

PROGRAMME

Fiera del Levante – Pad. 152

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3.00 - 3.15 p.m. | Hall 1

Opening and Institutional Greetings

3.15 - 6:00 p.m. | Hall 1

A room connected to the community/territory

A discussion of experiences of sustainable, responsible, and inclusive tourism, institutions, and public agencies, to explore how the revitalisation of public heritage can create new models of tourist accommodation, co-living spaces, and community hubs with social impact, which regenerate places and strengthen the local sense of belonging.

3.15 - 4.15 p.m. First part - plenary.

Introduction and moderation: **Emma Taveri**, Founder e CEO, Destination Makers

Speakers:

Lucia Lauro, Project Manager, Fondazione Don Calabria per il Sociale ETS – Casa San Francesco presents “Casa San Francesco”, an innovative socio-occupational integration project for former inmates. The initiative has revitalised a historic building in the heart of Palermo, now transformed into a tourist accommodation facility.

Alex Toselli, Founder, Albergo Etico. “Albergo Etico” is a model of inclusive hospitality that originated in Italy and has since expanded to Australia, placing the autonomy and dignity of people with disabilities at its core.

Marcello Signorile, General Director, CAPS presents “Villa Artemisia”, a residential facility created through the conversion of buildings and land confiscated from the mafia in Bari—now a symbol of hospitality, rehabilitation, and responsible tourism.

Revitalising Public Cultural Heritage and New Models of Hospitality.

curated by Scuola nazionale del patrimonio e delle attività culturali

The valorisation of cultural heritage activates community spaces and paths of inclusion, strengthens the local sense of belonging, and fosters new ways of living.

A dialogue grounded in real-world experiences, drawing from research conducted by Scuola nazionale del patrimonio e delle attività culturali on participatory heritage management and artistic practices in public spaces.

Presented by:

Alessandra Ferrighi, Head of Research at Scuola nazionale del patrimonio e delle attività culturali

4.30 - 6.00 p.m. Second part - round table

Moderator: **Carla Schiavone**, Head of Cabinet, Comune di Putignano

Speakers:

Emma Taveri, Founder and CEO, Destination Makers

Aldo Patruno, Director of Cultural Economy, Regione Puglia

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Claudio Quaternato, Project Manager, Fondazione Cassa Depositi e Prestiti

Fiorenza Pascasio, Mayor of Bitetto; President of ANCI Puglia

Francesca Graziani, Directorate of Strategies, Enhancement Projects and Shareholdings, Agenzia del Demanio

Maddalena Milone, Coordinator, Club Imprese per la Cultura – Confindustria Bari and Province of Barletta-Andria-Trani (BAT); Vice President, Tourism Section, Confindustria Bari and BAT.

3:15-5:30 p.m. | Hall 4

Connective Intelligences: Culture, Data, and Digital Environments

Starting from a critical reading of the last few years - characterised by investments, experimentation and rapid changes - we will try to identify the priorities for the future: how to give continuity to innovative digital transition projects in the cultural sector, overcome fragmentation, make solutions scalable, and ensure that the interventions can have widespread and permanent effects.

This will be an opportunity for professionals, businesses, researchers, and public decision-makers to collectively assess the digital transition within the cultural sector, as well as the role of data, artificial intelligence, and digital infrastructures in shaping the cultural ecosystems of tomorrow. This session is intended as a step in a collective and shared journey.

Moderator:

Simona Martini, Fondazione Fitzcarraldo

Raffaele Vitulli, President, Distretto Basilicata Creativa

Participants in the discussion:

Mauro Paolo Bruno, Head of Innovation, Development and Networks, Department of Culture and Tourism, Regione Puglia

Francesca Paola Leon, Project Manager and Business Developer, ETT S.p.A.

