

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): **New Creative Productions-report and pics**

Work package number, name of Work Package:

WP3 THE SYSTEM: NATURAL CULTURAL HERITAGE - ENTERPRISES - DEVELOPMENT

Activity number, name of activity:

3.4 NEW CREATIVE PRODUCTIONS

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

Partners involved: **P2**

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NEW CREATIVE PRODUCTIONS

Marche Teatro

MARCHE TEATRO FOR I-ARCHEO.S

Marche Teatro has taken part in I-Archeo.S in order to develop its **potential as cultural tourism actor**, based on three lines already present in the organization's activities:

- Festival Inteatro,
- Teatro delle Muse,
- using of “not deputy spaces” in the city of Ancona.

The activities proposed for the project and shared with the stakeholders meet the **institutional mission** of Marche Teatro, that is the leading cultural organization in its territory and has **Marche Region, Ancona Municipality and Polverigi Municipality** directly involved in its governance.

Marche Teatro programmes and activities plan must always take into consideration **regional strategy, local cultural policies** and **promotion and development of its local context**.

CLUSTER

23 private and public organizations have submitted the call to be part of Marche Teatro Cluster and signed the “Cluster agreement” in September 2018.

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 and services, 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.

PILOT ACTION: CONCEPT

The Cluster started the discussion for the Pilot Action since the very first meeting during the Local Awareness Raising Lab an easily converged to the idea of **Inteatro Festival** becoming **a destination for the foreign tourists**, promoting a presence for **several days** in Ancona and Conero and **matching the Festival programme with touristic experiences**.

Positive assets for the proposal were:

- **international programme** of the Festival, with foreign companies and shows in other languages with subtitles or without using of words;
- well established **foreign reputation** of the Festival, with its long history of international collaborations and activities;
- **site specific approach**, that could promote the cultural and natural heritage;
- the bipolarism between **Polverigi and Ancona**, natural bridge between city and countryside;
- development of **Teatro delle Muse** as **cultural hub**.

PILOT ACTION: DEVELOPMENT

Re-imagining Inteatro Festival as **touristic destination** means a work in progress focused on **quality of the offer** and **integration between cultural and touristic activities**.

Key aspects for a positive result:

- empowerment of **Festival brand** and its attractive potential;
- a **tailored artistic programme** for touristic purposes;
- selection of **dedicated collateral activities** that can harmonize with the artistic proposal;
- **dedicated communication and promotion** (storytelling, language diversity, attractive graphic);
- **management and services** that take into account the needs of the new target.

The **target** is mostly **international** with a specific focus on **Asia** (commercial and diplomatic area for the institutional policies of Marche Region).

PILOT ACTION: SERVICES

The services to be created, qualified and developed during the project, as discussed during the Local Awareness Rasing Lab and Local Creativity Vocational Training and report in the Cluster agreement, are concerning:

- **Teatro delle Muse as cultural hub**: implementation of services for a better use of the historical building in order to host a larger range of activities and become a touristic destination in the city;
- use of **cultural heritage as “not deputy venues”**, both for artistic programme and free time (parties, events, ...);
- **communication tailored on the touristic target**, integrating this aspect even in the general promotion and approach of Marche Teatro and the significant Cluster members for this topic;
- services and plan for **mobility and travels** through the region and to and from international destination;
- **hospitality**, proposing long term integration between the Cluster stakeholders for services, promotion, connected activities;
- using of **new technologies, accessibility** and adaption to **safety/security** guidelines.

NEW CREATIVE PRODUCTIONS

Following the proposed services for the Pilot Action, the New Creative Productions involved the stakeholders in **several meeting and discussions** (one to one or in groups), with a very positive exchanges of **know-how and skills** and an approach of **mutual empowerment**.

The cooperation between the stakeholders already leads to **different kind of collaborations on regular basis** (new projects between the hotels, future plans for Muse Bar, sponsorship between some of the stakeholders, exchanges of promotional materials, established services, ...).

In order to reach the goals set for the Pilot Actions, the New Creative Productions focused on:

- communication;
- technical development and accessibility;
- hospitality and local products promotion;
- mobility;
- activities for Pilot Action.

COMMUNICATION

The Editorial Board worked with Marche Teatro staff and selected Cluster members to revise the entire communication of the organization in order to better match the touristic approach.

Outcomes:

- a **strategy for a “brand” Marche Teatro & Marche Region** was developed, spread and used through all the social channels and materials and it is the “core” of the contents later produced for the Pilot Actions;
- a discussion was lead through the Cluster on **how to better reach the selected target** and **how to use already existent tools and services** in a more efficient way;
- a **diffusion plan** was set in order to involve I-Archeo.S brand identity through different materials and identify a **snappy communication plan** for the Pilot Action;
- the **visual project MAP** was created to be realized during the Pilot Action.

