



CULTURE

for Cities and Regions

Study visit in Bologna - The local context and cultural policies

1. About the city

Number of inhabitants	386171
Area in Km ²	140
Annual budget of the city	500,000,000
Annual budget for culture	2014: 28,257,558 € (5,68% of total municipal budget) + 150,000 € for Incredibol! project

The local/regional context

Located in the North-central Italy, Bologna has 386,171 inhabitants. The city's university, which was founded in 1088 and is Western civilisation's oldest, attracts enough students to balance the city's ageing population. Ranked first in the Italian Smart City Index, Bologna boasts a vibrant cultural life and an emerging creative economy. In 2012 there were approximately 1,500 cultural companies and more than 25,000 creative companies, representing 8% of all companies in the region. The cultural and creative sectors sustained 77,000 jobs, or 4.5% of the total regional employment.

At the international level, Bologna is also heavily involved in projects and networks in the field of culture. It was awarded the title of European Capital of Culture in 2000 and became UNESCO Creative City for Music in 2006.

The economic recession led the city and the Emilia-Romagna region to consider the potential of cultural and creative industries as an innovative economic driver. Since 2014, CCIs have been a priority of Emilia-Romagna's Regional Innovation Strategy for Smart Specialisation (RIS3ER).

Specific competencies/governance system

Bologna is the capital city of the Emilia-Romagna Region. Following the recent Italian administrative reform, the Mayor of Bologna is also Mayor of the Metropolitan area that has about 1 million inhabitants.

As regards culture, the Municipality has a specific Culture and Relations with the University Department. In addition to this, within the Economic Development and City Promotion Dept. there is the Unit in charge of the Incredibol! - Bologna's creative innovation project.

Key cultural indicators/facts

Bologna is where the first University of the western world was set up, in 1088. Bologna was the European City of Culture of the year 2000, it is the capital of Emilia-Romagna Region and an obligatory step on the road between the North and the South of Italy. A cosmopolitan city, sensitive to the quick changes of contemporary society.

First in Italy and second in Europe after Seville, since 2006 Bologna is UNESCO Creative City of Music. The prestigious award was based on the excellence of the past and the richness of the present musical scenery, as a matter of fact the town affords a rich and varied cultural scene, thanks to a multitude of associations, cultural enterprises of small and medium size and to the institutions that work with them.

The Municipal Theatre of Bologna is one of the greatest Opera and Symphonic Foundations in Italy. Moreover, an incredible amount of festivals live up the city throughout the year. In particular Contemporary Bologna is the theme that unites a number of unique festivals dedicated to different

aspects of contemporary culture operating in Bologna with an international perspective: Angelica - International Festival of Music Research, BilBOLbul - International Festival of Comics, Biografilm Festival - International Celebration of Lives, Future Film Festival - International Film Festival, Animation and New Technologies, Gender Bender - International & Contemporary Issues on Gender, Live Arts Week. They represent six well-known festivals offering a coordinated program all year long, a calendar of events that intends to promote the access to cultural innovation and stimulate the growth of the local artistic production.

In the city of Bologna initiatives that take place between June and September are promoted directly by the City Council, coordinating them within a single program now called *Bè BolognaEstate*, a full set of events spread over four months, which covers all genres and addresses a variety of audiences (young, old, families, tourists and students).

The Civic Museums Institution manages a network of seven museums, among which, the Archaeological Museum, one of the most prestigious Italian archaeological collection. The collection of Egyptian Antiquities is one of the most important in Europe, the second in Italy for its artistic and historical quality, conservation status and number of objects, about 4,000.

Of most recent opening, with its 9,500 square meters, MAMbo is the main seat of the Modern Art Gallery Institution which supports the most innovative artistic practices helping to trace the path of contemporary art expressions with an exhibition activity focused on research and experimentation.

Bologna also houses an important National Art Gallery that collects fundamental artists such as Giotto, Raphael and Titian, fine examples of Bologna's and Emilia-Romagna's art from 1200 to Baroque, Byzantine and Flemish art.

Moreover, a private local bank foundation has recently created a new network of museums called Genus Bononiae, a cultural and artistic path telling Bologna's history through renovated ancient buildings of the town centre.

The museum scenario is completed by numerous other private collections, such as the world known motorcycle Ducati Collection and by the prestigious Bologna University network of museums, arranged around the notable Palazzo Poggi, the main seat of today University and of the historical Academy of Science founded in 1690.

