

CREATIVE LANDSCAPES

co-creating inclusive & mediated CyberSpaces

WORKSHOP

CO-CREATING OF INCLUSIVE & MEDIATED PUBLIC SPACES

13 - 16 FEBR 2017 | LISBON, PORTUGAL

 **cost** TU 1306
EUROPEAN COOPERATION IN SCIENCE AND TECHNOLOGY

cyberparks



UNIVERSIDADE
LUSÓFONA



LABORATÓRIO NACIONAL
DE ENGENHARIA CIVIL



Monica Bocci, PhD
Università Politecnica delle Marche
Department of Agronomy, Food and Environmental Sciences - Ancona, Italy

creative spaces should be a great challenge for small local communities...



Due to the economic crisis , many Italian manufacturing industries decreased their production causing a large percentage of unemployment (up to 40% for young people)



Italy should have another chance that is valorizing landscapes, cultural heritage and food and wine excellences

It shoul be a great opportunity or not?

maybe co-creating inclusive & mediated spaces should be possible joining

A conceptual diagram overlaid on a photograph of a road. At the bottom, the word 'START' is painted in white on asphalt. A white dashed line runs vertically through the center. In the middle of this line is a black square containing a yellow question mark. To the left of the line is a black rounded rectangle with the word 'culture' in white. To the right is a black rounded rectangle with the word 'creativity' in white. Two black lines originate from the top of these rectangles and point towards the top of the central dashed line, suggesting a convergence or connection between the two concepts.

culture

creativity

?

START

nowadays, managing public cultural and creative spaces is quite difficult, because of the limited budgets and human resources



**UKIYOE SMALL MUSEUM
OPEN WHEN I WAKE UP
AND CLOSE WHEN I MUST GO
TO SLEEP
WHEN I'VE HAD ENOUGH
THE STORE IS CLOSED**

management of public spaces should not to be totally entrusted to volunteers, but local communities should be involved to better co-create inclusive spaces

CULTURE

arts (music, dance, theatre, painting,...)
publishing
communication
etc...

CREATIVITY

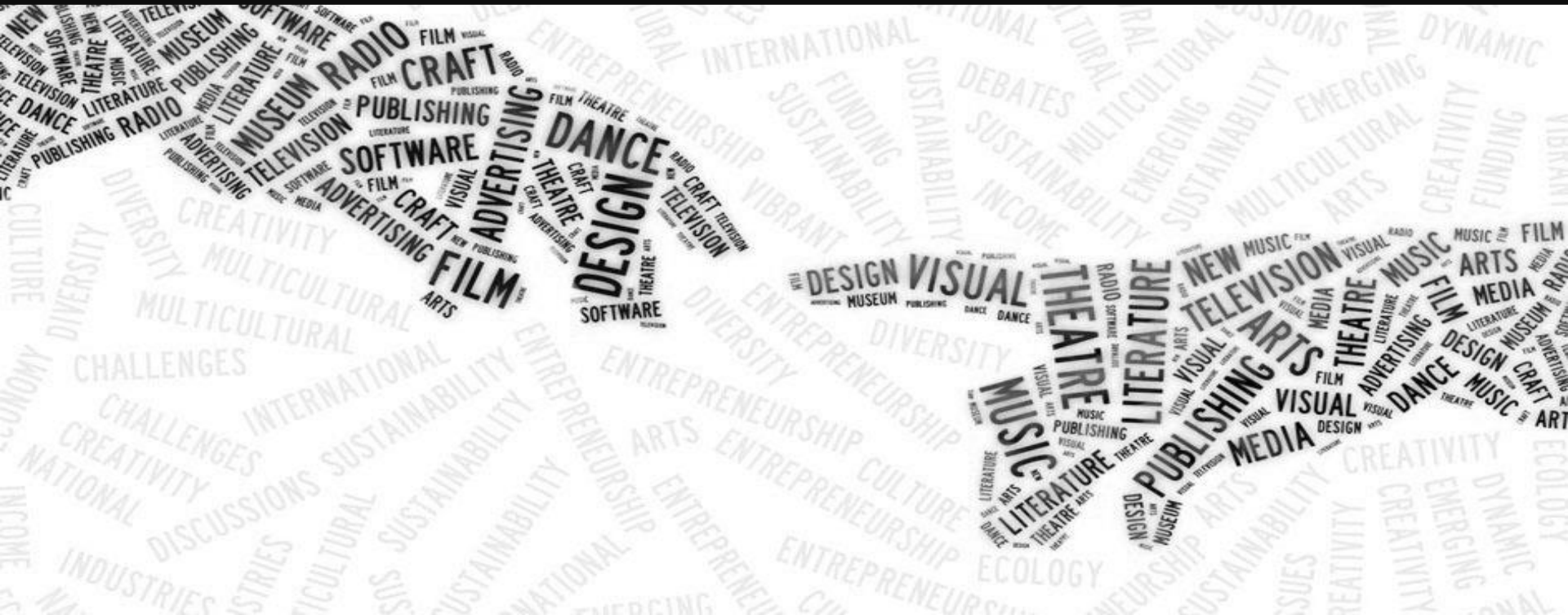
industrial design
graphic
handicraft
fashion
food and wine
etc...



