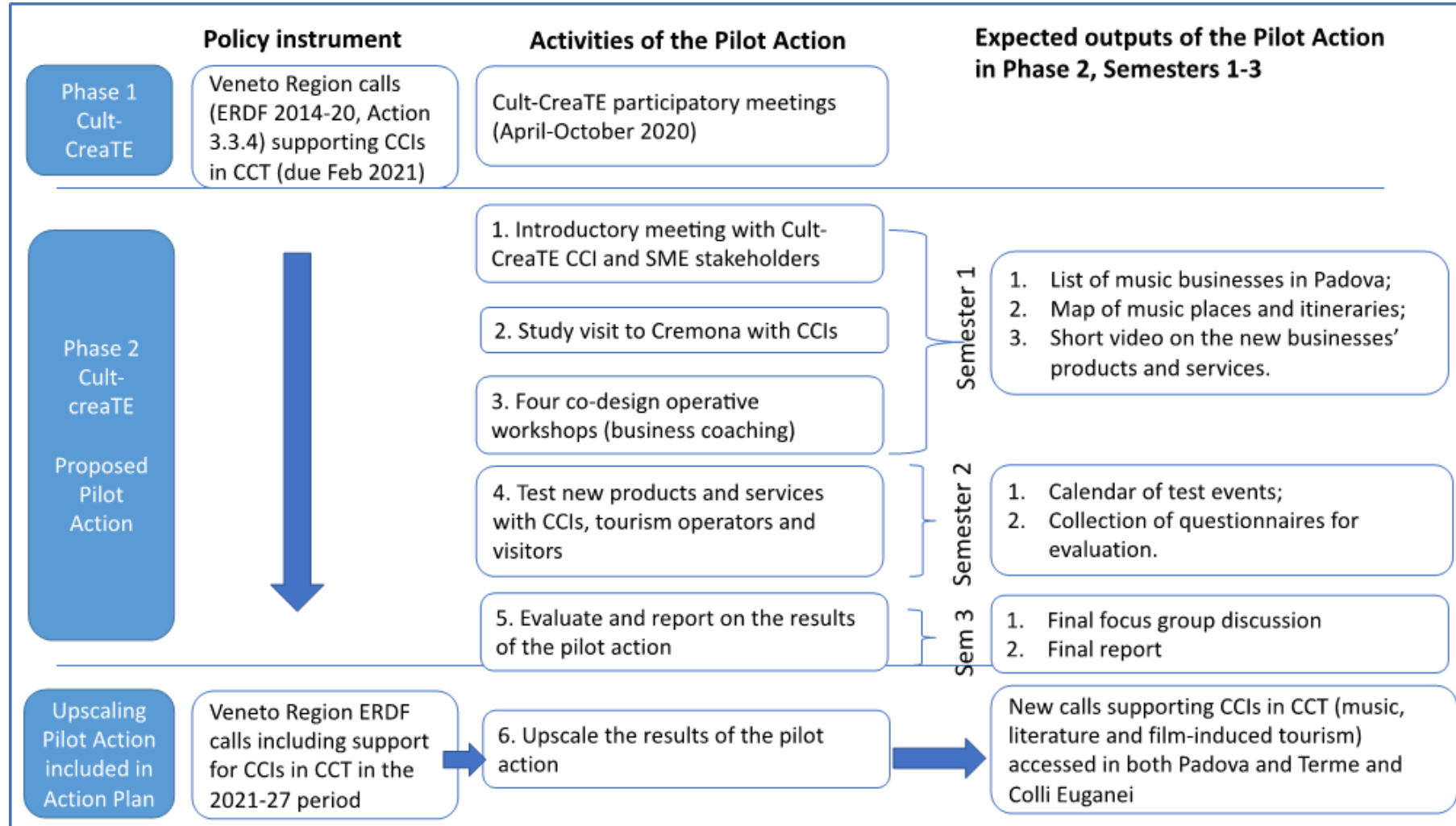


During the phase 1 of Cult-CreaTe project, 3 main themes were identified and developed:

1. literary induced tourism
2. film tourism
3. **music tourism**

The pilot action promoted the implementation of the latter, putting on the ground **new business ideas, developed through a participatory process involving actual and potential stakeholders.**