Stakeholders: Tonidigrigio, Pepe Lab, Imagina, Ecate, Libenzi, Grafiche Ricciarelli

COMMUNICATION



INTEATRO FESTIVAL 19 - 23 giugno 2018 | Progresso

Giornata 19	Giornata 20	Giornata 21	Giornata 22	Giornata 23
<p>19 giugno</p> <p>19.00 - 21.00: Concerto di Musica da Camera in Chiesa di S. Maria della Pace.</p> <p>21.00 - 23.00: Concerto di Musica da Camera in Chiesa di S. Maria della Pace.</p>	<p>20 giugno</p> <p>19.00 - 21.00: Concerto di Musica da Camera in Chiesa di S. Maria della Pace.</p> <p>21.00 - 23.00: Concerto di Musica da Camera in Chiesa di S. Maria della Pace.</p>	<p>21 giugno</p> <p>19.00 - 21.00: Concerto di Musica da Camera in Chiesa di S. Maria della Pace.</p> <p>21.00 - 23.00: Concerto di Musica da Camera in Chiesa di S. Maria della Pace.</p>	<p>22 giugno</p> <p>19.00 - 21.00: Concerto di Musica da Camera in Chiesa di S. Maria della Pace.</p> <p>21.00 - 23.00: Concerto di Musica da Camera in Chiesa di S. Maria della Pace.</p>	<p>23 giugno</p> <p>19.00 - 21.00: Concerto di Musica da Camera in Chiesa di S. Maria della Pace.</p> <p>21.00 - 23.00: Concerto di Musica da Camera in Chiesa di S. Maria della Pace.</p>

WIRE

TECHNICAL DEVELOPMENT / ACCESSIBILITY

Technical stakeholders worked alongside Marche Teatro staff in order to study, make inspections and prepare the set up for the non-theatrical venues that will be used during the Pilot Action, such as parks, museums, churches, etc., including accessibility and safety/security.

Teatro delle Muse was under attention to develop its potential as cultural hub.

Outcomes:

- set up plan for **not theatrical venues** in Polverigi and Ancona;
- development plan for a **guest flat** at Teatro delle Muse for convention/events;
- promotion, development and set up plan for **Teatro delle Muse** in order to host and maximize collateral events (cinema, conferences, public events);
- improvement services and set up plan for **Muse Bar**.

Stakeholders: Ventilazione, Hands4Stage, VPR Impianti, ENT, Techinform, RM Audio as technical experts, PepeLab and Ecate for promotion, in collaboration with Comune di Ancona and Comune di Polverigi

TECHNICAL DEVELOPMENT / ACCESSIBILITY



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TECHNICAL DEVELOPMENT / ACCESSIBILITY



TECHNICAL DEVELOPMENT / ACCESSIBILITY



HOSPITALITY AND LOCAL PRODUCTS

Thanks to the presence of well know stakeholders of the territory, Marche Teatro staff worked alongside the Cluster in order to identify essential services for incoming and the best hospitality plan for the city during the Pilot Action but also the regular activities during the year.

Outcomes:

- **hospitality plan** for Pilot Action;
- research and discussion on **incoming of big groups and high-level groups**;
- planning of the the general hospitality **services for the participants**;
- selection of **attractions and hospitality destinations** for the target during the Pilot Action.

Stakeholders: Hotel Palace, The Begin srl, Imagina, Umani Ronchi, CDT

HOSPITALITY AND LOCAL PRODUCTS



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HOSPITALITY AND LOCAL PRODUCTS



MOBILITY

Mobility was identified as a possible risky point during the Awareness Raising Lab, since local transports and general mobility in the area don't match the requested quality for incoming of tourists. Marche Teatro and the selected stakeholders worked on sort this out for the Pilot Action and a better integration of local services in the future.

Outcomes:

- research and discussion on **incoming movement and tendency**;
- integrated **mobility plan** for the Pilot Action, tailored on the hospitality aims and services.

Stakeholders: Conerobus, Mirko Postiglione, Incontri Europei

MOBILITY



ACTIVITIES FOR PILOT ACTION

A plan for the activities for Pilot Action was also discussed to better identify the direct involvement of services already provided by the stakeholders and connected with the cultural and natural heritage. The discussions and brainstorming lead to some crucial decisions (as the one to involve the Museo Archeologico delle Marche and S. Gregorio church) and also build up possible future collaboration (plan of Marche Teatro and Ancona Municipality for better use of historical buildings).

Outcomes:

- plan for **promotion of typical products**, selection of products, exposition strategy during Pilot Action and regular activities in Teatro delle Muse;
- research and consult on the offer of local agri-food products and the connections/ partnership with local producers for **MuseBar**;
- plan of **activities for the Pilot Action**.

Stakeholders: Fondo Mole, Agricorp, Comune di Ancona, Comune di Polverigi, Umani Ronchi, Imagina

ACTIVITIES FOR PILOT ACTION



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