Digital access to cultural resources in Tuscany

Roberto Ferrari
Director of Culture and Research Department
Tuscany Region

Marco Scerbo
EU Project Manager
Foundation for Research and Innovation

Miercurea Ciuc - Romania
6-8 September 2016
Warm welcoming  Cultural Insight  Team Building
Tuscany in pics 1
Tuscany in pics 2

Le avventure di Pinocchio

Carlo Collodi
In Tuscany are present 7 of the 51 (tangible) Italian World Heritage sites: Florence, Pisa, Siena, San Gimignano, Pienza, Val D'orcia and Medici Villas.
The Smart Specialization Strategy...

University System (UNIFI, UNISI, UNIPI, S.S. Normale, SSSA, IUE, IMT).

Most relevant research centers:
CNR (National Research Council);
INFN (Nuclear Physic National Institute);
CERM (Magnetic Resonance Research Centre);
LENS (European Laboratory for Non-Linear Spectroscopy);
EGO (European Gravitational Observatory).

ERIC:
NEST (National Enterprise for nanoscience and nanotechnology);
LABEC (Nuclear Techniques for Cultural heritage Lab).

...focused on 12 priorities (among which Cultural Heritage and Virtual Reality) and based on Academic and Research Excellence centres.
Since 2011 in Tuscany exists:

- 12 innovation clusters
- 5 technological districts
- 2 focused on technologies for the preservation and valorization of Cultural and Natural Heritage

In 2016 Tuscany Region decided to merge clusters and districts, keeping directly 12 Innovation districts

...FRI is in charge to manage the district focused on the technologies for the cultural heritage and smart city (POLIS).
...Some breaking news occurred...

Tuscany is with the Marches (that as a territory involved by the earthquake can't act directly) the only Italian region to possess a working group able to act on the historical and cultural assets for their protection.
What's going on now in Tuscany?

ROP – ERDF 2014-2020 Tuscany Region

- Digitization of natural heritage
- Digitization of museum and galleries
- Digitization of libraries and archives
- Digitization of intangible cultural heritage
- Digitization of historical sites
What's going on now in Tuscany?

ROP – ERDF 2014-2020 Tuscany Region

- Digitization of natural heritage
- Digitization of museum and galleries
- Digitization of libraries and archives
- Digitization of intangible cultural heritage
- Digitization of historical sites
# ROP – ERDF 2014-2020 (measure 6.7.1)

<table>
<thead>
<tr>
<th>OBJECTIVE / EXPECTED IMPACT</th>
<th>EXPECTED IMPACT AT REGIONAL LEVEL</th>
<th>RESULT INDICATORS</th>
<th>REFERENCE ACTION</th>
<th>MAIN TECHNICAL FEATURES OF THE ACTION</th>
<th>OUTPUT INDICATORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improvement of the conditions of standard supply and use of cultural heritage in the main areas of touristic attraction</td>
<td>Increase the attractiveness of the cultural heritage (museums and major cultural attractors) improving conditions for supply and use of reference areas</td>
<td>Number of visitors in the public and non-public institutions (in thousands) per institute (Source Istat-Mibact)</td>
<td><strong>6.7.1</strong> Action aimed to the protection, enhancement and networking of cultural heritage, tangible and intangible, of the catchment areas of strategic importance such as to consolidate and promote development processes</td>
<td><strong>Types of interventions</strong> Support for operations of preserving and enhancing the cultural heritage and museums</td>
<td>1) Growth of the expected number of visits to natural and cultural heritage sites and places of attraction receiving support</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2) Number of activated services (Design and implementation of services)</td>
</tr>
</tbody>
</table>

**Beneficiaries**
- Local authorities, associations, foundations;
- Park authorities, religious and moral authorities.
# ROP – ERDF 2014-2020 (measure 6.7.2)