The library service of the Municipality of Bologna consists of a network of 15 libraries which share the common goal of satisfying the needs for information and ongoing education of the community, with special attention to bringing out the specific culture of the territory, offering every citizen free access to reading and to information resources, including multimedia.

The Archiginnasio Library is one of the most important historical libraries in Italy and it is specialised in documenting the cultural life history of Bologna. The library has a vast amount of manuscripts and rare books, ancient and modern.

Another important location is Sala Borsa, in the heart of the town, an enormous area dedicated to the cultural life. Its mission is that of integrating the services provided by common city libraries, collecting and facilitating access to information and to documentary assets, with special interest for the contemporary social and civil picture.

Bologna is also seat of the internationally known Cineteca di Bologna (Bologna Film Archive), established in the '60s as municipal institution that in 2012 became a private foundation, member of the *Association des Cinéathèques Européennes* and since 1989 acting member of the *Fédération Internationale des Archives du Film*. Since 1999, it hosts the Charlie Chaplin Archive: thousands of documents, ranging from screenplays, sketches, set drawings, manuscripts, photographs, to contracts, notes and comments.

Local cultural priorities

Culture is one of the most important elements that makes Bologna renown in the world. Bologna's cultural offer is rich and multifaceted, thanks to the high quality and quantity of opportunities and cultural events, both locally and at the international level, especially for the music field, since Bologna is a UNESCO Creative City of Music, and for avant garde performance. The choice to make Bologna one of the epicentres of contemporary culture has reinvigorated the entire museum and artistic heritage system. The idea that on the one hand culture is a market regulated by competition and on the other it is a right for everyone to enrich their lives, and the idea that culture brings employment and that is nurtured by talents that must be defended and fostered, are the bases on which Bologna's cultural policies stand. In terms of financial resources, culture is worth 6% of the entire city budget.

Music is one of the main focuses in cultural policies: Bologna is a UNESCO Creative City of Music since 2006. In addition, Bologna is currently chairing the Music Subnetwork of UCCN and carrying out several activities to achieve these following objectives:

- strengthen international cooperation between cities that have recognized creativity as a strategic factor of their sustainable development;
- stimulate and enhance initiatives led by member cities to make creativity an essential component of urban development, notably through partnerships involving the public and private sectors and civil society;
- strengthen the creation, production, distribution and dissemination of cultural activities, goods and services;
- develop hubs of creativity and innovation and broaden opportunities for creators and professionals in the cultural sector;
- improve access to and participation in cultural life as well as the enjoyment of cultural goods and services, notably for marginalized or vulnerable groups and individuals;
- fully integrate culture and creativity into local development strategies and plans.

Another priority both at city and regional level are Cultural and Creative Industries.

Since the economy of Bologna has always been characterized by two fundamental strengths, the manufacturing and the creative sectors, one of the city priority is to foster the relationships between the SMEs working in the manufacturing field and the creative sector. At a national level, Bologna plays a strategic role in the education and training of creative talents. Bologna aims at fighting the 'brain drain' of these talents based on the belief that creativity is increasingly considered as an added value, a vital asset for urban ecosystems that intend to safeguard the future of their manufacture, more and more looking for innovation and high-quality products.

Bologna therefore aims at fostering the presence of qualified human capital and creativity; the diffusion of a network of professionals; the presence of micro and small businesses that are flexible and internationalized and that offer increasingly cutting-edge technology solutions; positive collaborations with the University and research institutions; accessibility of public goods and heritage and an efficient infrastructure system. As for services offer, several professionals, associations and organizations, both public and private, carry out actions for local development and innovation. Since these diverse activities are fragmented and disorganized, the Municipality of Bologna aims at creating a network supporting the CCI sector, and this is exactly the objective of the Incredibol! project, which has the following priority actions:

- Get in touch with the world of new creative professions in Bologna and Emilia-Romagna and identify the most interesting ones.
- Develop a public and private network offering services and spaces for creativity on the local area.
- Improve the awareness of young creative people about these services and spaces and create a channel to make them easily accessible by creative talents.
- Experience a new approach to the local creative industry: a more active and informal approach.
- Creating the conditions for the developing of entrepreneurship for creative professionals,
- connect markets and financing to local creative ideas.
- Stimulating spillover effects - i.e. the positive mutual influence between the cultural and creative sector and the traditional economic sectors - in order to foster the growth of local enterprises creating a breeding ground for the attraction of new investments and a shared regional identity based on creativity and innovation.

