



Project Workshop 2 with Study Visit and Open Seminar 1 Matera – Italy

22nd October to 25th October 2019

Project Workshop 2

Venue: Materahub - Via L. Einaudi 73 b

PW Day 1: Management issues and dissemination 22nd October (09.30 to 16.30)

- 09:30 – 10:00 Welcome
- 10:00 – 11:30 Financial and management issues (incl. Partnership Agreement)
- 11:30 – 11:45 *Coffee break*
- 11:45 – 13:30 Dissemination Plan and channels
- 13:30 – 14:30 *Cold lunch*
- 14:30 – 15:30 Brief reporting on first LLL round
- 15:30 – 16:30 Discussing a possible adjustment of FA3 title

- 20:00 - Common dinner (venue to be decided)

PW Day 2: Interregional Exchanges with the participation of local stakeholders 23rd October (09.00 to 16.30)

- 9:00 – 9:30 Introduction round of participants
- 9:30 – 11:00 LLL1 individual experiences – results about FA2 (based on guidelines for LLL reporting)
- 11:00 – 11:15 *Coffee break*
- 11:15 – 13:30 LLL1 experiences – group work?
- 13:30 – 14:30 *Cold lunch*
- 14:30 – 16:00 Preparations for LLL2: processing FA3
- 16:00 – 16:30 Most important deadlines, closing the meeting

- 20:00 – Common dinner (venue to be decided)



PW study visit
24th October

10:00 – Meeting of all participants (meeting place to be confirmed)

Meeting with Matera municipality and visit to the Technological Hub of San Rocco

Meeting with Matera 2019 Foundation and visit to their seat

Meeting with Sviluppo Basilicata and presentation of the Cluster Basilicata Creativa

Lunch

15:00 – Visit to the exhibition “Architecture of Shame”

Meeting with Open Design School

Meeting with Matera 2019 projects

- Architecture of Shame (focus on ECoC, spaces and urban regeneration)
- Silent City (focus on participatory art and impact measurement of cultural projects)
- Silent Academy (focus on social inclusion of migrants in a ECoC city)

20:00 – Common dinner with the partners of TraCEs – Cultour is Capital project



European Capitals of Culture as drivers for local development

Open Seminar
25th October

Chamber of Commerce, Via Lucana 82

This event is co-organized by Materahub, Fondazione Fitzcarraldo, Matera 2019 Foundation, the TraCEs Cultour Is Capital project and the ECoC SME project.

Session 1 – 10.30 to 13.00

The role of ECoC in local development

Round table with representatives of ECoC cities

Speakers:

- Paolo Montemurro Materahub – Introduction and presentation of ECoC SME and TraCEs projects
- Bernd Fesel European Creative Business Network – Ruhr 2010, the first ECoC program with Creative Industries
- Michaela Halasz Creative Industries Kosice – from Kosice 2013 to Creative Industry Kosice
- Emmanuele Curti Matera 2019 Foundation – EcoC and tourism, the temporary citizen of Matera 2019
- Emma Taveri Destination Makers – Cultour Is Capital, ECoC and transformative tourism
- Franco Bianchini Hull University – Measuring Impact of ECoC program
- Rossella Tarantino Matera 2019 Foundation – The legacy of Matera 2019
- Agnieszka Wlazel Art Impact - What EC is searching in a ECoC candidate
- Francesca Imperiale ENCATC - presentation of the capacity building program for ECoC

Session 2 – 14.30 to 17.00

ECoC, Creative Industries, Tourism, Legacy – thematic tables

TABLE 1 - Transformative tourism and ECoC (*moderator Emma Taveri from Destination Makers and Emmanuele Curti from Matera 2019*)

TABLE 2 – EcoC and CCIs (*moderator Bernd Fesel from ECBN and Paolo Montemurro from Materahub*)

TABLE 3 – EcoC and their legacy (*moderator Franco Bianchini from Hull University and Rossella Tarantino from Matera 2019*)

Session 3 – 17.00 to 17.30



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Presentation of the Interreg Greece Italy project Traces

Session 4 – 20.00 to 24.00

Community Dinner (information to be provided soon)