ICT

GREEN ECONOMY

(energy, waste collection, raw materials, mobility, etc)



- cultural heritage data collecting (historical, cultural, urban and landscape information, ...)
- tools for analysis on historical and cultural heritage (digital technologies, ICT, satellite, etc)
-

KNOWLEDGE

- digitalize technologies (books, images, photos, video, etc) and classification (providers, ontologies, etc..)
- building materials
- new technologies on built heritage recovery and conservation
- energy efficiency on existing buildings
-

CONSERVATION

- new services for public spaces (museums, libraries, etc)
- satellite, mobile app, location based services
- new media and storytelling
-

FRUITION

- education
- trasport and mobility
- new services for public spaces (remote sensing, cards, shops, restaurants, ...)
- cultural and creative spaces management
- public organizations for managing cultural heritage

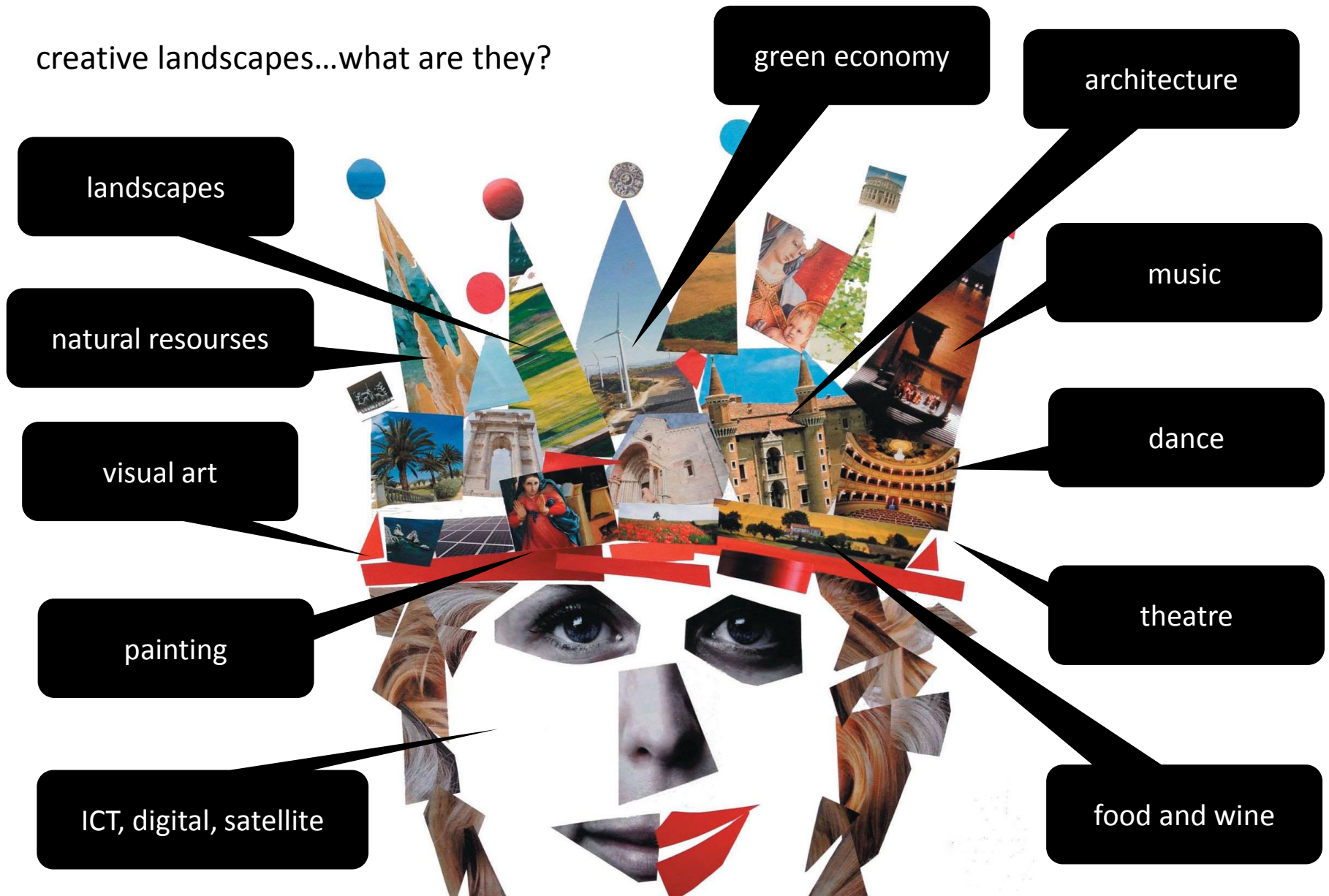
MANAGEMENT





inclusive public spaces should represent **new incubators**
for cultural and creative activities (**cultural economy**)
joining urban and inland public spaces, involving local communities

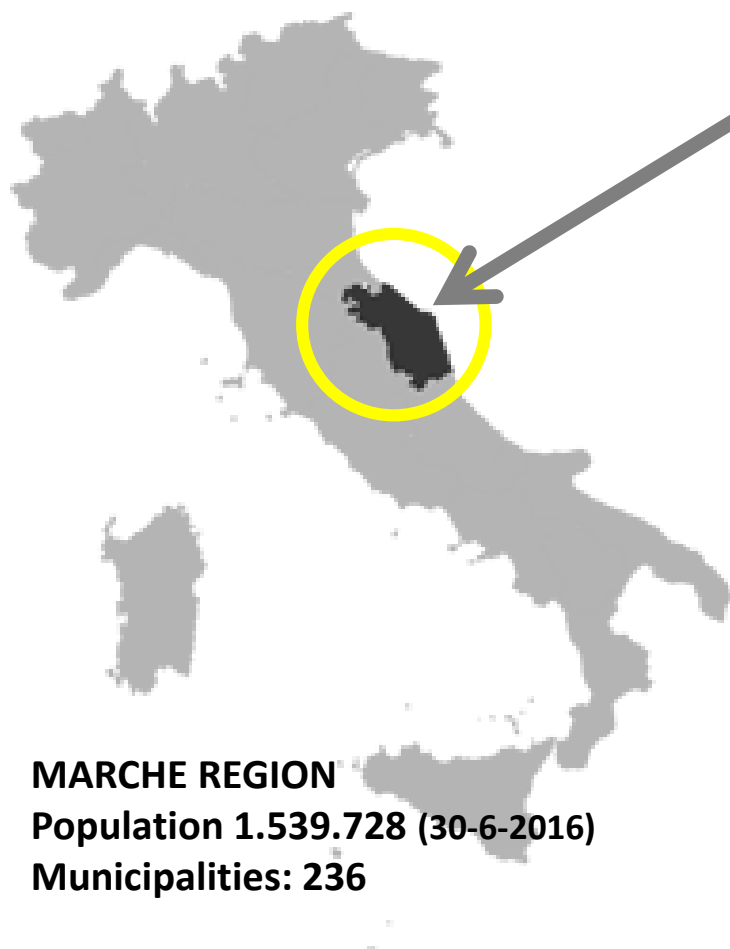
creative landscapes...what are they?