At a regional level, a crucial step towards the acknowledgement of the importance of the CCI sector was taken in 2013 when the Emilia-Romagna Region decided to include cultural and creative industries in its "S3 - Smart Specialisation Strategy" for 2014-2020. Thanks to the growing awareness about the importance of this sector, the Emilia-Romagna Region has introduced for the first time CCIs in its Smart Specialization Strategy as a priority for the next years, recognizing the importance of non-technological innovation and the potential of a sector that at present consists of more than 77,000 professionals.

2. About the study visit

Main themes

Cultural and creative industries as motor for urban regeneration and economic vitality

Sub themes

- Creative entrepreneurship
- Non financial support to creatives
- CCIs as a motor of innovation for the city

Projects to be presented, places to be visited and Incredibol's partner and winners to be introduced

Name	Incredibol!	
Duration	4 editions since 2010	
Management	Incredibol! is a project coordinated by the Economic Development and City Promotion Department of the Municipality of Bologna.	
Short description	IncrediBOL! is a project based on a network of public and private partners and designed to boost the local cultural and creative sector. Young entrepreneurs in the CCIs are offered a range of financial and in-kind benefits to help them establish and grow their businesses. In doing so, IncrediBOL! aims at retaining the region' s creative talents and promoting CCIs as a driver for innovation. Every 12 or 18 months, IncrediBOL! launches an open call for innovative projects in the CCI sector. Partners of the network select those presenting a long-term vision and a sustainable approach that could best benefit from support during their start-up phase. Winning cultural and creative professionals receive from the partners tailor-made advice on managerial and legal issues as well as training and consulting assistance to cope with the general lack of entrepreneurial skills in the sector. IncrediBOL! provides a constant feedback and evaluation to the winning projects throughout their incubation. In addition, the municipality of Bologna has set up a helpdesk which coordinates the project and supports the winners.	
Link	www.incredibol.net	

Name	Emilia-Romagna Region	
	Economic Development, Industrial Research and Technology Innovation Department	
Short description	The activity of the Economic Development Policies Unit of Emilia Romagna Region is focused on public programs for regional and local economic development and on programs for industrial research and technology transfer. Thanks to the growing awareness about the importance of CCIs Sector, the Emilia-Romagna Region has introduced it for the first time in its "S3 - Smart Specialisation Strategy" for 2014 -2020", as a priority for the next years. This was a crucial step towards the acknowledgement of the importance of non-technological innovation and the potential of a this sector that currently consists of more than 77,000 professionals. Since 2012 the Economic Development Policies Unit of Emilia-Romagna Region is also one of the Incredibol's partens and contribute to the economic growth of ICCs companies with its expertises and its financial resources.	
Link	www.regione.emilia-romagna.it	

Name

Studio Capizzi



Short description

Consulting firm offering management consultancy services specialised in low-interest financing, financial grants management and business set-up. The company offers tailored assistance and consulting services as for business planning and economic and financial management of business activities.

Partner of the IncrediBOL! project since 2010 is one of the historical partner of the project and one of the most winners' requested consultant.

Link

www.studiocapizzi.eu

Name

Urban Center Bologna



Short description

Urban Center Bologna deals with the main policies and projects that are changing Bologna and its metropolitan area. It is the place where citizens, public institutions, associations and representatives of economic and social environments can meet and discuss urban and metropolitan changes. Urban Center Bologna is managed by a Committee made of the main bodies and institutions involved in the transformation of the city and its hinterland and in the promotion of the "Bologna system".

Informal partner of the IncrediBOL! project from the beginning, it become an official partner since 2014.

Link

www.urbancenterbologna.it

Name

Fondazione del Monte di Bologna e Ravenna



Short description

Non-profit bank foundation that aims at protecting and developing Italian cultural and artistic heritage and that also supports scientific research and the development of local communities.

Partner of the IncrediBOL! project since 2014, the Foundation established a special prize of € 3,000.00 for a cultural subject winner of the IncrediBOL! call which is based in Bologna or Ravenna.

Link

fondazione-delmonte.it

Name Dynamo - La velostazione di Bologna



Short description

Dynamo is a centre for aggregation and delivery of services dedicated to sustainable mobility: a bicycle parking station but also a service provider: tourist reception, advice and training on mobility management, goods transport on bicycles and a urban bike café for all users.

