



# smath

**Smart atmospheres of social and financial innovation  
for innovative clustering of creative industries in MED area**

**Deliverable no 3.1.3**

**Training Course on CIs, Cultural Engines and  
collaborative innovation**



Project co-financed by the European  
Regional Development Fund

## Project information

Acronym		smath	
Title		Smart atmospheres of social and financial innovation for innovative clustering of creative industries in MED area	
Name of the Lead Partner organisation		Veneto region	
Project Nb		3225	
Duration of the project	Starting date	2018-02-01	Number of months
	Ending date	2020-07-31	30
Programme priority axis		Priority Axis 1: Promoting Mediterranean innovation capacities to develop smart and sustainable growth	
Programme specific objective		1.1 To increase transnational activity of innovative clusters and networks of key sectors of the MED area	
Call for projects		3rd call	
Type of project		Testing	
Internal ref number		3MED17_1.1_M2_084	
<b>Partner responsible for the deliverable</b>		University of Venice Ca' Foscari	

### **Consortium:**

Veneto Region - Direction of Cultural heritage Cultural Activities and Sport, IT, Lead Partner

Ca' Foscari University of Venice , IT

Autonomous Region Friuli Venezia Giulia , IT

Barcelona Activa SA SPM, ES

Institute of Culture of the Municipality of Barcelona, ES

Technopolis City of Athens SA, GR

The Culture and Heritage Industries Cluster, FR

TVT Innovation, FR

Agency for Territorial Marketing Ltd., SI

Zagreb Innovation Centre Ltd., SI

## Table of contents

1. Introduction – Scope & Objectives
2. Agenda
3. The Training Course
4. Annexes – Signature List

## 1. Introduction – Scope & Objectives

A 2-day-training course will be organized in Venice with representative of the partners to share knowledge, instruments and methods concerning the strategic relationship of Cis with their core of "cultural engines".

## 2. Agenda

### **Workshop** ***“CI’S Innovation Training”***

**08th and 09th November 2018**

**Aula Volpato – II Floor – Building C2**



**Venice**

**Department of Management**

**Ca' Foscari University**

**08<sup>th</sup> November 2018**

## Agenda

### **h. 14:00-14:30**

REGISTRATION

### **h. 14:30-15:00**

Starting of the meeting

**Fabrizio Panozzo**, Department of Management, Ca' Foscari University (PP1) – Prof. Panozzo will briefly outline the notion of “Smart Atmosphere” as it has been constructed in theory and practice. In order to make it even more concrete and practical, we have invited 5 guest speakers with significant experience in designing and maintaining initiatives that could be seen as examples of “smart atmospheres”. All of them will be willing to take questions at the end of their presentation.

### **h. 15:00-15:30**

**Anna Quinz** introduces [“Franzmagazine”](#)

### **h.15:30-16:00**

**Antonio Maconi** introduces [“Goodnet”](#)

### **h.16:00-16:30**

**Maurizio Busacca** introduces [“Altobello Lab”](#)

### **h.16:30-16:45**

**Claudio Bertorelli** introduces [“Aspro Studio”](#)

### **h.16:45-17:00**

**Sabrina Comin & Marcello Libralato** introduces [“Treviso Ricerca Arte”](#)

### **h.17:00-18:00**

Prof. Panozzo together with the guest speakers will conclude the session with a wrap-up of the lessons that can be learned from these experiences.

### **h.18:00:** SMATH Project Cocktail



9<sup>th</sup> November 2018

## Agenda

**h. 08:30-09:00**

REGISTRATION AND WELCOME COFFEE

**h.09:00-09:15**

**Fabrizio Panozzo**, Department of Management, Ca' Foscari University (PP1) - After a recap and introduction by Prof. Panozzo, each partner will be allotted 30 minutes for a set of preliminary suggestions of a process/initiative/actor/place (or a combination of the above) that could function as the “creative nest” within each local/regional context.

**09:15-09:30, How would a “creative nest” look like in Veneto ?**

[Veneto Region,](#)

[Ca' Foscari University of Venice](#)

**09:45-10:15, how would a “creative nest” look like in Zagreb ?**

[Agency for Territorial Marketing Ltd.](#)

[Zagreb Innovation Centre Ltd.](#)

**10:15-10:45, how would a “creative nest” look like in Athens ?**

[Technopolis of Athens](#)

**10:45-11:15, how would a “creative nest” look like in PACA ?**

[Pole ICP](#)

[TVT Innovation](#)

**11:15-11:45, how would a “creative nest” look like in Barcelona ?**

[Barcelona Activa SA SPM](#)

[Institute of Culture of Barcelona](#)

**11:45-12:15, how would a “creative nest” look like in Friuli VeneziaGiulia ?**

[Regione Friuli Venezia Giulia](#)

**12:15-13:00**

**Fabrizio Panozzo**, Department of Management, Ca' Foscari University (PP1) - A concluding summary will be done and will serve as the first draft a “map of innovative clustering of creative industries in MED area” that appears in the title of our project as its main policy deliverable.