Pilot Action: the process

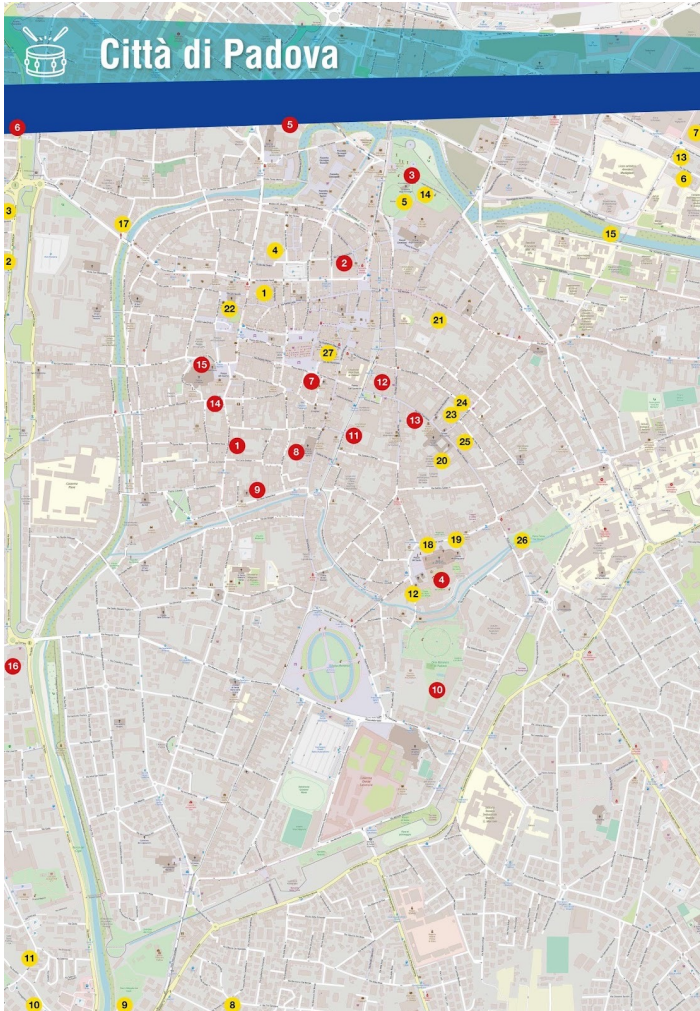


Activity 1.2: Study visit to Cremona

- The morning started with a **guided tour of the city** and a meeting at the Violin Museum
- In the afternoon, there was a visit to the **Ala Ponzone Museum**, followed by a visit to the Palazzo Comunale and a **meeting with the Councilor for Tourism, the Head of the Promotion and Tourist Reception Service, and the Head of the Promotional Activities Office of the Cremona Chamber of Commerce**
- Then participants could experience the visit at the **shop of a violin maker**



Activity 1.3: Co-design operative workshops ^{1/4}



1st OPERATIVE WORKSHOP: DEVELOPMENT OF THE MUSIC TOURISM PRODUCT - 27.07.21

3 stages:

- Identification of **priorities** for the musical tourist destination Padua
- **Mapping** of music-related locations
- Definition of a shared **calendar** with the main music event organisers

Activity 1.3: Co-design operative workshops ^{2/4}

2nd PARTICIPATORY WORKSHOP: MEETING FOR THE DEVELOPMENT OF THE MUSIC TOURISM PRODUCT - 7.09.2021

2 stages:

- Definition of targets
- Definition of the product development



Activity 1.3: Co-design operative workshops 3/4

3rd OPERATIVE WORKSHOP: MEETING FOR THE DEVELOPMENT OF THE TECHNICAL SHEET OF THE PADOVA MUSIC TOUR - 21.12.2021

To develop a **technical sheet** for the guided Padova music tour, to make the product purchasable from the DMO website.

The workshop started with a discussion among the different stakeholders involved:

- Tartini Association 2020, responsible for the tour guide;
- Bartolomeo Cristofori Association, responsible for the music experience;
- Padova Convention Bureau, DMO responsible for the selling and promotion of the product.



Activity 1.3: Co-design operative workshops 4/4

4th OPERATIVE WORKSHOP: MEETING FOR THE DEVELOPMENT OF THE MUSIC TOURISM PRODUCT – 26.01.2022

Tour guides and the artistic director of the Festival Pianistico Bartolomeo Cristofori presented their product and how the project helped them to develop it.



