I-Archeo.S. - Integrated System of the Natural and Cultural Heritage and the Cultural Activities

PRIORITY AXIS 3 "ENVIRONMENT AND CULTURAL HERITAGE"

Specific objective 3.1 "Make natural and cultural heritage a leverage for sustainable and more balanced territorial development"

Title of deliverable (as in SIU): **reports of the Laboratories**

Work package number, name of Work Package :

WP3 THE SYSTEM: NATURAL CULTURAL HERITAGE - ENTERPRISES - DEVELOPMENT

Activity number, name of activity:

3.2 Awareness Raising Actions

Partner in charge (author): **P2**

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MARCHE TEATRO
AWARENESS RAISING ACTION REPORT

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European Regional Development Fund

PARTICIPANTS

MARCHE TEATRO:
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- Alessia Ercoli, Project Manager I-Archeo.S
- Cristina Carlini, Editorial Board I-Archeo.S
- Benedetta Morico, pr
- Beatrice Giongo, press office

STAKEHOLDERS INVOLVED DURING THE MEETING ON 4th JUNE:
1. Matteo Cionna - Grafiche Ricciarelli
2. Renata Menichetti - Agricorp
3. Ivonne Raffaeli - Agricorp
4. Davide Palla – Tournée da bar (ass.Ecate)
5. Patrizio Carletti - Conero Bus
6. Marco Abbondanzieri – VPR impianti
7. Marco Orsetti – Techinform
8. Michela Pollerini – Stockfish
9. Carlo Badioli – The Begin Hotel
10. Sabrina Maggiori – Pea_Lab / Toni di grigio
11. Matteo Bevilacqua – Ventilazione snc
12. Michele Gasparini – ENT snc
13. Paolo Marasca – Comune di Ancona / Fondo Mole Vanvitelliana

STAKEHOLDERS NOT PRESENT ON 4th JUNE AND MET IN COLLATERAL MEETINGS:
1. Francesca Serri - Tipicità
2. Andrea Libenzi – Libenzi Pubblicità
3. Marzia Piani – Hotel Palace
4. Marco Moriconi – Incontri europei
5. Mirko Postiglione – Mirko Postiglione
6. Andres Ariza – Umani Ronchi
7. Marco Rocchetti – RM Audio
8. Daniele Carnevali – Comune di Polverigi
9. Hands for stage

INTRODUCTION

In the frame of I-Archeo.S project, Marche Teatro has proposed during the meeting of 4th June 2018 the "Local Awareness Rasing Lab", involving the stakeholder organizations that have previously answered the open call. 13 otiganizations was present at the meeting, while the others were met during collateral meetings.

The present report is meant to be a synthetic resumé of the discussion, to be submitted as deliverable of the project; attached to the present document is also the original and complete report in Italian, approved by the participants and used as work materials for the next steps of discussion.

General Director Velia Papa lead the meeting, introducing the project, the role of Marche Teatro and the other partners, the Interreg fund; a dossier and promotional materials were distributed to the participants.

Velia Papa also sum up the general aspects of the Marche Teatro participation in "I-Archeo.S":

1. role of the organization as cultural leader in the local community, with the programming of theatre/dance season, Inteatro Festival and the use and promotion of non-theatrical venues all around the city of Ancona;

2. institutional mission of the organization, due the presence as funder member of Marche Region and Ancona Municipality;

3. capability of the organization as cultural tourism destination, especially thanks to Inteatro Festival (well known around the world and hosting international arTIsts and shows in English) and the venue of Teatro delle Muse (cultural hub with cafè, library, liLle venues, open all day long).

A special target of the project could be the MENA and Asiatic countries, that are strategic for the cmmercial grown of Marche Region and are also very interesting in terms of new creativity and art innovation; they are indeed a target pin pointed by the Ministry of Culture and Heritage and the Ministry of Foreign Affairs for the use of culture as instrument to buy a better international cooperation.

Alessia Ercoli sum up the practical aspect of I-Archeo.S project and the involvement of the stakeholders: why, how, when, schedule, expected results.

The draft of the Pilot Action is presented to the stakeholders and then space is gave to the discussion, that has the aim to confirm or not the interest of the stakeholders in taking part in the project.