<table>
<thead>
<tr>
<th>OBJECTIVE / EXPECTED IMPACT</th>
<th>EXPECTED IMPACT AT REGIONAL LEVEL</th>
<th>RESULT INDICATORS</th>
<th>REFERENCE ACTION</th>
<th>MAIN TECHNICAL FEATURES OF THE ACTION</th>
<th>OUTPUT INDICATORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improvement of the conditions of standard supply and use of cultural heritage in the main areas of touristic attraction</td>
<td>Increase the attractiveness of the cultural heritage (museums and major cultural attractors) improving conditions for supply and use of reference areas</td>
<td>Number of visitors in the public and non-public institutions (in thousands) per institute (Source Istat-Mibact)</td>
<td>6.7.2 Action aimed to support the dissemination of knowledge and use of cultural heritage, tangible and intangible, through the creation of services and / or innovative systems and the use of advanced technologies</td>
<td>Types of interventions Establishment of an information system on line of the great museum attractors and its thematic network</td>
<td>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)</td>
</tr>
</tbody>
</table>

**Main Technical Features of the Action**

- **6.7.2** Action aimed to support the dissemination of knowledge and use of cultural heritage, tangible and intangible, through the creation of services and / or innovative systems and the use of advanced technologies.

**Types of interventions**

- Establishment of an information system on line of the great museum attractors and its thematic network.

**Beneficiaries**

- Tuscany Region
What's going on now in Tuscany?

ROP – ERDF 2014-2020 Tuscany Region

- Digitization of natural heritage
- Digitization of museum and galleries
- Digitization of libraries and archives
- Digitization of intangible cultural heritage
- Digitization of historical sites
Digitization of natural heritage

Tuscany Region, jointly with MIBACT and LAMMA, developed a GIS portal where it is possible to consult the cultural, architectural and natural heritage sites constrained by the main Italian laws on cultural heritage protection (1497/1939 and sole text 42/2004)

Further info@: http://www.lamma-cres.rete.toscana.it/sitbc/
What's going on now in Tuscany?

ROP – ERDF 2014-2020 Tuscany Region

- Digitization of natural heritage
- Digitization of museum and galleries
- Digitization of libraries and archives
- Digitization of intangible cultural heritage
- Digitization of historical sites
Digitization of museum and galleries

The Photographic Archive of Tuscany Region aims at collecting and organizing the iconographic fund constituted through photographic campaigns and acquisitions. The purpose is to document and diffuse both history and life of the region, institutional events, to communicate the richness of Tuscany with its countless landscape, people, historical cities, cultural heritage, ancient and modern trades, to share and preserve a virtual collection of relevant iconographic value.

The consultation is free.

Except where otherwise noted, images on this site are licensed under a Creative Commons Attribution 2.5 License.

Further info@: http://web.rete.toscana.it/archiviofotografico/index.jsp
Digitization of museum and galleries

The purpose is to document and diffuse both history and life of the region, institutional events, to communicate the richness of Tuscany with its countless landscape, people, historical cities, cultural heritage, to share and preserve a virtual collection of relevant iconographic value.
What's going on now in Tuscany?

ROP – ERDF 2014-2020 Tuscany Region

- Digitization of natural heritage
- Digitization of museum and galleries
- **Digitization of libraries and archives**
- Digitization of intangible cultural heritage
- Digitization of historical sites
INTERNET CULTURALE is a web tool google like for multimedia consultation that displays bibliographic information and digital catalogs of the main Italian public libraries (currently available in IT EN ES FR). 8 Partners develop and manage the portal, among which, the Tuscany Region.

Further info@: http://www.internetculturale.it/opencms/opencms/it/
What's going on now in Tuscany?

ROP – ERDF 2014-2020 Tuscany Region

- Digitization of natural heritage
- Digitization of museum and galleries
- Digitization of libraries and archives
- Digitization of intangible cultural heritage
- Digitization of historical sites
Digitization of intangible cultural heritage

The Photographic Archive of Tuscany Region is also a database where it is possible to find plenty of information concerning regional intangible cultural heritage: the sub-category “Society and works”, i.e., allows to search for information about ancient trades, traditions, religious festivities and recurring events. Although this database allows also a geographical search, room for development exists.
Digitization of museum and galleries

The Photographic Archive of Tuscany Region aims at collecting and organizing the iconographic fund constituted through photographic campaigns and acquisitions. The purpose is to document and diffuse both history and life of the region, institutional events, to communicate the richness of Tuscany with its countless landscape, people, historical cities, cultural heritage, ancient and modern trades, to share and preserve a virtual collection of relevant iconographic value.

