

1st STUDY VISIT REPORT

The first study visit of the CreHub project was organized in Matera by Basilicata Region on September 15th, 2016 and was carried out on the occasion of the kick off and launch conference of the project.

As described in the AF of the project, the aim of the study visit is to share and learn partner experiences, building and strengthening interregional relationships among partners, other policy makers and stakeholders. In line with these objectives was defined the agenda of the study visit that took place according to the following program:

Study Visit Program

2:00 – 4:45 pm Presentation of a good practices and field visit Speaker: Chambers of Commerce/UnionCamere

The representative of the Chambers of Commerce/UnionCamere, Mr Roberto Focaccia, talked about Mirabilia project. **Mirabilia is an European Network** that connects unexpected places of historical, cultural and environmental sites in the UNESCO World Heritage Site. It represents a model of the interaction between institutional and economic actors and between governance models at the base of the development policies of the territory. The network, promoted by 12 Chambers of Commerce unites the sites recognized by UNESCO as World Heritage, but less known to the Italian and international tourism, with the aim of increasing the promotion and recognition among the general public.

The bet launched by the promoters Chambers of Commerce of the Mirabilia project is to create a corporate network that turn into products that can be integrated and sold throughout the year, the deals that the different cultural destinations present to buyers each year. So businesses and territories in a project that aims to create a replicable model of cultural economy.

3:00 – 4:00 pm Presentation of a good practice and field visit Speakers: Fondazione Matera – Basilicata 2019; Applica Srl

The representative of Matera - Basilicata 2019 Foundation, Mrs. Rita Orlando, presented the process Implemented by the Foundation for the candidacy of **Matera as European Capital of Culture in 2019**. Actually at the beginning of the path for the candidacy of Matera, that lasted about 5 years, the Foundation did not exist, it was formed in 2014 to implement the lines of action outlined in the final dossier Matera2019 in order to consolidated the position acquired from Matera and Basilicata at European level in the field of creativity and become a cultural platform for Southern Europe. What was highlighted during the meeting have been the various steps of the path: how to become Capital of Culture, the Main Lines of the Project, the reasons for the choice made by the jury of proclaiming Matera Capital of Culture among the six finalists.

The aspects particularly significant emerged were: 1) a city is not designated Capital of Culture solely for what it is/has and what it has done but for what intends to do. So what was required was a program supported by a cultural dynamism which enhance the identity of the places by developing innovative cultural products; 2) involvement of the "city and citizens": on the one hand to build a European Capital of Culture that is able to catalyze not



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only the local and national population but also foreign tourists; other to build a European Capital of Culture that is participatory actively involving the entire population of the city, the region and other more distant places (eg. the huge network of Basilicata in the world); 3) Sustainability, that means developing run program with lasting effects that fits into the long-term development of the city and it is much more than an ephemeral "fireworks" of cultural events.

What was particularly appreciated by the jury and declared in the evaluation of the project has been: a) the goal of Matera to take the lead in a movement aimed at removing obstacles that prevent access to culture, especially through new technology and learning processes, is visionary; b) what was initially nothing more than a popular initiative has evolved into a formal element placed in the center of town and regional planning; c) the great attention dedicated to digital technology in 2019 will be even more relevant in the cultural and social context than it is now; d) the enthusiasm and the innovation characterizing the artistic approach, also, e) the recognition of a weakness in the application at the same time identified as a major goal "of the program, the need for capacity building in the field of culture and public administration. And in relation to this area was presented in short the Build up project which is a process of capacity-building open to all socio-cultural operators in the area who are interested in enhancing their skills in view of Matera, 2019. Starting from the local experience and enhancing the skills of the territory, it has the intention to build new networks, more robust, open and international, valuing the individual systems related to the world of culture, both humanistic and scientific, to offer new concrete development models.

