CREATIVE LANDSCAPES
co-creating inclusive & mediated CyberSpaces

WORKSHOP
CO-CREATING OF
INCLUSIVE & MEDIATED
PUBLIC SPACES
13 - 16 FEBR 2017 | LISBON, PORTUGAL

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 should be a great opportunity or not?*
maybe co-creating inclusive & mediated spaces should be possible joining

culture

creativity

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

Nowadays, managing public cultural and creative spaces is quite difficult, because of the limited budgets and human resources.
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)
### KNOWLEDGE

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

### CONSERVATION

- 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
- ………

### FRUITION

- New services for public spaces (museums, libraries, etc)
- Satellite, mobile app, location based services
- New media and storytelling
- ……..

### MANAGEMENT

- Education
- Transport and mobility
- New services for public spaces (remote sensing, cards, shops, restaurants, ...)
- Cultural and creative spaces management
- Public organizations for managing cultural heritage
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 INSTITUTIONS, ASSOCIATIONS, ENTERPRISES, UNIVERSITIES, EDUCATION, etc...

- landscapes
- natural resources
- visual art
- painting
- ICT, digital, satellite
- green economy
- architecture
- music
- dance
- theatre
- food and wine
MARCHE ADVANCED CULTURAL DISTRICTS
an Italian case study

MARCHE REGION
Population 1,539,728 (30-6-2016)
Municipalities: 236

MARCH, 6 DISTR, 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
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 “PlayMARCHÉ” - 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**?