



# CULTURE

for Cities and Regions

## Thematic study visit in BOLOGNA

### Cities supporting creative entrepreneurs and SMEs

27-29 October 2015

Dear Delegates,

We are extremely happy to welcome you to Bologna, and we hope you will have a pleasant study visit in our city.

In addition to a busy study visit agenda we have also prepared a guide with events, art exhibitions and meetings that are now occurring in Bologna. We hope it will help you to enjoy your time in Bologna!

To stay in touch and live a more interactive study visit, we invite you to share pictures, opinions and comments on social networks using #cultureforcitiesregions and/or @incredibol

Benvenuti a Bologna!  
IncrediBOL!'s staff

Members of the Culture for cities and regions consortium attending the visit:

Experts	Philippe Kern - KEA
	Peter Inkei - Budapest Observatory
Support	Julie Hervé, Policy advisor EUROCITIES
	Pasquale Cancellara, trainee, EUROCITIES

## Tuesday, October 27<sup>th</sup>

- Afternoon Arrival of participants
- 18.30 **Meeting point:** lobby of the hotel
- 19.00 - 19.30 Welcome “aperitivo” - Enoteca Italiana - Via Marsala, 2
- 19.30 - 20.30 Dinner - Trattoria Anna Maria - Via delle Belle Arti, 17

## Wednesday, October 28<sup>th</sup>

- 08.30 **Meeting point:** lobby of the hotel

### Welcome and introduction to the study visit

- 09.00 Welcome at Bologna City Hall - Sala Tassinari, Palazzo D'Accursio - Piazza Maggiore, 6
- 9.00 - 9.15 Introduction by Matteo Lepore, Deputy Mayor
- 9.15 - 9.30 City overview - Francesca Martinese, Head of International Relations and Projects office
- 9.30 - 10.30 **Introduction of participants:** five minutes for each city/organisation to explain their local context, current activities on cultural and creative industries and learning needs

9.30	EUROCITIES
9.35	Aarhus (Denmark)
9.40	Bologna (Italy)
9.45	Cesis (Latvia)
9.50	Chemnitz (Germany)
9.55	Denia (Spain)
10.00	Irun (Spain)
10.05	Magdeburg (Germany)
10.10	Pordenone (Italy)
10.15	Porto (Portugal)
10.20	Sofia (Bulgaria)
10.25	Utrecht (the Netherlands)



10.30	Budapest Observatory
10.35	KEA

- 10.35 - 10.45 Transfer to Atelier Urban Center
- 10.45 - 11.15 Coffee break

### Local Policies for cultural and creative industries (CCIs)

Atelier Urban Center, Salaborsa - Piazza Nettuno, 3

- 11.15 - 11.30 Focus on local policies for CCIs and IncredIBOL! Project - Giorgia Boldrini, Head of IncredIBOL! Project
- 11.30 - 11.45 Why become an Incredibol! partner? - Francesco Capizzi, Business Management
- 11.45 - 12.30 The regional policies for CCIs - Silvano Bertini, Head of economic, industrial research and technology innovation department of Emilia-Romagna Region
- 12.30 - 12.45 Feedback from participants, q&a session, discussion
- 12.45 - 13.00 Transfer to the restaurant
- 13.00- 14.00 Lunch - Ristorante Pizzeria Incrocio Montegrappa - Via Montegrappa, 7/D

### Supporting creative businesses: the IncredIBOL! constellation (partner and beneficiaries)

- 14.00 - 14.15 Transfer to Via delle Donzelle
- 14.15 - 14.30 Presentation of Fondazione del Monte - Bank foundation and Incredibol! partner Maria Giuseppina Muzzarelli - Councilor of Fondazione del Monte di Bologna e Ravenna
- 14.30 - 14.45 Time for Q&A
- 14.45 - 15.15 Visit of the photo exhibition FOTO/INDUSTRIA - *L'uomo, il lavoro, la macchina* (Man, Work, Machine) by Gianni Berengo Gardin Visit
- 15.15 - 15.30 Transfer to Set-Up
- 15.30 - 16.00 Coffee Break
- 16.00 - 16.15 Visit to *Dynamo* project promoted by Salvaciclisti - Association with a focus on urban sustainable mobility and winner of the 4th edition of the IncredIBOL! call,
- 16.15 - 16.25 Set-Up presentation - independent art festival and winner of Incredibol! 3d edition call  
Simona Gavioli - Art curator, Set-Up co-founder and Caravan Association co-founder
- 16.25 - 16.45 Visit of *Circolare* art exhibition
- 16.45 - 17.00 Time for Q&A

- 17.00 - 18.30 Feedback from participants and discussion
- 19.30 - 21.30 Dinner - Enoteca Italiana - Via Marsala, 2

## Thursday, October 29<sup>th</sup> - by bus

### The creative city development

- 8.30 **Meeting point**: lobby of the hotel
- 9.00 - 9.30 bus transfer to Fondazione Golinelli
- 9.30 - 10.15 Presentation on *Fondazione Golinelli* - Private foundation focusing on education and cultural promotion  
Giorgia Bellentani - Educational sector coordinator
- 10.15 - 10.45 Visit to Opificio Golinelli
- 10.45 - 11.00 Bus transfer to *MAST*
- 11.00 - 11.30 Coffee break
- 11.30 - 11.45 Presentation of MAST Foundation - International cultural and philanthropic institution focusing on art, technology and innovation  
Francesca Colombo - MAST Foundation Director
- 11.45 - 12.45 Visit of MAST and its photography exhibition.  
FOTO/INDUSTRIA - Finalist of the competition  
GD4PHOTOART 2015 (Winner Oscar Monzón)  
FROM ALBUMS TO PHOTOBOOKS - Italian Industry in 120 volumes (Savina Palmieri Collection)
- 12.45 - 13.00 Time for Q&A
- 13.00 - 13.30 Transfer to Strada Maggiore
- 13.30 - 14.40 Presentation of *ZOO* - Creative and design shop, bookshop and illustration art gallery, and winner of the 4th edition of the IncredIBOL!call  
Lucia Principe - ZOO co-founder
- 13.40 - 14.30 Lunch - ZOO - Strada Maggiore, 50/A

### Supporting creative businesses: the IncredIBOL! constellation (partner and beneficiaries)

- 14.30 **Meeting point**: ZOO Restaurant - Strada Maggiore, 50/A
- 14.30 - 15.00 Bus transfer to Giardini Margherita
- 15.00 - 15.15 Presentation of *Antonello Ghezzi* artistic duo, project Winner of the 4th edition of the IncredIBOL! call  
Nadia Antonello and Paolo Ghezzi
- 15.15 - 15.30 Time for Q&A

- 15.30 - 15.45 bus transfer to *Le Serre dei giardini*
- 15.45 - 16.00 Presentation of ASTER and *Le Serre del Giardini* project - Consortium company dedicated to the development and coordination of the Emilia-Romagna High Technology Network and IncrediBOL! partner
- 16.00 - 16.15 Time for Q&A
- 16.15 - 16.30 Bus transfer to the city centre
- 16.30 - 17.00 Coffee break

### Conclusions and learning points from the study visit - Sala del Dentone, Palazzo d'Accursio - Piazza Maggiore, 6

- 17.00 - 18.00 Comics balloons session: IncrediBOL!'s staff replies to delegates' questions
- 18.00 - 19.00 **Final discussion and feedback session**
- 19.30 - 21.30 Dinner - San Silvestro in Cantina - Piazza Minghetti, 2 bc