

**ArtLab. Territories, Culture, Innovation 2018**  
**MILANO: draft programme**  
May 24th - 25th | BASE Milano

Thursday May 24<sup>th</sup>

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**10.15 - 10.45 What's Arts For**

Presentation of the survey coordinated by prof. Elena Ciresola and conducted by the students of the two-year Atelier Direction of the Verona Academy of Fine Arts. The project, inspired by a survey of the Giornale dell'Arte, aims to develop a peer to peer research to understand what young people think about the role of Art, the sphere of their future "job".

**10.30 - 11.00 OCSE-OECD, presentation of projects**

**11.00 - 13.00 Technological Innovation and new forms of working in the cultural sector: challenges and opportunities**

*In collaboration with DOC Servizi and CulTurMedia LegaCoop*

Moderator

Lucio Argano, Dept. Communication and Performing Arts, Università Cattolica del Sacro Cuore, Milan

Introduction

Domenico Demasi, Professor of Labour Sociology, Università La Sapienza in Rome

Speakers

Paolo Borghi, Researcher, University of Milano Bicocca

Elisabeth Bost, cofounder of the first CAE (Coopérative d'Activité et d'Emploi), of the network Coopérer pour entreprendre and of Coopaname

Demetrio Chiappa, President, Doc Servizi

Francesca Martinelli, R&D, Doc Servizi

**11.00 - 13.30 The Arts+ Innovation Summit: preliminary workshop**

*Working table in English by invitation only and in collaboration with TheArts+*

TheArts+ Innovation Summit (Frankfurt, October 10th), will be a discussion meeting on national and European innovation support for the cultural and creative sector, in order to provide concrete recommendations to be presented to national and European decision makers.

The working group in Milan involves the active contribution of 25 Italian and European experts, it is strictly by invitation and open to no more than 25 auditors. The focus of the workshop is tech triggered innovation and cultural heritage whereas the aim is identifying areas of intervention, obstacles, policies and actions to fully develop the potential of digital innovation for cultural heritage.

**11.00 - 13.30 Nati con la cultura (Born with culture)**

An occasion of collective learning, taking stock of the experience and the process initiated by Nati con la Cultura (*Born with Culture*), a project started in Piedmont region that is now expanding throughout the country: for every cultural passport for each newborn, an alliance is ratified between the medical world and the world of museums that, as part of an educating community, are opening their doors to families. *Family & kids friendly* museums, cultural institutions and organizations and cities that are moving towards generative processes to help make territories welcoming and responding to the needs of all families, permanent or temporary citizens, natives or new.

**12.00 - 13.00 European Investment Forum - What do investors seek for?  
Workshop in English**

By Juliane Schulze from Media Deals

With revenues of 2,250 billion dollars, the cultural and creative industries account for three per cent of world GDP and employ 29.5 million people and have increasingly attracted the attention of investors and financers. With over 20 years of experience, Juliane Schulze offers a peek behind the scenes of the investing business explaining how investors think, helping startups turn their vision into a thriving business.

**13.30 - 14.00 2018 European Year of Cultural Heritage: visions towards the future  
In collaboration with Editrice Bibliografica**

Welcome

Ugo Bacchella, President, Fondazione Fitzcarraldo

Silvia Costa, Member of the European Parliament, representing the European Parliament in the European Coordination Committee for the 2018 EYCH

**14.45 - 16.00 Unveiling the many challenges of the new Munch Museum in Oslo  
In English**

Speakers

Stein Olav Henrichsen, Director, Munch Museum, Oslo

Stefano Boeri, Architect and urban planner

Others tbd

The Italian preview of the project for the new Munch Museum in Oslo, a huge public investment that will see the light in 2020 and will host the immense patrimony of the artist. The impressive architectural project, designed by the architect Juan Herreros, will be built in the Bjørvika district, an area subject to urban redevelopment, which already hosts the Opera and the Oslo Library. The challenges already faced and those planned for the future, objectives and strategies as well as the organization of space and activities.

**14.45 - 18.30 European Investment Forum - The night before the Pitch**

*Training boost by invitation only*

*In partnership with Media Deals*

Selected startups attend the last training step to fine tune their projects presentations and their pitching skills to a range of European funders, investors, key players and experts. The workshop is led by Thierry Baujard and Juliane Schulze by Media Deals and Simona Martini from Fondazione Fitzcarraldo,

**15.00 - 18.00 Seeking Bad Companies for Memorable Endeavours**

Session reserved to the winners of the major competitions and programs dedicated to innovation and cultural business in Italy, promoted by foundations and private entities: a new opportunity for sharing practices for all the brave and visionary project designers who are re-thinking their way of acting and looking for new ways to produce, supply and convey culture.

