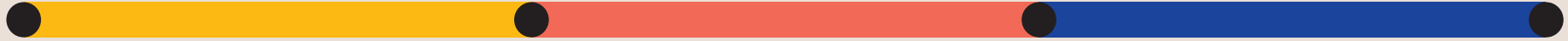


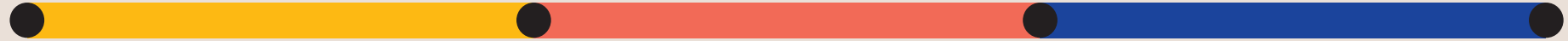
THE PROJECT



ArtLab was set up in Turin in 2006 by Fondazione Fitzcarraldo as a conference on cultural management and in 2011 it moved to Lecce. Over the years, it has grown into the most inspiring and powerful, crosssectorial, independent platform in Italy dedicated to **innovating practices and policies in and through arts and culture** by a structured dialogue among stakeholders of the cultural and creative ecosystem.

Artlab is a **learning environment** where cultural professionals, the civil society, the corporations and policy makers share experiences and knowledge on how art and culture contribute to wellbeing as well as to economic and social growth: a unique opportunity to networking, sharing, searching for partners, nurturing ideas and transforming them into programmes and projects .

ARTLAB BY NUMBERS



10

editions

4000

participants

1000

speakers

40

events per edition

45

locations

Venues and contents are accessible to people suffering from physical and sensorial disabilities.

Artlab, over the years, has become the reference meeting for **creative industries, arts managers, artists, third sector organizations, universities and training centers, scholars and researchers, policy makers, entrepreneurs, operative and grant making foundations, professionals, curators, urban planners, civil servants, creative hubs, incubators and business accelerators.**

THE VALUE

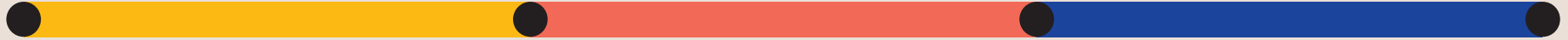


Fitzcarraldo believes that the **mutual understanding of practices is essential for a solid and lasting multistakeholder relationship** able to generating value for all partners.

This approach is the basis of the **ArtLab project, an issue based, cross-sectorial, vibrant platform** for peer exchange and discussion, that enables participants and partners to:

- **Take part** in a broad and outspoken debate on challenging key issues;
- **Verify** opportunities, strategies and operational options for developing policies, programs and services;
- **Build and strengthen relationships** with the key public and private stakeholders active in the cultural and creative sector in Italy and abroad;

ARTLAB 16. A NEW CYCLE BEGINS

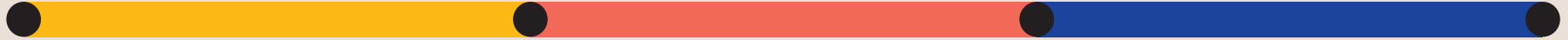


ArtLab 16 takes on new challenges reaching out to new territories, audiences and partners to achieve the key strategic goal that is positioning **ArtLab as a permanent strategic laboratory on arts and culture as a key factor for wellbeing, economic development and social cohesion.**

We aim to pursue this goal through the following four actions:

- **Taking the debate across the country**
- **Broadening and strengthening partnerships**
- **Reinforcing the international dimension**
- **Knowledge dissemination**

ARTLAB 16. A NEW CYCLE BEGINS



Taking the debate across the country

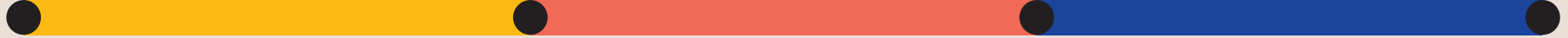
In 2016 ArtLab grows up and displays four events crossing the country from North to South, providing further territories with contents and opportunities, while benefiting from a diverse range of topics and experiences.

Mantova, 2016 Italian Capital of Culture, will host Artlab in 2016 and 2017, while in 2018 and 2019 we will move back to Southern Italy, towards Matera, European Capital of Culture in 2019.