The consultation is free.

Except where otherwise noted, images on this site are licensed under a Creative Commons Attribution 2.5 License.

Un giorno di pioggia in autunno
Lungarno Vespucci a Firenze dopo la guerra
A rainy day in autumn

Further info@: http://web.rete.toscana.it/archiviofotografico/index.jsp
What's going on now in Tuscany?

ROP – ERDF 2014-2020 Tuscany Region

- Digitization of natural heritage
- Digitization of museum and galleries
- Digitization of libraries and archives
- Digitization of intangible cultural heritage
- Digitization of historical sites
Digitization technologies was fundamental to support the widest public experience of real estate promoted by Tuscany Region recently. The aim is to promote valorization and/or purchase, along with preservation, of a wide set of historical buildings and sites under its management. The announcement, published on July 2016, is based on an online catalog.

Further info@: http://www.investintuscany.com/realestate/
Digitization of historical sites

DETAILED INFORMATION

PIANO TERRENO
(ambulanze medic)

Viata Filippo Strazza

GROUND FLOOR

DETAILED INFORMATION

FRONT OVEST

FRONT NORD
Digitization of historical sites

The villa was built between the end of the 19th century and the start of the 20th in front of the famous Fortezza del Basso in the heart of Florence. Built by the architect Aleksandr Anfizzov following the canonical neoclassical style it was donated to the city by the Russian aristocratic family Basilewsky.

The large rooms on the first floor are decorated with gold-painted stucco and a noteworthy boxed wood ceiling. The first floor also gives space to a private chapel. The villa is surrounded by a large garden home to many tall trees and encosed by a masonry wall that features intricate cast iron finichings.

**Main distances**
- Bologna: 254 km
- Florence: 286 km
- Pisa: 85 km
- Lucca: 80 km

**Airports distances**
- Pisa: 85 km
- Bologna: 100 km
- Florence: 5 km

**Main motorways**
- Highway A1: Exit Firenze Nord

**Main Station**
- Firenze Santa Maria Novella distance 1 km

**Property:** Region of Tuscany  
**Availability:** Reserved for sale by public auction  
**Total gross area:** 690 sqm  
**Apparantener uncovered area:** 3,300 sqm  
**Current use:** Health and Social sector  
**Present condition:** Building to be fully restored

**Type of present constraints:**
- Complex leased by the Ministry of Cultural Heritage and Activities, Italian decree 95/2010  
- Area subject to protection as per Italian Legislative Decree 42/2004
I nostri primi incontri con gli stakeholder 1/2
Our first stakeholders meeting 2/2

**STRENGTHS**
- An ecosystem of multiple actors active in the field of digitization (firms, research centres, public entities) already exists, creating a sound environment for further improvements;
- Huge presence of natural and cultural heritage in the Tuscany Region;
- High interest of private stakeholders on the topic;
- Possibility to develop networking experience;
- High experience on research and innovation topics related with exploitation of digitization contents.

**WEAKNESS**
- Limited experience and cooperation with «Europeana» platform;
- Limited inter-operability of formats;
- Lack of knowledge on legal issues concerning data protection in local public entities;
- Personnel and funding shortage;
- Too many standards;
- Lack of cooperation among local stakeholders.

**OPPORTUNITIES**
- Exploitation for tourism purposes of digitized data;
- Development of a brand “Digital patronage” of the Florence heritage, already globally renown.
- Possibility to develop new business models.

**THREATS**
- Resilience of supports/device adopted for digitization;
- Lack of experience on legal protection/royalties for endorsing private-public partnerships;
- Risk of data “cannibalism” from international corporates.
Thanks for your attention

www.regione.toscana.it

Regione Toscana

Roberto Ferrari:
Director of Culture and Research Department
Email: roberto.ferrari@regione.toscana.it

www.fondazionericerca.unifi.it

Marco Scerbo:
Eu Project Manager
Email: marco.scerbo@unifi.it