

PROGRAMME

La Rossani | Via Vitantonio de Bellis, 47, Bari

THURSDAY 28th MAY

14.45 - 15.15 | Welcome session | plenary session

Venue: Conference Hall

15.15 - 16.30 | Festivals between culture, society and the economy | plenary session

Venue: Conference Hall

With more than 100 festivals across Puglia (spanning literary, film, music, theatre and multidisciplinary formats, and ranging from local to international scale), the region's festival landscape has grown significantly in recent years in terms of size, scope, audiences and media visibility.

Like many similar events across Italy and the rest Europe, festivals in Puglia face strong tensions between their foundational artistic and cultural mission and the expectations to fulfil multiple roles: promoting social inclusion and innovation; driving local development and tourism marketing; championing sustainability; serving as tools for education and awareness-raising; contributing to individual wellbeing; and acting as democratic infrastructures within communities.

How can festivals preserve their autonomy while embracing these multiple functions in the face of economic, social, environmental and technological challenges, as well as of the expectations of local decision-makers?

How can local public policies balance the intrinsic mission of festivals with broader policy goals, and through which support instruments?

The session will open with the presentation of the recent study *Festivals in Context*, produced by the European Festivals Association, which explores these tensions and proposes a new balance to reconcile them.

16.45 - 17.45 | Towards the 2028–'34 EU's programming cycle | plenary session

Venue: Conference Hall

With the launch of a new EU funding cycle, there is the start of a phase of review of culture's role within the policies of the European Union itself, and consequently of programmes dedicated to culture or offering opportunities for cultural and creative organisations and enterprises. This comes in light of *Culture Compass for Europe*, the strategic cultural policy framework published by the European Commission in November 2025.

The session will focus on the role of cultural and creative enterprises in the context of the redefinition of cultural programmes within *Agorà* and of the broader shift in the policies of the European Union towards strengthening the EU's competitiveness, pursued through closer integration of research, cohesion and regional development programmes.

17.45 - 18.45 | Collaborating with public administration in the cultural sector – Approaches, methods and tools | plenary session

In collaboration with Editrice Bibliografica

Venue: Conference Hall

The relationship between public administrations and cultural practitioners is often marked by structural misunderstandings: differing timelines and languages, misaligned expectations, and procedures that hinder rather than enable action. Yet when collaboration works, it generates results that neither the public nor the

private sector could achieve alone. Inspired by the book by Damiano Aliprandi, this session aims to reflect openly and honestly on these dynamics, in order to try to understand where processes tend to break down and under what conditions they can instead produce positive outcomes.

Rather than a list of good practices, this will be a conversation about what is truly needed: mutual trust, appropriate tools, and a shared culture of responsibility and risk-taking.

19.00 - 20.30 | Networking aperitif | ArtLab Off

FRIDAY 29th MAY

10.00 – 12.00 | Cultural welfare for cultural investments producing social impacts |

plenary session

Venue: Conference Hall

A number of recent initiatives have created an unprecedentedly favourable context for the development of cultural welfare in national and local policies: the signing of the memorandum of understanding between the Ministry of Culture and the Ministry of Health recognising culture as a determinant of health and wellbeing, together with investments in cultural welfare planned by several Italian regions and banking foundations, as well as the establishment of a dedicated working group within the Conference of Regions.

The regional cultural welfare programme created in Puglia represents a particularly significant and structured proposal for both public institutions and private cultural actors. It also offers fertile ground for innovation and for the redesign of cultural services, the hybridisation of cultural venues, and support for new cultural production. Its declared objective is to foster the generative power of cultural actions for the wellbeing and cohesion of local communities.

This session explores perspectives, challenges and new regional programmes, in dialogue with stakeholders working at local and national level.

12.00 – 13.30 | The Network of Active Landscapes | presentation

Venue: Teatrino

Curated by Rete Nazionale del Paesaggio (National Landscape Network).

ArtLab hosts the Apulian founding meeting of the national network dedicated to the most innovative and resilient experiments in territorial stewardship, beginning with those selected through the nine editions of the Council of Europe Landscape Award. The network aims to connect and systematise best practices for the management of fragile sites, for urban and environmental regeneration programmes, for the harnessing of underused public assets in redundant areas, for innovative access to cultural and natural heritage, and for the multifunctional management of agricultural and forestry enterprises.

12.00 – 13.30 | Creative South: The Regional Skills Partnership for professional development in Southern Italy | presentation

Venue: Sala Corsi 1

The Regional Skills Partnership — RSP Italy Creative South — is a strategic alliance established to strengthen skills in the cultural and creative industries of Southern Italy by connecting institutions, creative clusters, development agencies and training providers. The Partnership is co-ordinated by Materahub and forms part of the European Pact for Skills. It looks ahead to the ESF+ 2028–2035 programming cycle with the aim of aligning European policies, regional strategies and the needs of the sector. The meeting will be the project's first public presentation and an initial opportunity to discuss the objectives, methods and prospects of an alliance that aims to become a key reference point for lifelong learning in Southern Italy.

14.30 – 15.30 | Digital Nodes: The role of European digital platforms | *plenary session*

Venue: Teatrino

This session offers an opportunity to navigate the rapidly evolving ecosystem of digital infrastructures for culture. In recent years, through EU programmes and investments under the National Recovery and Resilience Plan, several international platforms have emerged for the management and enhancement of cultural data – from the Digital Library to Europeana, the European Collaborative Cloud and cultural data spaces.

Building on these experiences, the session seeks to map the ecosystem of networks and infrastructures currently taking shape, in order to understand their logic, connections and fields of action. The aim is to provide useful interpretative tools for navigating a landscape that is still evolving and often fragmented, while opening discussion on possible future development trajectories.

14.30 – 17.00 | 10 Years of Special Public-Private Partnerships: Achievements, critical issues and future perspectives | *plenary session and seminar*

Venue: Conference Hall

Over the last decade, Italy has witnessed numerous experiments in new forms of public-private collaboration aimed at the recovery, use and enhancement of immovable cultural heritage assets and other publicly owned properties primarily intended for cultural purposes and social innovation, inspired by the principles of so-called “shared administration”. Among these, the growing adoption of Special Public-Private Partnerships (PSPPs), as referred to in Article 134 of the Public Contracts Code, stands out.

The session, which opens a discussion on current experiences and differing interpretations of PSPP implementation models, will be structured in two distinct parts.

In the first part, cultural managers and public bodies that have already entered into – or intend to establish – a special partnership will share direct experiences, highlighting recurring challenges and possible lines of action.

The second part will focus on key unresolved issues linked to the recent evolution of the legal framework governing PSPPs, through a comparison of differing interpretations and positions, also in light of the cases presented in the first part.

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