Milano, Macerata and Lecce will host three satellite events during 2016.

The location and the topics of the satellite events will be defined each year by the partners.

ARTLAB 16. A NEW CYCLE BEGINS

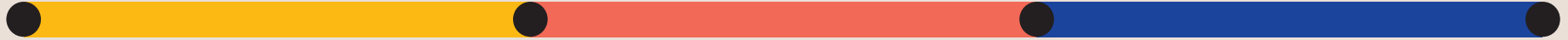


Broadening and strengthening partnership

Further partnerships within and beyond the creative and cultural sector bring in new visions, knowledge and experiences, enhancing the debate and opening up to new collaborations and opportunities among the participants.

ArtLab partners include a wide set of key stakeholders such as grantmaking and operative foundations, public agencies and authorities, corporations, supranational institutions, national and transnational networks, civil society and umbrella organizations.

ARTLAB 16. A NEW CYCLE BEGINS



Reinforcing the international dimension

The strong European outlook, a distinctive feature of ArtLab, is further broadened and strengthened, through partnerships with transnational cultural networks, national cultural institutes and various agencies.

Their contribution in terms of topics, case stories and speakers enhances the scope and the quality of the events, aiming at further developing the process of growth and internationalization of the Italian cultural and creative sector.

The expected outcome:

- **Increasing the awareness** about the most relevant global trends;
- **Funding and business opportunities** in the global market;
- **More engagement** of Italian actors in European and transnational networks.

ARTLAB 16. A NEW CYCLE BEGINS



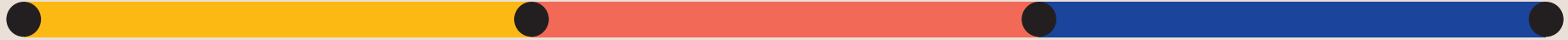
Knowledge dissemination

We will intensify the compilation and the circulation of research materials on the most important issues in the debate.

All research materials will be made available by Fondazione Fitzcarraldo through our own and partners' information channels and on the most authoritative specialized platforms.

The most relevant outputs of the ArtLab sessions will be translated and disseminated to mitigate the lack of information about the Italian cultural policies and projects,.

MAY: MILAN. Cultural and Creative Industries: scenarios and global markets



Why Milan and BASE

In the Italian capital of innovation, we will be hosted by BASE, a new creative hub, one of the most ambitious Italian project of social and cultural entrepreneurship that wants to make the “difference” through a broad range of innovative practices and businesses.

Topics:

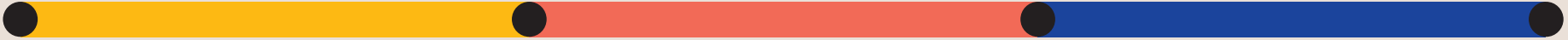
- Programs and policies supporting cultural and creative industries
- Cultural entrepreneurship
- The digital challenge for innovating cultural practices
- Business opportunities on global markets
- Evaluation of spillover

Format: roundtables, workshops, talks and training sessions.

Main partners of the event: Fondazione Cariplo, Lombardy Region, British Council, BASE, Avanzi.

Sostenibilità per Azioni, Make a Cube, Esterni, ARCI, H+, ECBN / European Creative Business Network

JUNE: LECCE. Producing culture in Southern Italy



ARTLAB 2016

LECCE

30 giugno
01 luglio

Why Lecce and Apulia

The beautiful baroque center of Lecce will host ArtLab for the 6th year in succession; Apulia has been the scene of innovative cultural and creative projects, strongly encouraged and supported by regional policies - focused on tourism and youth engagement - through an extensive use of E.U. Structural funds .

Topics:

- Structural funds 2014 – 2020, an opportunity to create growth, income and employment through the CCI in the Basilicata, Calabria, Campania, Apulia and Sicily regions.
- Skills and training needs
- Access to credit and financial instruments.

