



ANNEX 2

Thematic briefs

LINE 1. MULTIMEDIA & COMMUNICATION

Line 1.1 Enhancing the territories cultural and touristic activity, innovating the fruition modalities of local resources, traditions, landscape and typical food and wine of Lombardy.

Today technological innovation allows to realize strategic projects of territories cultural and touristic promotion, often at lower costs than in the past, opening up new horizons to cultural and creative companies and economic areas to just established companies.

Lombardy has a huge, not enough known, cultural heritage which can be an important driving force for economic recovery, because it can attract 'new' touristic flows, as well as create skilled jobs for its own preservation and enhancement¹.

Moreover Lombardy has the highest number of foreign tourists in Italy - 18 million tourists out of 29 million total attendances - and registers a remarkable growth of cultural tourism in art towns (not only the traditional cities such as Bergamo, Brescia, Cremona and Mantua, but also the smaller, valuable ones, such as Sabbioneta). However, the visitors' average period of stay is one of the lowest in Italy.

Expo 2015 shall be a very important occasion to make know Lombardy to visitors from all over to world and to lay the foundations for a new image

of this region, linked to the made in Italy, as well as to creativity, culture and cultural heritage.

The implementation of a territory enhancement program, aimed at integrating touristic policies to the cultural heritage enhancement ones, is a strategic goal helping companies ahead Expo 2015.

Contents

The main possible issues of the project are:

- improvement of cultural and touristic fruition in the region;
- multimedia technologies for new services and territories enhancement.

Goals

Projects shall have the following goals:

- enhancing innovation through low-cost ideas to be implemented in a short time, exploring the high number of innovation possibilities offered by ICT;
- designing 'integrated packages' of cultural tourism taking into account:
 - 1- the different - local and international - visitors target,
 - 2- accessibility, hospitality and entertainment,
 - 3- interconnection between the high attractiveness city-centers and the smaller cities and rural areas, and between the touristic and cultural trails and the existent historical routes.
- promoting collaboration between institutions, cultural and touristic operators, companies and other organizations working in the territory and

¹ Few know that our region has the highest number in Italy of sites recognized by UNESCO as World Heritage (9 out of 47), monuments and archeological areas, as well as important historical centers, museums and libraries having a network presence on the territory, cultural and historical trails and water itineraries, such as Navigli, linked to high quality cultural events and shows.

strengthening the communities' involvement to the development and management of cultural tourism projects.

Deliverables

Deliverables are:

- proposals of communicative products, services and outputs conceived to enhance and interconnect the centers to other touristic attractions using local systems, not well known today. The projects that are reproducible in different places, in all Lombardy and at a national and international level, will be awarded;
- new promotional strategies, events, communicative elements and technologies that can make a territory more attractive, also ahead Expo2015;
- new touristic fruition experiences that can magnify visibility, accessibility and usability of local excellences from a perspective of international openness.

Line 1.2

Developing new products/services to enhance interculturality and the intangible cultural heritage.

Lombardy has been the first Italian region to implement² the UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage³, creating the Registry of Intangible Heritage - REIL - in 2009, with the goal of facilitating this heritage knowledge transmission to the future generations and sharing methods and tools with the institutions of other national and international territories. The first transnational inventory is available on-line now (www.intangiblesearch.eu)⁴.

Today Lombardy has a new important resource for development: over 900,000 inhabitants are recently immigrated and are potential carriers of innovation, creativity and culture.

Interculturality⁵ and *cultural diversity*⁶ can contribute to enrich and innovate the Lombardy intangible heritage.

The project ideas can also be based on REIL to find inspiration, detecting material culture places, personalities and objects, and to expand taking into account the issue suggested by interculturality and cultural diversity; they can produce multimedia communication articles, enhancing these repertoires and knowledge, proposing an innovation scenario for the Lombard cultural heritage system. As REIL, many other multimedia projects (such as archives and WebTV) are using the tale to introduce the narrative dimension to enhance the intangible cultural heritage. So you shall develop serial tales, able to involve and make the user thrill with territory events, creating expectation and experiencing innovative forms of community building.

