



WHO SHOULD BE IN THE WORLD CAFE, WHAT SHOULD THEY GET FROM IT AND HOW SHALL WE RELATE THAT TO THE OVERALL GOAL OF SMATH



Project co-financed by the European
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project partners





MAIN OBJECTIVES OF SMATH

- Activate genuine **Smart Atmospheres** by connecting Cultural engines with SMEs
- Adopt a social innovation approach;
- Generate opportunities for joint projects;
- Test concrete collaborations between cultural engines and SMEs ;
- Achieve all this within a local Creative Nest;
- Connect local Creative Nest in a Med platform of smart atmospheres



WORLD CAFE AS AN EARLY NEST

- The World Café has a key role for the achievement of the final goals;
- With World Café the “SMATH community” is formed and the Nest starts to be built;
- A community/Nest constituted of two components and three areas of interest;
- The World Café should make it visible and create expectations for participants to remain in the community as long as possible

The Nest generates

Cultural
engines

Providers of
cultural content
(*Artists,
Designers,
Curators,
Architects...*)

Discussions

Social Coesion

Ideas

Urban Regen.

Projects

Resp. Tourism

Prototypes

SMEs

Entrepreneurial
users of cultural
content operating
with profit
orientation in any
business sector



THE WORLD CAFE

Introductory talk

9.30 – 10.30

Motivational speaker(s)

Group Work
“Social
Coesion”

Group Work
“Urban
Regeneration”

Group Work
“Responsible
Tourism”

10.30 – 12.30

At least 3 facilitators with specific expertise in the three domains in which the connection has to be generated

12.30 – 13.30

Facilitators present some of the preliminary ideas to be developed in the working labs

Debrief and next step



WORLD CAFE - MOTIVATIONAL

- The World Café ideally begins with a speech (or more) that motivates participants;
- Focus should be on the power of arts&culture to make SMEs more creative;
- Clarifies what a smart atmospheres looks like
- Makes reference to the idea of the Nest
- Clarifies the methodology the of World Café
- Tells what the output of the meeting are and outlines future steps



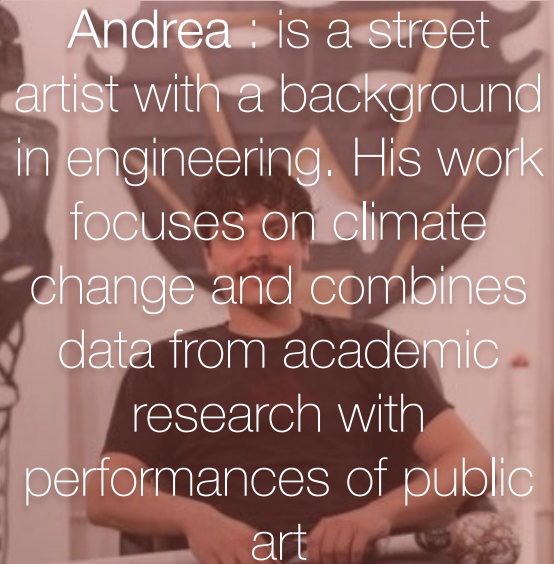
WORLD CAFE - GROUPWORK

- Facilitators know the SME domain pretty well and have a taste for connections with culture
- Have some specific knowledge of the three domains
- Stimulate SMEs to describe their business and identify area where they could connect with cultural engines
- Stimulate creatives & artist to describe their skills and invent ways to work with SMEs



WORLD CAFE – PARTICIPANTS

Urban Regeneration



Andrea : is a street artist with a background in engineering. His work focuses on climate change and combines data from academic research with performances of public art



Nadia: entrepreneur, she manages construction and restoration firm that specializes in the regeneration of abandoned building and industrial heritage



WORLD CAFE – PARTICIPANTS

Sustainable Tourism



Stefania : has a degree in cultural management and PhD in museum studies. She's the curator of a small natural history museum and an expert in audience development



Emanuel: has designed the hotel he owns with his family with the aim of making it attractive to art lovers. He's considering the idea of transforming the lobby of the hotel in a exhibition space.



WORLD CAFE – PARTICIPANTS

Social Coesion

Valentina: young visual artist, studied at the Academy of Fine Arts, is already experiences with residencies in social institutions and participated in collective and solo exhibition



Maurizio : is a social entrepreneur. 10 year ago he started a cooperative that now offers both a kindergarten and a coworking space to young single mother who work as freelance