Activity 1.4&1.5: tests & results of the pilot action

Different types of evaluations were implemented:

- Expert Focus Group
- Survey to participants



Cult-CreaTE
Nuovi prodotti per il turismo musicale a Padova

QUESTIONARIO DI GRADIMENTO "BARTOLO TOUR"

Gentile spettatore/spettatrice, il progetto Cult-CreaTE sta realizzando un'azione pilota chiamata "Turismo musicale a Padova". L'azione prevede diverse attività con l'obiettivo di sperimentare la co-creazione di nuove esperienze che diversifichino e aumentino la qualità dell'offerta di turismo culturale e creativo nella città di Padova. Rispondendo a queste semplici domande ci aiuterà a migliorare la nostra proposta. Il questionario richiede meno di 5' ed è completamente anonimo.

1. Nella tabella seguente sono riportate alcune affermazioni riguardo alla proposta musicale Padovana e all'esperienza "Bartolo Tour" a cui ha appena preso parte. Per ciascuna di esse le chiediamo di indicare il livello di accordo o disaccordo in una scala da 1 a 5, dove 1 sta per "Per niente d'accordo" e 5 sta per "totalmente d'accordo".

	Per niente d'accordo	Poco	Abbastanza	Molto	Totalmente d'accordo
Il panorama musicale padovano è ricco					
Prima di partecipare al tour, conoscevo già la figura di Bartolomeo Cristofori					
Prima di partecipare al tour, conoscevo già la figura di Giuseppe Tartini					
Ho apprezzato la conduzione della guida					
Ho apprezzato l'esperienza di ascolto dal vivo					
La durata della visita guidata è stata adeguata					
La durata dell'ascolto è stata adeguata					

Results were presented at the *Convegno sul Turismo Musicale in Padua*



Cult-CreaTE
Interreg Europe



European Union
European Regional
Development Fund

Padova Music Tour

Padova Music Tour is a surprising and enriching experience, as it pairs the discovery of **music-related sites** and **artisan's studios** with high-level concerts happening all year round. The tour leaves from Prato della Valle, one of Italy's largest squares, surrounded by the statues of Padova's well-known former inhabitants including Tartini.