co-creating creative landscapes means to improve a networks between
PUBLIC INSTIUTIONS, ASSOCIATIONS, ENTERPRISES, UNIVERSITIES, EDUCATION, etc...

MARCHE ADVANCED CULTURAL DISTRICTS

an Italian case study



MARCHE REGION

Population 1.539.728 (30-6-2016)

Municipalities: 236

**Regional funds
4,8 Mln euros**

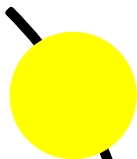
**13 local ACD
3,050 Mln euro**

**4 regional ACD
1,750 Mln euro**

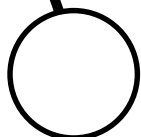
**Regional co-funding
max 40%
of total budget**

**Local co-funding >
60%**

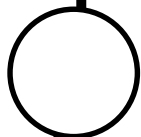
**17 ACD total budget
17.365.280,00€**



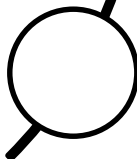
MARCHE ADVANCED CULTURAL DISTRICT is a regional cultural policy initiative that aims **local development** through:



support for **cultural** and **creative enterprises** for the development of new cultural and creative outputs and services;



a **network aiming to integrate traditional manufacturing** (furniture, shoes, etc) with culture and creativity through ICT implementation;



create new **job opportunities for young graduated and skilled people**





17 ADVANCED CULTURAL DISTRICTS- PARTNERSHIP

400 partners, including:

- Municipalities: 89
- Enterprises: 129
- Associations: 90
- Provinces and Mountain Unions.: 25
- Regional Parks, Natural Reserves: 15
- Chambers of Commerce: 7
- Universities and Secondary Schools: 20



AIF
ADRIATIC
INNOVATIVE
FACTORY

ACD “Adriatic Innovative Factory” - the project focuses on training activity and economic promotion concerning an international network developing a ‘Adriatic community’ of managers and entrepreneurs in the sector the cultural and creative enterprises, to attract resources and capitalize the previous outputs in the context of EU projects and programs on the Adriatic and Balkan cross-border area



ACD “PlayMARCHE” - the project intends to develop ICT, to support communication on landscape cultural heritage through the language of the game by creating a start-up specialized in gaming cultural entertainment on two case study area



ACD “Amami” - the idea is to contribute to change the cultural management through the activation of new local projects, enhancing landscapes resources valorization, the exchange of good practices, the development of collaborative approaches, the implementation of a training platform for the development of integrated learning processes, based on local actors, representatives of public institutions, associations, ICT enterprises



CO-CREATING CREATIVE AND INCLUSIVE LANDSCAPES

rural and urban contexts should not only be restored, but also **co-created** through inclusiveness processes (European Landscape Convention, 2000)

public spaces should be **“incubators” for cultural and creative activities** joined with other urban and inland public spaces

co-creating approaches on public spaces should be improved through **culture and creativity with ICT**

doing it means to be open to co-creative opportunities for **local communities**

exploring culture and creativity under an economic approach should support a **cultural and creative opportunity for young people**

it should be possible to join traditional manufacturing with cultural and creative activities , ICT and green economy

EARTHQUAKES 2016

What will happen to creative landscapes?



are you ready to develop **co-creative CyberSpaces?**