**15.30 - 17.00 The cultural investments of foundations between grant making and financial instruments**

*Seminar on invitation*

**16.30 - 17.30 "Heritage between memory and the future"**

Moderator

Michelina Borsari, former Scientific Director, Festival Filosofia Consortium

Speakers

Luca Dal Pozzolo, Head of Research and Consultancy, Fondazione Fitzcarraldo

Antonio Lampis, Director General for Museums, Italian Ministry of Cultural Heritage and Activities and Tourism

Pierluigi Sacco, Advisor, European Commissioner for Culture



The new book by Luca Dal Pozzolo, published by Editrice Bibliografica, questions the meaning of material and immaterial heritage and its possible declination to the future as a precious resource for understanding the present and for the construction of a desirable future.

### 17.45 - 19.30 The social role of museums

*In English*

Moderator

Alessandra Gariboldi, Research and Consultancy, Fondazione Fitzcarraldo

Speakers

Richard Benjamin, Head, International Slavery Museum, Liverpool

Stein Olav Henrichsen, Director, Munch Museum

Dragos Neamu, Executive Board, Network of European Museum Organisations - NEMO

Maria Ribas, Head of Audiences Development, Centre de Cultura Contemporània de Barcelona- CCCB

Margin notes

Antonio Lampis, Director General for Museums, MiBACT

Museums have always had a social role. What has changed and is changing ever more rapidly are the ways and the meanings behind their role in today's societies. Regardless of the contents of the collections, museums are now adapting to contemporary communities, identities, and challenges that are very different from those of the past. Museums are called upon to define new challenges and visions, to take a position by relating to the power and needs of contexts, without betraying their specificities but rather putting them at the center of their actions and re-reading them in a contemporary key. The session will explore, through some European experiences, different ways in which museums are reacting to these new challenges, comparing visions and possibilities of action whose meaning goes well beyond the concept of museum, to question the heritage and its role in defining the future.

### 19.30 - 21.00 Fuckup nights special edition

*In collaboration with BASE Milano*

Speakers

Susanna Beltrami, Artistic Director, Dance Haus

Francesco Micheli, Artistic Director, Festival Donizetti Opera

Claudia Molinari, Visual Designer, We are Müesli

FUN is a global movement where stories of failure are told, questioned and celebrated. Born in Mexico City in 2012 by a group of friends who wanted to free the concept of failure from its stigmas, today it has reached more than 250 cities, from Tokyo to Sydney, passing through Cape Town and Milan. Exactly opposed to the TED events concerning ideas that are worth spreading, FuckUp Nights overturn the concept: mistakes worth telling.

**Friday May 25<sup>th</sup>**

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### 9.00 - 12.00 Vesparch Tour

*Event included in the Archweek program organized in collaboration with Fitzcarraldo Foundation*

Guided tours on the back of Vespa to discover the architecture and cultural institutions of the city.  
*Information on the tour and how to participate will follow soon*

### 9.30 - 11.00 General Data Protection Regulation, training boost

### 9.30 - 11.00 European Investment Forum - The Pitch!

*In English*

*In collaboration with Media Deals, European Creative Business Network-ECBN, TheArts+*

The 2018 European Investment Forum, aims at encouraging the interaction between a diverse range of companies and cultural organizations and Italian and European investors and stakeholders. The format includes a European Pitch Session, a showcase of Italian projects and workshops and training sessions by experts.



During the Pitch, in collaboration with Media Deals, ECBN and TheArts+, 10 European cultural and creative start-ups, selected by a European jury, present their business models to European investors, who afterwards will meet the start-ups teams in B2B meetings.

### 10.00 - 16.00 Nimpe Music Factory Workshop *Workshop on invitation*

Nimpe music factory is an European Union Granted project leaded by Assomusica, Italian main association of live producers. The factory is an innovative format which will be hosted by Linecheck Music meeting and Festival, during the forthcoming Milano Music Week, and will present 15 international bands on the side of three days of workshops and networking activities. The aim of the project is to create an international network of live music producers giving a boost to the emerging and self-managed bands. In this national workshop all applying bands will participate to 4 seminars on rights management, communication and promotion techniques, selling and live touring strategies. The workshop will be organized in partnership with main Italian music institutions and professionals. For information, please contact [Nimpe@assomusica.org](mailto:Nimpe@assomusica.org)

### 11.15 - 13.00 **Think digital: challenges and opportunities** *In English*

Moderator

Maria Grazia Mattei, Founder, MEET International Centre for digital culture

Speakers

Tonya Nelson, Head of Museums, University College London

*Culture is digital*, the policy paper of the UK government documenting 150 cases to unleashing the creative potential of technology in the cultural domains.