Format: talks, workshops, training sessions

Main partners of the event: Apulia Region, City of Lecce, Apulia Creative District

JULY: MACERATA. Workshop on cultural and creative industries



Why Macerata

The Festival of Soft Economy and the Symbola Summer Seminar are a landmark event for a debate inspired by “Io sono cultura” the annual report on the cultural industries realized by Fondazione Symbola and Unioncamere.

The Marche region is one of the most fertile territories for CCI marked by the experience of the Advanced Cultural District.

Topics: The role of creativity in business development

Format: a roundtable and a workshop

Main partners of the event: Fondazione Symbola, Unioncamere

SEPTEMBER: MANTUA. ArtLab 16. Territories, Culture, Innovation



Why Mantua

The Italian Capital of Culture 2016 has devised a bid book that reshaped the future cultural development of the city through a process of citizens engagement, on the grounds of several previous projects developed in the territory,

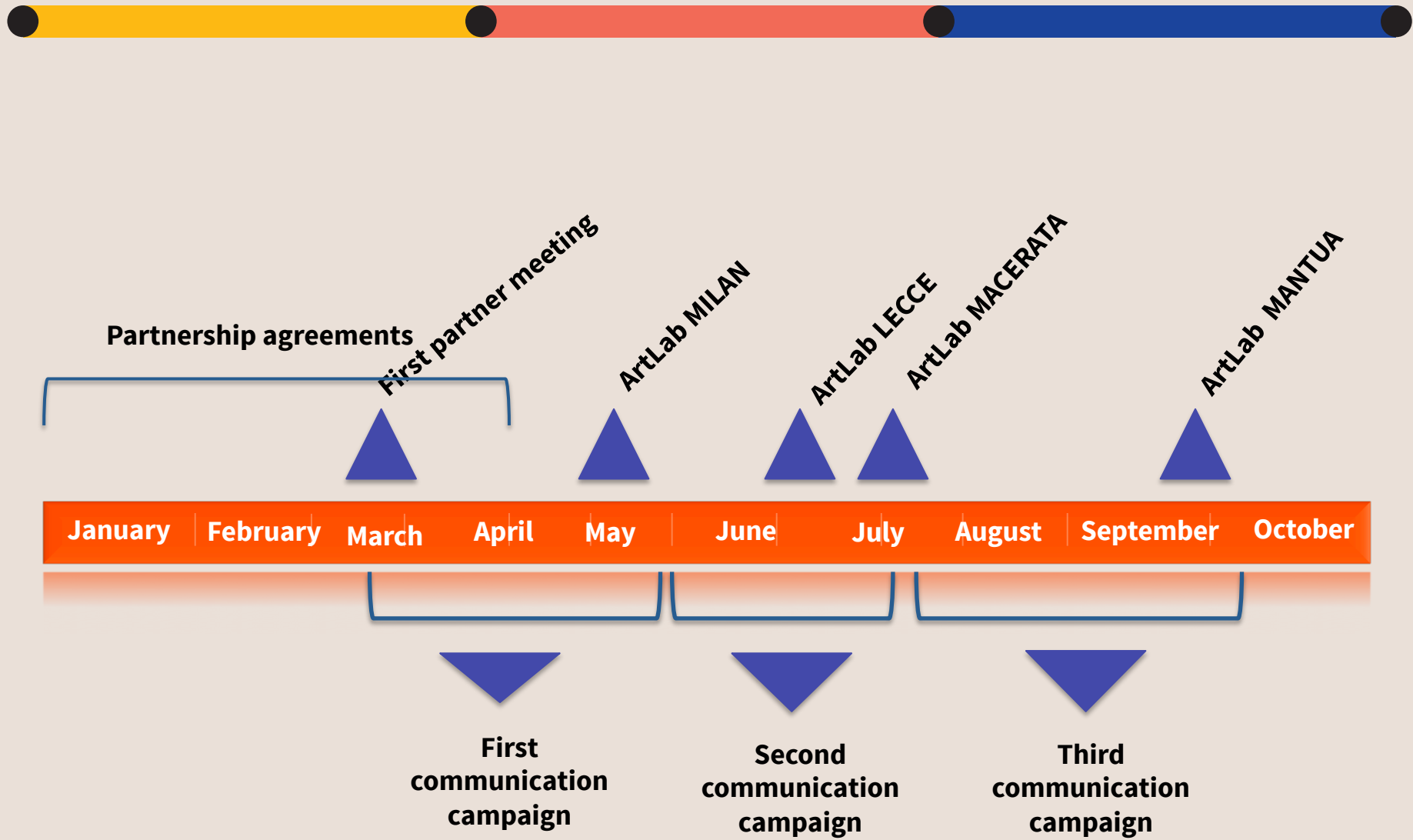
Topics:

- Public property and social and cultural innovation
- Audience development and engagement
- Culture and welfare
- Culture and new citizens
- The role of foundations in supporting innovation
- Creative cities and urban regeneration
- *Further topics under definition*

Format: plenary sessions, roundtables, training sessions, networking space

Main partners of the event: Fondazione Cariplo, Lombardy Region, City of Mantua

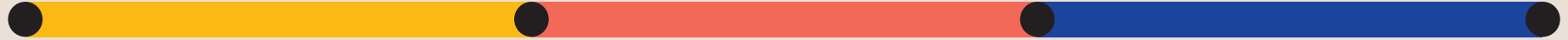
PROJECT TIMELINE





JOINING THE PARTNERSHIP

JOINING THE PARTNERSHIP



Joining the ArtLab's partners means:

- **Partaking** in a unique platform for the innovation of cultural policy and practices in Italy
- **Being connected** to a highly qualified peer group
- **Accessing** privileged information and documentation on policy developments, groundbreaking projects, best practices and failures
- **Contributing** to the definition of goals topics, formats, panelists of the events

The Artlab partners include:

The Italian Ministry of Cultural Heritage and Tourism, ANCI (National Association of Italian municipalities), Apulia Region, Lombardy Region, City of Lecce, Compagnia di San Paolo, Fondazione Cariplo, ACRI (The Italian banking foundation association), Banca Prossima, Cofidi, British Council, Embassy of the Kingdom of the Netherlands, Istituto Credito Sportivo, Symbola - Foundation for Italian Quality, The Journal of Foundations, ARCI, and many other local and national organizations.

HOW TO BECOME A PARTNER



Partners can contribute to the sustainability of the project, with a minimum contribution of € 5.000,00 through:

- **A DONATION TO** Fondazione Fitzcarraldo deductible up to 70.000 Euro, according to DPCM article1, comma 353, Law 23.12 2005.
- **A SPONSORSHIP, IN CASH OR IN KIND**, to cover costs such as technical and computer equipment, hospitality, transport and travel, catering, translation services, printing materials, advertising etc ...
- **COVERING COSTS** of goods and services listed above .

Fitzcarraldo Foundation is available to plan communication activities and special events specifically created according to the needs of partners, with dedicated budget.



**FONDAZIONE
FITZCARRALDO**

THE PROMOTING ORGANIZATION: FONDAZIONE FITZCARRALDO



Fondazione Fitzcarraldo is an independent centre for planning, research, training and documentation on cultural, arts and media management, economics and policies, **at the service of those who create, practice, take part in, produce, promote and support the arts and culture.** The team is composed of 20 highly qualified professionals, working with passion and competence, and a global network of collaborators. We are, since 1998, a founding partner and the operative centre of the **Cultural Observatory of Piedmont**, that monitors heritage and museums, the creative and cultural industries and the socio-economic impact of public and private investments in culture.

- We carry out **research and surveys**, as well as studies on the social and economic impact of investments in arts and culture.
- We design and organize **training courses**, also in collaboration with universities.
- We **advise** on how to turn goals and ideas into effective projects.
- We **design and lead European projects** focused on Audience Development and other topics.
- We are actively **engaged** in some of the main European cultural networks
- We run a **documentation center** on cultural management and policies

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