Concerning **Applica Srl**, it represents a good example of CCI initiative as a result of the implementation of public policy to support the CCI sector, in the area of the Digital Technologies. The representatives of the company, Mr. Massimo Galante and Mr Bruno Fortunato (co-founder of the company), Mr Antonio Lovicario and Mr Giuseppe Iacobucci (of Applica IOT srl, spin-off of Applica srl), presented the company of young and very qualified professionals. Starting from a company of two persons born at the end of 2010, Applica group has now a team of more than 20 people and a rich portfolio.

The presentations of the study visit program were held in a location, **Casa Cava**, that represents also another good practice in the CCI sector www.casacava.it. Casa Cava as well as a place is a "path" that has engaged and passionate for several years many people. It is a creative center that was born from the idea of a cultural association in Matera, Onyx Jazz Club, to realize a restoration project of a disused quarry tuff and to build a Jazz House. The project was continued by the Onyx Jazz Club and other cultural associations in the frame of a project managed by the Regional Government, Urban Visions which is itself a good example of public-private partnership for the development of the territory. Casa Cava is a multidisciplinary space, with a central Auditorium, a Technological Cave today, coming from a tuff quarry, realized through creative process supported by good public policies.

4:00 – 5:00 pm Presentation of a good practice and Field Visit
Speakers: Incubator Network and Sviluppò Basilicata

The program of the study visit was closed with the presentation and the visit at the Incubator "Rioni Sassi" for the creation and the development of cultural and creative



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enterprises managed by Sviluppo Basilicata spa, in house company of Regione Basilicata. The representatives of Sviluppo Basilicata, Patrizia Orofino and Maria Giovanna Lecce, explained the project, the objectives, the activities, the management process. Going beyond the traditional incubation models the incHUBator is at the same time: a **Physical incubator**, focused on the supply of spaces and services, environment that allows the development of a behavior and an identity shared with the guests; an **Hub**, where you can meet projects and people, to encourage the proliferation of ideas/creative businesses, thanks to a network of opportunities and relations; a **Multilevel network**, a model oriented to the development of alliances and cooperation both internal and external. The leading players are: the Municipality of Matera (has the grant of the buildings, that are property of the State, and has approved their free sub-grant), Invitalia, as a sub-grantee of the buildings (completed the architectural restoration), Sviluppo Basilicata (manages the incubator). Unlike other incubators, located in modular industrial areas and factories, this one is a 'spread' business incubator, as a result of the restoration of already existing "buildings", the caves in the ancient part of the town, the Rioni Sassi, the heart of Matera (Unesco World Heritage). called the Civita. The main reasons for the choice of an unusual place to implement a Business Incubator: a) preservation of local cultural identity as a development resource; b) need to safeguard and develop monumental heritage; c) necessity to promote and support the production of cultural heritage as a generator of high quality goods, d) positive external effects on the productivity of the area, e) 'ethical' exploitation of monumental heritage for new employment development. The incubator is destined to: a) potential entrepreneurs, b) small and medium sized enterprises. The access to the incubator will be granted during the start up phase (max 3 years), for projects in the areas of music, visual arts, architecture, design, fashion, film production. The projects will be evaluated on the basis of their possible effects on territorial assets (upholstered furniture cluster, tourist amenities, research implementation within knowledge production, etc..). The enterprises selected will benefit of SERVICES, directly depending or connected to exclusive (20 housing units) or common SPACES, in particular: contact Offices, Cultural Facilitator office, Communication Area (The Laboratory of ideas and the Agorà of thought), workshop of prototypes, production and project laboratories. The project started in 2012. Currently the incubator hosted 6 SMEs in the field of networking/counselling for businesses for the co-creation of entrepreneurial projects and start-ups; EU co-planning/ Erasmus for young entrepreneurs' local desk; design; Film and video production, bio-architecture service, events planning. A series of events were fulfilled: 2 Summer Schools, 1 Art exhibition, Several project workshops and seminars in the field of creativity and culture.

The study visit ended at 5.30 pm after a final exchange of views and comments between the partners.

Matera Sept 21st, 2016