Emanuela De Menna, Policy Officer for Cultural Heritage, DG Research & Innovation, European Commission (tbc)

The European policies and programmes supporting research and innovation in tangible, intangible and digital cultural heritage within Horizon 2020: goals, impact and perspectives.

Bernd Fesel, Director, European Creative Business Network-ECBN

The key structural problems and the critical bottlenecks to policies supporting digital innovation

Bart Ahsmann, Director, Click.nl

The innovation and imaginative power of the creative industries, in collaboration with the knowledge centres, can connect, mobilize people and generate answers to major societal issues, envisioning and portraying new worlds.

### 11.30 - 14.30 **European Investment Forum - B2B private meetings between startups and investors**

### 14.00- 15.30 **Think digital: Museums and Cultural Heritage**

*In English*

Speakers

Gerd Elise Mørland, Director of Learning, Munch Museum, Oslo

Tonya Nelson, Head of Museums, University College London

Giovanni Verreschi, President, ETT Spa

*Others tbc*

An international debate on the use of digital tools for the enhancement of cultural heritage starting from the experience of both museums and cultural institutions and service providers for a richer and more intense museum experience.

### 14.00- 15.30 **Think digital: Contemporary Arts**

Moderator

Umberto Angelini, Artistic Curator, Triennale Teatro dell'Arte

Speakers

Fabrizio Grifasi, General and Artistic Director, Roma Europa Festival

Saskia Kress, Managing Director, Film Tank Berlino

Nevina Satta, Director, Sardegna Film Commission

Royal Opera House (tbc)

*Others tbc*

A comparison on the role of digital technologies in contemporary artistic production.

**14.00- 15.30 Think digital: Archives and Libraries**

*In English*

Speakers

Alessandro Bollo, Director, Polo del'900

Martijn Kleppe, Research Department, National Library of the Netherlands

Andrea Montorio, Co-Founder and CEO, Promemoria

House of European history (tbc)

The session explores the challenges and opportunities emerging from technological transformation processes of archives and libraries into digital systems dedicated to the protection, cataloging and access to content, as well as the creation of new digital contents and services.

**15.00 - 17.00 Meeting between cultural organizations and elected members of the Italian Parliament**

*In collaboration with Cultural Action Europe Italy*

On the occasion of the Italian elections, the Italian members of CAE drafted a Manifesto that has been supported by almost 200 organizations and institutions and has been signed by 25 now elected members of the Chamber of Deputies and Senate.

**15.00 - 17.00 The social impact assessment of cultural investments**

**16.00 - 17.00 Landscapefor Atlas**

Landscapefor Atlas is a digital platform that can be explored as a georeferenced database: a map highlighting the areas of interest of a territory.

**19.00 - 20.30 ArtLab OFF - Tournée da Bar - Macbeth**

*In collaborazione con BASE Milano*

Tournée da Bar starts from BASE, staging Macbeth, part of "Shakespeare is Back in Town", the new Tour of Tournée da Bar that will take place in Milan from May 21st to June 3rd

Tournée da Bar is a young cultural venture that in the last years won the public calls of Funder 35 (Cariplo Foundation), Open (Compagnia di San Paolo), Che Fare, Note and Sipari (CRT Foundation) and the # ReteCritica2016 award as the best communication project in the field theatrical.

**ArtLab OFF - Urban Grafting: lo scalo di Porta Genova**

Allestimento curato da:

CZA Cino Zucchi Architetti (responsabili: Luca Franchi, Valentina Zanoni)

durata: 23-30 Maggio

A research on the relationship between the physical metamorphosis of an existing urban landscape (part of the Porta Genova Station) and its environmental and social changes. On show, a selection of projects of the Urban Grafting Architectural Design Laboratory which, in the first year of the Master's Degree in Architecture, Built Environment and Interior of the Milan Polytechnic, is coordinated by Cino Zucchi, Carolina Pacchi and Stefano Tropea.