The Dynamo project was born from the experience of the group Salvaiciclisti Bologna (lit. "save the cyclists") and its network of promotion for cycling in urban contexts.

The Dynamo space will be open to all citizens, tourists, businesses and city-users interested in a lifestyle and products related to cycling and to public and private transport systems powered by renewable sources. This centre is designed as a meeting point for the strong bike community already existing, allowing its members to share experiences and information, welcome tourists, promote the offer for urban and suburban cycling holidays, propose solutions for mixed-mode commuting to individuals and companies, provide a security-monitored parking lot and a bike rental and repair shop for anyone arriving to Bologna from the train or the bus stations.

The Salvaciclisti Association is a winner of the 4th edition of the IncrediBOL! call.

Link

dynamo.bo.it

Name

SetUp Caravan - SetUp Art Fair



Short description

After three well-tested editions of SetUp Art Fair and a fourth edition on its way, Simona Gavioli and Alice Zannoni decided to found the cultural association CARAVAN to give life to the location where the fair takes place - Autostazione Bologna - beyond the days of the fair, with an annual program full of exhibitions and activities.

The first event organized by CARAVAN is "Circolare", a collective exhibition hosting 31 artists + 1 project inspired by the circus as a metaphor to interpret the present through art.

SetUp is an independent art fair, in conjunction with Artefiera Bologna, which gives attention to emerging artists and which is an active cultural network. The name SetUp shows the intentions of the project, the term technically means to "prepare the operations for the subsequent start of the system", the task and the bet of the organizers is therefore to put into action a new process to rethink the system of Art.

Winner of the 3th edition of the IncrediBOL! call.

Link

www.facebook.com/Caravan-SetUp
setupcontemporaryart.com

Name **Fondazione Marino Golinelli
and Opificio Golinelli**



Short description Fondazione Golinelli is a foundation that was born in Bologna in 1988 by the will of the entrepreneur and philanthropist Marino Golinelli.

Today, it s a unique example in Italy of a fully operational private foundation, based on the model of American philanthropic foundations, which deals with education, training and culture to foster the intellectual and ethical growth of young people and society, with the objective to contribute to Italy's sustainable development.

The foundation activities aim at fostering responsible cultural development for citizens in all fields of knowledge. One of the most important strategic objectives is to provide children and teenagers, especially starting from school-age, who are tomorrow's citizens, with skills and tools that enable them to grow responsibly, civilly and socially, fostering ethical behaviour, for a more cohesive society. Young people able to grow in an innovative and competitive way in an increasingly globalized, complex, multicultural and unpredictable world.

Most of the training activities, educational and cultural activities by Fondazione Golinelli will take place from October 3, 2015, at Opificio Golinelli, a new house by an old name, located in Via Paolo Nanni Costa, adjacent to the industrial area of about 3 hectares, occupied by the company Società Fonderie Sabiem until 2008. Opificio Golinelli, which required a total investment of 12 million €, is a citadel for knowledge and culture, it is 9,000 square meters and will host more than 150,000 visitors a year. This expected numbers and its cultural model make it a an important centre both nationally and internationally.

Link www.fondazionegolinelli.it

Name **Mast**



Short description MAST Foundation is an international cultural and philanthropic institution that focuses on art, technology and innovation.

Looking at new generations as the primary target, MAST Foundation favours the development of creativity and entrepreneurship also cooperating with other institutions, in order to support economic and social growth.

Within this perspective, MAST builds a bridge between the Company and the Community. The activities offered to external visitors, as well as the services dedicated to company employees, share the same philosophy based on technology, art and innovation.

MAST Foundation favours projects that leverage on identity, develop new ideas, and create new links.

MAST stands for MANIFATTURA di ARTI, SPERIMENTAZIONE e TECNOLOGIA (lit. MANUFACTURING OF ARTS, EXPERIENCE and TECHNOLOGY).

MANIFATTURA: the industrial identity of the district

ARTI: the highest forms of creative expression

SPERIMENTAZIONE:the practice at the heart of innovation

TECNOLOGIA: the application of techniques that can improve human life

Link www.mast.org/en

Name ZOO



Short description ZOO, which won the fourth edition of the Incredibol! call, is a project by Rebecca Fosser, Lucia Principe, Elisa Delogu, Noemi Bermanni and Paola Parenti, which started in 2012 from three earlier projects already well-established in the Bologna area: OFFELLERIA SORELLE FOSSER, food design laboratory, PESCI PNEUMATICI, fashion atelier, BRADIPO, graphic arts bookshop, workshop for children and illustrations exhibition gallery.