Contents

The projects developed on this line shall concern the following sectors (traditions and oral expressions, included language as vehicle of intangible cultural heritage);

- Performing arts;
- Social customs, rites and events;
- Lifestyles and their economic/cultural impact;
- knowledge and practices about nature and universe;
- traditional craftsmanship.

²Regional law 27/2008

³It means "practices, performance, expressions, knowledge – as tools, objects, articles and the related cultural spaces – which communities, groups and, sometimes, people recognize as making part of their cultural heritage"

⁴ 'Saper fare liutario' of Cremona has been recognized by UNESCO and entered in the Registry of Intangible Heritage on December 2012, thanks to the support of the Lombardy Regional Authority too.

⁵ It means "equal interaction of different cultures and possibility of creating shared cultural expressions through dialogue and mutual respect", according to the definition of the UNESCO convention of 2007 about cultural diversity.

⁶ The Convention for the Safeguarding and Promotion of the Intangible Cultural Heritage was preceded in 2001 by the Universal Declaration on Cultural Diversity, whose declared aim was to preserve the cultural diversity as a changing treasure of Living Humanity. Cultural Diversity interpreted as World Heritage - according to UNESCO - is necessary for humankind development as well as biodiversity for nature. The Universal Declaration underlines that each person shall be aware of his/her multiple identity, as well as of the whole cultures and societies multiple identity. These observations have been integrated into the Convention, which recognizes the diversity of cultural expressions and traditions as basic factors of the exchange of ideas and values between cultures.



Each issue shall be treated making reference to the genres of literary, cinematographic or TV tales.

Goals

The goal of Creative Camp is to implement a collaborative project based on trans-media and storytelling and aimed at:

- promoting intangible culture and interculturality;
- building a reference narrative world using characters and places;
- building a (narrative) path accompanying to and boosting expectation for Expo 2015;
- building an interested community, which recognizes these values.

Deliverables

Deliverables are:

- Promotion Campaign: definition of an integrated strategy to enhance cultural expressions and traditions diversity as basic factors of the exchange of values and ideas between cultures; promotion of the territory multiple identities, connecting the targets found together with local communities, through social networks and other communicative means. This campaign shall be structured according to a copy strategy and shall propose concepts of at least one of the listed communication formats (e.g. spot, ambient media, viral, magazine, etc.).
- Paper Format of a Web Serial: serial whose protagonists are craftsmen, artists and/or personalities, as well as reference places, from a landscape and cultural production point of view. The aim is the knowledge transmission, until becoming Expo 2015 heritage too.
- Multimedia Performance: tale where the live performance dimension has a basic role, because it is linked to involved times, places and people. Different expressive languages and forms (e.g. songs, videos, music, theater, virtual scenography, lighting installations) shall live together in an innovative performance.

LINE 2. FASHION

Competitiveness of the “Lombardy Fashion System” at an International Level: New Strategies and Services to Promote Textile in Clothing and Furniture Industry

The Cultural and Creative Industry (ICC) is considered strategic by European Commission for the future of Europe and for the revitalization of traditional industries (European Commission Green Paper 2010 ‘Unlocking the Potential of Cultural and Creative Industries’).

Lombardy is first in the design and fashion industry in Europe and third for number of employed people, after the Great London and Ile de France⁷ (with 248,000 employed people, equivalent to 6% of the total amount in 2011⁸).

In spite of the difficult financial moment, the traditional “Made in Italy” industries did not register any reduction; on the contrary exportations, especially to BRIC countries (Brazil, Russia, India, China), registered a double-digit rise.

But the financial crises is affecting many companies, of the same or other industries, and unemployment achieved very high levels. So it is important to find and spread good practices.

The competitiveness re-launch of the ‘Lombardy Fashion System’ - textile in clothing and furniture industry (with its different components) - at an international level and especially in emerging countries is a strategic goal for the employment recovery in Lombardy, especially for SMEs: micro, small and medium enterprises.