Paolo Montemurro, Director, MateraHub

Barbara Busi, Manager of the Territories, Participation and Attractiveness Area, ART-ER

Cinzia Lagioia, Distretto Puglia Creativa

Emanuela Totaro, Secretary General, Fondazione Kainon

Alessandro Lorica, CEO, DotBeyond

Alessandra Refolo, Senior Manager, PTSCLAS

Nina Però, Vice President, PTSCLAS

Erminia Schiacchitano, EU Cultural Policies expert, Ministero della cultura

Becky Riches, Consorzio MateraHub

Giuseppe Capotorto, project CHANGES/DTC Lazio

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5.00-6.45 p.m. | Hall 3

Ci vuole orecchio, anzi parecchio: The future of music venues

A discussion between the main national music organizations to analyse the situation of spaces dedicated to music. This session will aim to foster a dialogue between Italian and European experiences and research, exploring existing mapping projects and challenges within the sector. At a time when data highlights a sector in difficulty, it becomes crucial to define recognition criteria and a shared vocabulary, especially in the light of the reform of the Performing Arts Code, in order to overcome the fragmentation of mapping studies and to build a comprehensive vision.

Moderator: **Lucia Zanetta**, Senior Researcher, Fondazione Fitzcarraldo

Speakers:

Vincenzo Bellini, Board Member, Assomusica

Emmanuele Curti, Board Member, Lo Stato dei Luoghi

Cesare Liaci, Vice President, Distretto Puglia Creativa

Dino Lupelli, General Director, Music Innovation Hub

Federico Rasetti, Managing Director, KeepOnLIVE

Davide Giove, Regional President, ARCI Puglia

Not to conclude

Michele Guerra, Mayor of Parma, Delegate for Culture, ANCI Nazionale

Vincenzo Santoro, Head of Culture, Tourism and Agriculture, ANCI Nazionale

Luca Parodi, Technical Coordinator of the Culture Commission of the Conference of Regions and Autonomous Provinces (online)

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9:30 a.m. - 1.15 p.m. | Hall 2

Supporting the social impact of culture

Viviana Matrangola, Regional Minister for Culture, Protection and Development of Cultural Enterprises, Migration Policies, Legality and Social Antimafia, Regione Puglia (remote greetings)

9.30–11.15 a.m. | Hall 2

The operational programming of European Cohesion Policies in support of culture and their centrality for territorially defined communities.

The new transversal centrality of culture as a vehicle for economic and social cohesion is one of the four unifying themes of the EU 2021-2027 Cohesion Policy cycle. This has opened up new challenges of meaning and new directions for implementation planning, putting local communities at the centre through cultural participation projects.

The reuse of cultural and public assets is central in this perspective, through innovative forms of public-private collaboration, with prevailing cultural and social innovation purposes, within the emerging 'cultural welfare' policy framework.

Moderator:

Cristina Ambrosini, Head of Cultural Heritage Department – Regione Emilia-Romagna

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Speakers:

Simona Argiolas, Regional Planning Centre, Regione Sardegna

Alessandra Lucantonio, Head of Integrated Programming for Cultural Heritage and Activities, Funded Projects – Regione Abruzzo

Anna Maria Candela, Director of Protection and Enhancement of Cultural Heritage – Regione Puglia

Elena Pianea, Director of Cultural Heritage, Institutions, Cultural Activities and Sport – Regione Toscana

Vincenzo Santoro, Head of the Department for Culture, Tourism and Agriculture – ANCI Nazionale

Franco Milella, Head of Territorial Development, Fondazione Fitzcarraldo ETS

11.30 a.m. - 1.15 p.m. | Hall 3

Philanthropic organisation and impact finance: which objectives, forms and instruments of intervention?

Are the prevailing forms and instruments of funding that philanthropic organisations and impact finance make available to cultural and social enterprises adequate to generate effective and lasting interventions?

Is there a need to go beyond disbursement modalities that allocate resources through competitive tenders, tied to specific projects or activities, often requiring targets and indicators of impact and economic sustainability, linked to inappropriate and unrealistic outputs and KPIs?

In order for cultural and social enterprises to pursue significant, medium to long-term cultural and social impact objectives, they need long-term investment to accompany their growth and consolidation and enabling processes to achieve their missions.

Grants, almost-recoverable donations, convertible loans, guarantees, structural investments, non-reimbursable financing, capitalisation, property purchase grants (together with the building of alliances and networks) are some of the alternative forms and instruments that can best support medium to long-term processes and programmes, offering organisations prospects for strengthening, continuity and effectiveness.