On February 22nd, 2013 ZOO, opened in the centre of Bologna, in Strada Maggiore 50/A, as a bookshop and graphic arts gallery that welcomed international guests during Bilbolbul and the Children's Book Fair, two fairs dedicated to the graphic arts industry in Bologna.

On October 19th 2013, after a renovation of the store, ZOO reopened inaugurating a craft workshop that aims at building, along with the pleasure of taste, a concept of sustainability and attention to the quality of raw materials and shape.

ZOO is a space wholly dedicated to design that promotes very different products which may be dresses, books, desserts or something else, but that are all unique because of their specific characteristics, their craft production and, above all, the great attention given to aesthetics, based on the use of colour and graphic simplicity.

Winner of the 4th edition of the IncrediBOL! call.

Link www.facebook.com/likeazoo

Name Antonello Ghezzi

ANTONELLO GHEZZI +
studio

Short description Antonello Ghezzi is an artist collective comprised of Nadia Antonello and Paolo Ghezzi, who won the last edition of the Incredibol! call. As winners, they were assigned under a free-use contract a studio at the Palazzina Liberty in the Giardini Margherita, the main public park in Bologna. They also received the 'Creative Spin Award' special mention for creative spillovers with their project AntonelloGhezzi+, which focuses on the collaboration between actors from different fields - artists, entrepreneurs, researchers, etc - to allow art to reach those environments where it usually does not belong and at the same time push those environments to innovate through creativity.

The project Antonello Ghezzi+ is born from the experience of the artistic duo Antonello Ghezzi, but it is something different from what they have done so far, it is something more!

In order to fulfil their artistic projects, Antonello Ghezzi set up different collaborations. Their ideas always need new and different skills because contemporary art has no limits, neither for the medium chosen, nor for areas of interest.

The "+" they added to their name implies that they are willing to collaborate with many others. Art for business and manufacturing and creativity applied to studies, research, politics and industry can lead to amazing results for a better future. As they stated, art and beauty should have a key role in our everyday life in order to foster our society.

Winner of the 4th edition of the IncrediBOL! call.

Link www.antonelloghezzi.com

Name Aster



Short description Aster is a consortium company including the Emilia-Romagna regional administration, the universities located in the region, research institutions (CNR and ENEA) and working in collaboration with industrial associations.

ASTER activity is dedicated to the development and coordination of the Emilia-Romagna High Technology Network, which consists of industrial research laboratories and innovation and technology transfer centres organised in 6 Thematic Platforms.

Its purpose is to promote and coordinate actions for the development of a regional production system focused on industrial and strategic research; actions for the transfer of knowledge and technology skills and actions for the development of a network made of companies and research centres.

Partner of the IncredibOL! project since 2010.

Link www.aster.it

Name Le Serre dei Giardini

Duration 2 year to properly set-up the buildings
2 year to develop of the services
10 year to carry on the project

Management Le Serre dei Giardini is a project coordinated by the Economic Development and City Promotion Department of the Municipality of Bologna in collaboration and co-financed by Emilia-Romagna Region, Fondazione Golinelli, ASTER and Kilowatt, winner of IncredibOL! third edition.

Short description Former offices and disused spaces close to a green area of Bologna are being transformed to open a multi-functional centre for the development of start-ups, the sharing of expertise, the training of future entrepreneurs. Le Serre dei Giardini (lit. the greenhouses of the gardens, since this area is located inside the main park of Bologna) will:

- Promote and foster a “culture of doing creative and innovative business” and deepen the link between education and entrepreneurship, starting from education and training in schools;
- Take advantage of the spillover effects that result from sharing, networking and co-working in order to explore the opportunities and potential resulting from synergies between ideas and talents coming from different sectors;
- Increase collaboration between start-ups and established and traditional companies, and increase the attractive and multiplier effect derived from the settlement of start-ups in a dynamic, open and fertile environment;
- Multiply the opportunities for international mobility aimed at young people with business ideas, new businesses but also to professionals that support the development of enterprises: on one hand startups and foreign companies willing to enter the Italian market - supported through hosting services, temporary offices and soft landing - and on the other enterprises willing to enter foreign markets supported through synergies with international projects and European networks;
- Make available a new generation of structured and permanent services in order to promptly satisfy users' needs.

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