THE CLUSTER

23 private and public organizations have submitted the call to be part of Marche Teatro cluster.
At the end of the meeting of 4th June and the collateral meetings, all the organizations have confirmed their interest in the project and are wiling to sign the cluster at the end of the scheduled LAB (following appointment: 28th June 2018 for "Creativity Vocational Training").

The cluster is characterized by a positive diversity and a wide range of services/know how, moving from practical services (transports, printing, sell of tickets, hospitality), to intermediate structures (tour operator, management, tailored on services), to coordination and project design (creation of original shows and audience engagement tools, original products andservices, management of production processes).

The cluster includes:

- technical requirement, even for external events and set up of non-theatrical places;
- communication and promotion, new media and social network, graphic and printing;
- transports and mobility, local and trans local;
- tailored on touristic packages;
- hospitality;
- regional food and wine specialities;
- audience engagement and site specific creation and management.

CONTEXT

Marche Teatro is a private organization with Ancona Municipality and Marche Region in house, plus a special collaboration with Polverigi Municipality; the cultural policies adopted by these three public institutions must be taken in great consideration when planning Marche Teatro activities. The two Municipalities are also part of the cluster.

The three main aspects that the cluster must consider for I-Archeo.S project connected to the local policies are:

1. regeneration of the existing heritage, aiming to a larger accessibility of the structures already open and used (such as Teatro delle Muse) or a diverse approach to the cultural sites (such as Mole Vanvitelliana);

2. investment of the Region to connect the local factories to the Asian market;

3.management of the post heart-quake, promoting a positive view of the Region on the international market.

Marche Teatro will use I-Archeo.S project in the frame of these general needs and the cluster is called to action offering their specific know how and services, but also their peculiar point of view.

NEEDS

The discussion focus on the positIve and negative aspect of Marche Region in terms of cultural tourism.

The main points discussed are:

1. difficulty of connecting the existing projects and activities, that are poorly spread in terms of communication and coordination even between the specialistic organizations;

2. critical state of the transport and mobility to and inside the Region, especially the underusing of the airport;

3. necessity to maximize the effort in communication, especially on a international target and with the use of different media or new concept for the printed materials;

4. elaboration of touristic pactiages that let the tourist free to choose its own itinerary, to better answer the needs of a very selected target;

5. using of ECATE to elaborate specific audience engagement actions to connect the project with the local community and offer original events to the tourists.

6. using of the Mole Vanvitelliana as favorite non-theatrical venue to equip for different purposes and to combine historical value and cultural producTIon.

TARGET

Due to the pinpointed aspects, the preferred targets of the project will be:

1. foreign tourists, with private houses in the Region or renting houses for long stays. Mainly from Netherlands and English speaking countries (major country of provenience from the statistics);

2. "generic" cultural tourists;

3. foreign cultural professional, opinion leader in their countries and oren connected to touristic institutions;

4. tour operator and foreign institutions, that can be involved in new policies for the territory.

Councellor Marasca from Ancona Municipality underlines that the local community could be considered as a "final target" of the project, because a better touristic and cultural offer and a efficient private/public dynamic will result in a important benefit for all the acTIviTIes led in the city.

THE ITINERARY

The three assets that Marche Teatro could offer as basis of the itinerary are:

1. Inteatro Festival as a well know event on the international scene;
2. Teatro delle Muse as cultural hub;
3. using of non-theatrical venues of relevant historical and arTIsTIc value (such as Mole Vanvitelliana)

The cluster reflects on these three aspects with two different approaches:
- improvement of the quality of the offer and the proposed services;
- original actions and collaboration with external activities.

The suggestions for the Pilot Actions are:

1. Inteatro Festival as "immersive experience", with a programme that take into account the presence of foreign audience. Possible services: mobility to other part of the Region, collateral activities related to local specialities and natural heritage, better communication, tailored on hospitality, technical services;

2. tou ristic packages tailored on cultural professional and foreign tour operator and public institution, to organize once a year during the Festival a promoTIonal event of the territory.
Possible services: tailored on hospitality, guided tour, local specialties, communicaTIon, mobility.

3. consolidating Teatro delle Muse as cultural hub, open to visitors and hosTIng different kind of Events. Possible services: technical services, local specialities, audience engagement, communication, mobility;

4. using of Mole Vanvitelliana as new cultural venue in the city with artistic programme open to different target audience (especially young generation), connecting the historical role of the site with the cultural production. Possible services: creation and management of original project, mobility, audience engagement, technical services, communication.