Moderator: **Carola Carazzone**, Secretary-General ASSIFERO, Vice President Philea

In dialogue with:

Renato Quaglia, General Director, Fondazione FoQuS

Francesca Sofia, General Director, Fondazione CDP

Antonio Perdichizzi, President, Fondazione Marea

Andrea Rapaccini, President, Music Innovation Hub

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12.00 - 1.00 p.m. | Hall 2

The 2021–2027 Fund for Cultural and Creative Industries

in collaboration with Distretto Puglia Creativa

The Fund, established by the Ministry of Culture with a budget of €151.7 million, is ready to be launched. Its aim is to promote the creation, growth, innovation, and market positioning of micro, small, and medium-sized cultural and creative industries (CCIs) and Third Sector entities operating in the seven regions of Southern Italy.

The Fund supports investment projects that: foster integration within specific value chains and/or across different sectors; focus on developing new processes, products, and services that connect local knowledge with cultural production; aim at strengthening the internal structure of the applicant organisations through innovation.

Moderator: **Cinzia Lagioia**, Director Distretto Puglia Creativa

Speakers:

Senator Lucia Borgonzoni, Undersecretary of State to the Ministry of Culture

Lina D'Amato, Board Member, Invitalia S.p.A.

1.30-3.00 p.m. | Hall 3

Working Group on Inner Areas

Invitation only

In the coming months, several important national events will be held, focusing on, or dedicating spaces and opportunities for dialogue and discussion, to the topic of inner and marginal areas, as well as to the future of the winning projects of the “PNRR Attrattività dei Borghi” call.

ArtLab Bari proposes a Round Table with the aim of exploring opportunities for a shared path of collaboration and knowledge production.

The following participants have confirmed their attendance: **AIB, Alleanza delle Cooperative, ANCI, Civita, Federculture, Fondazione Fitzcarraldo, Fondazione Symbola, ISTAT, Stato dei Luoghi.**

1.30– 3.30 p.m. | Hall 4

Creative Brunch EIT Culture & Creativity

Invitation only

EIT Culture & Creativity (EIT C&C) event to present the mission, objectives and activities of the European KIC dedicated to the cultural and creative sectors. It is designed as a moment of networking and exchange, including three speeches: an overview of the main updates about the activities of EIT C&C, a contribution focused on societal transformation and on EIT C&C's network of cities and regions, and an in-depth look at acceleration and post-acceleration calls for start-ups and SMEs.

Angelica Monaco, Director Regional Hub South

Ambre Trotto, Director of Transformation (online)

Luca Maini, Programme Manager Business Creation (online)

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1.30 - 4.00 p.m. | Arena Hall

Network of Regions for Cultural Welfare

Invitation only

The thematic working group activated within the Technical Coordination of the Culture Commission within the Conference of the Regions meets to start defining a shared work plan on regional actions for cultural welfare and the dissemination of good practices already implemented.

3.00–5.00 p.m. | Hall 1

PSPP LAB

Special public-private partnerships are multiplying all over Italy with the aim of regenerating cultural heritage and generating substantial impacts in terms of social cohesion and local community development.

However, in the operational phase, partners often face complex challenges: how to promote quality relationships for an effective governance of the collaborative projects? How to guarantee the sustainability (also in economic terms), of the valorisation processes of the property assets involved? And how to concretely contribute to the pursuit of the public interest?

To attempt to answer these questions, ArtLab proposes two thematic workshops dedicated to an operational and strategic discussion.

Seminar A - Managing the 'Special' Public-Private Relationship: co-design, governance model, sustainability

Moderator: **Franco Milella**, Head of Territorial Development, Fondazione Fitzcarraldo ETS

Introduction: **Silvia Siciliano**, Head of the Innovation and Partnerships Office,
Comune di Napoli

Speakers:

Stefania Marrone, Compagnia Bottega degli Apocrifi, Manfredonia (FG)

Nella Rescigno, President, Justmò, Campobasso

Seminar B - In Other People's Shoes: The Role of Special Partnerships for the Public Interest

Moderator: **Damiano Aliprandi**, Head of Consulting and Development,
Fondazione Fitzcarraldo ETS

Lisa Pietropaolo, Cultural Heritage Officer, Comune di Bari

Introduction: **Luciano Gallo**, ANCI

Speaker:

Elisa Monsellato, Co-Founder, SWAP Museum, Lecce

ArtLab is a free event open to everyone, upon registration. Scan the QR code to reserve your spot.





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