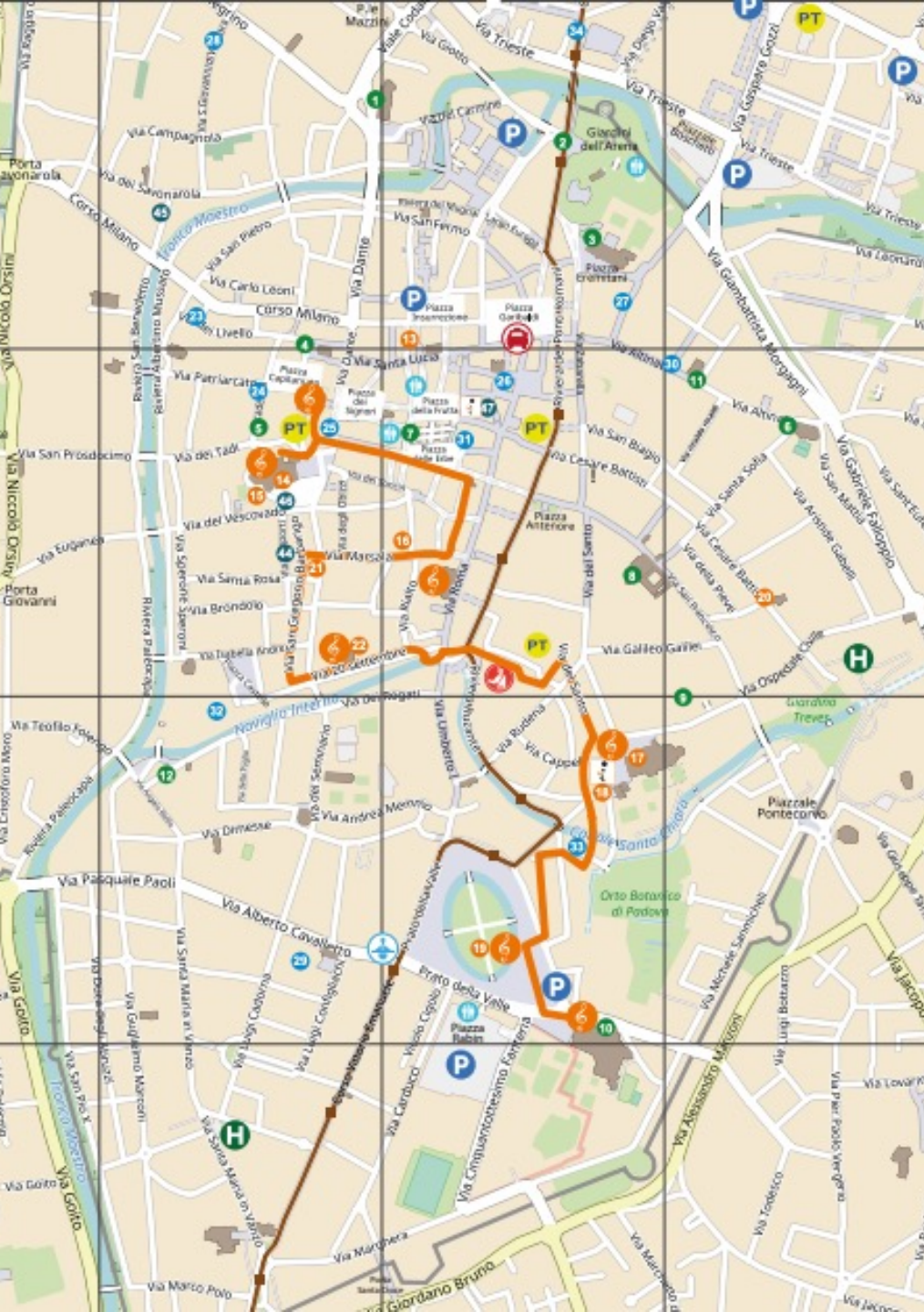


Cult-CreaTE
Interreg Europe



Additional results & outcome

- Dedicated brochure on music tourism in Padua
- Dedicated map with Music CCIs in Padua
- Tours are now part of the DMO's program



Activity 1.6: results upscaling on the ERDF 21-27



·1.3.11 **Interventi a sostegno delle imprese culturali, creative e dell'audiovisivo.** L'azione favorisce la nascita, l'avvio e il consolidamento del settore mediante nuovi modelli di business, anche digitali, nonché progetti sia di preproduzione che di produzione cinematografica con l'obiettivo di valorizzare la conoscenza del territorio e la promozione del sistema economico veneto

Close collaboration between Brussels Office, partner of the project, and the regional Tourism and Cultural Departments to upscale the Cult-Create pilot results into the ERDF RP 2021-2027.



Veneto ERDF RP includes **new actions** for **cultural-based urban regeneration** as well as for **border areas development!**

+

The Programme confirms the **action for CCIs innovation** and audiovisual production and include a new budget line addressed to UNESCO's sites management

+

Updating of **Veneto S3** improving the **cultural and creative priorities**



Interventions in support of cultural, creative and audiovisual enterprises. The action favors the birth, start-up and consolidation of the sector through new business models, including digital ones, as well as both pre-production and film production projects with the aim of enhancing the knowledge of the territory and the promotion of the Veneto economic system

Cult-CreaTE
Interreg Europe



Useful Sites

- Cult Create Official website

<https://projects2014-2020.interregeurope.eu/cultcreate/>

- Veneto Region dedicated pages on the project

<https://www.regione.veneto.it/web/sede-di-bruxelles/progetti>

<https://www.etifor.com/it/portfolio/cult-create/>

- Padova DMO official website

<https://www.padovaconvention.it/it>

- Thermeae and Heuganean Hills DMO official website

<https://www.visitabanomontegrotto.com/>

- Violin Museum in Cremona

<https://www.museodelviolino.org/en/>



Thank you for your Attention!



VIDZEME TOURISM
ASSOCIATION



ECTN
EUROPEAN
CULTURAL
TOURISM
NETWORK



Comhairle Cathrach Chorcaí
Cork City Council



PÉCS-BARANYAI
KERESKEDELMI
ÉS IPARKAMARA
alapítva 1881



KUJAWY
POMORZE



REGIONE DEL VENETO