## 4. The Training Course

### Starting of the meeting

The workshop starts with Professor Fabrizio Panozzo giving an overview of the concept of 'Smart Atmospheres', first theorized by economist of culture Walter Santagata in 2010, as a 'dynamic product of intense relations of actors involved in local system of cultural production'. He then presents guest speakers representing selected best practices from north-eastern Italy: cultural actors that in different ways and in different regions, have activated processes of generation of 'smart atmospheres', through innovative connections between cultural engines, creative industries and value-enhancing services.



'We can make a smart atmosphere if we activate nests': with these words, Professor Fabrizio Panozzo emphasizes the 'how' more than the 'what' of smart atmospheres, suggesting to look at nature to describe the physical and symbolic space of human and professional encounter between the cultural core and the business domain, in which Smart Atmospheres generate positive and mutual spillovers. Like in nature, also SMATH nests will be welcoming, self-challenging, self-made, temporary, movable, namely, spontaneous and in-between spaces where growing before flying off.

## Anna Quinz introduces “Franzmagazine”



Anna Quinz tells the story of FranzLab, a communication agency based in Bozen, that is the voice of contemporary South Tyrol. As a service-oriented industry in the field of creativity, Franzlab found its way to fully express its creative potential not only in terms of offered services. With the promotion of several events and spin-off projects, such as *FranzMagazine* and the insider's travel book *Josef*, Franzlab acts as a true connector of creative industries, cultural organisations, museums, innovative enterprises, artists, individuals that, in their own field, are doing something worth mentioning and brings them to the attention of the public. Going beyond stereotypes, all their projects reflect and report on a territory that is far “more than apples and cows” but contemporary, innovative, multilingual, inclusive, creative and visionary.

## Antonio Maconi introduces “Goodnet”



The founder of Goodnet, Antonio Maconi, explains the ‘who’ and the ‘how’ of his cultural festivals and territorial projects. Every project is a product of social relationships generated by creative combinations and interactions of three elements: place, content and communities. Relations are essential and can originate mutually positive effects, this is way Antonio claims that Goodnet is actually a ‘good nest’ in itself, generator of an overall community of social actors that share the same values. For instance, it provides the interested audience with quality information coming directly from the partners of the festival, that are asked to actively contribute to activities. A different model to involve companies in the cultural sector, which makes them question who they are, what they do, and how to better convey that to their publics.



## Maurizio Busacca introduces “Altobello Lab”



Maurizio Busacca presents his way of doing social policies and introduces SUMO, a small and innovative social cooperative based in Mestre. Born from the need to do something about the current local situation, SUMO addresses all its manifold program of activities and projects to foster social innovation in the field of employment and professional development. To name a few, SUMO provides support to enterprises and startups, services of job orientation, training and international mobility for the young, coworking spaces, fablab and several sharing-based projects. Acting as a ‘sensor that captures the atmosphere of the time’ SUMO does not merely offer a set of services and infrastructures, but spaces where developing and strengthening ties and activating creative synergies: necessary ingredients to react to changes and ongoing processes, to take up challenges, to meet everyday needs and face together common issues.

## Claudio Bertorelli introduces “Aspro Studio”



Claudio Bertorelli from ASPROSTUDIO talks about the need to invent and experiment new alphabets and languages to define the urban environment and its interactions with society. Learning how to talk about a territory and how to link it with its inhabitants is a pressing necessity to maintain in place both the cultural identity and the ties that bind people together. As an architect, a creative director and an individual, Claudio works and collaborates with different local cultural actors and in all his projects we recognize a constant search for a deeper and poetic contact with people and communities in processes of redefinition and transformation of the social space. This brings him to imagine and arrange the square of Vittorio Veneto as a big open air bedroom, during ‘Comodamente Festival’, or to introduce the mapping of neighborhoods as a social and shared practice for residents in a small town of the Veneto countryside.

## Sabrina Comin and Marcello Libralato introduces “Treviso Ricerca Arte”



TRA Treviso Ricerca Arte is a small cultural association that screams loud to promote contemporary art in all its forms and bring visibility to the city of Treviso. The word TRA literally means ‘in between’, evoking its peculiar role of social interaction tool and aggregator. TRA is therefore positioned between a series of already existing “energies” and it manages to bring them all together, combining unused spaces, associations, companies, public and private institutions to realize cultural and highly multidisciplinary projects that involve the whole territory, presenting an even more appealing offer to their public.

## 4. Annexes – Signature List