In this case too, Expo 2015 is an important deadline to create and propose to an international attendance a system able to promote and spread products and services of the regional craftsmanship, aimed at the emerging markets and focused on the diversified target needs (not only luxury market, but also products and services for the emerging middle class).

Goals

Creative camp aims to:

⁷The European Cluster Observatory, Priority Sector Report: Creative and cultural Industries, European Commission, 2012

⁸Processing of the pilot survey Labor force 2011.



- defining new international visibility strategies for the 'Lombardy Fashion System', also by creating platforms for collaboration, crowd sourcing and enhancement of competitiveness and ability to penetrate emerging markets;
- developing new communication and distribution modalities for Lombard textile companies working in the clothing and furniture industry, experiencing new technologies;
- defining new communication, co-design, R&D, internationalization services to support the 'Lombardy Fashion System' growth.

Deliverables

Deliverables are:

- SMEs - micro, small and medium enterprises - development services, able to translate the signals coming from emerging markets (BRIC countries) into innovation opportunities, in order to develop tailor made products, linked to the artisan production too, for the new international consumption targets (also by finding consumption communities and new contexts of use, cultural trends, etc.);
- development of innovative strategies, new formats, new channels and platforms to communicate and spread the 'Lombardy Fashion System' SMEs products;
- development of a services system, able to support innovation of SMEs;
- development of communication projects aimed at the international promotion of the 'Lombardy Fashion System'.

LINE 3. SERVICE DESIGN

New services ahead Expo 2015: promoting sustainability through new forms of hospitality, mobility, information and restaurant management.

Expo 2015 represents for Lombardy a complex of symbolic values, whose scope shall go beyond the event itself, and an extraordinary opportunity to experience new models of 'sustainable' services.

Expo shall deal with crucial issues for the life of all of us, by proposing the central issue of food and environmental sustainability.

At the same time Expo shall propose the issue of sustainability of the touristic flows and the new mobility, hospitality and restaurant management services, able to create a real value for the territory, also after Expo.

The starting point shall be the analysis of the usual approaches used to deal with these subjects, promoting innovation and agreements by a larger consumer public.

The aim of this line of intervention is to contribute to conceive and test new services for the metropolitan area and all the Lombard system, replicable in international contexts too, starting from innovative visions and possible scenarios.

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The development of innovative solutions of services and product-systems in this scenario shall explore three main subjects:

- Mobility: considered from the point of view of the occasional journeys and the territory accessibility for the touristic exploitation by visitors ahead Expo, as well as the possibility to promote some habits for daily transfers of the Lombard citizens;
- Hospitality and Reception: linked to a better ability of information and orientation, in urban and extra-urban space, as well as to new hospitality forms, which can be low cost, flexible and reconfigurable according to the different typologies of visitors and period of stay too;
- Restaurant Management: promotion and enhancement of short supply chains, Lombard high quality products, new modalities of consumption and distributive chains, able to propose waste recovery methods respecting environment.

Goals

Creative Camp uses service design to define possible solutions having sustainability as a common denominator. The specific goals are:

- developing new forms of urban and extra-



urban mobility, focusing on sustainable solutions and lifestyles, by linking different typologies of transport to connect the different areas of the region;

- developing short and medium-term solutions and ideas, in order to promote new hospitality and reception forms, which can be low cost too, for differentiated targets of visitors, by proposing new technological solutions which support new services;
- proposing integrated solutions of product-service for the food and restaurant industry, using technology to enhance the development of new distribution chains and new forms of sustainable consumption;
- making teenagers and children aware of sustainability, promoting learning processes and thematic routes about new healthy habits - moving, dieting and learning.

Deliverables

Deliverables are:

- new integrated services, able to develop - real and virtual - connections between urban systems, marginal and rural areas, optimizing the use of resources;
- strategies and projects, able to propose new solutions of mobility, hospitality and restaurant management, based on the sustainability principles and the improvement of lifestyles;
- new services, able to enhance the existent facilities and the role of the regional system's actors, with proposals of refunctionalization and improvement, also for a lower financial impact of the events;
- new services, based on a strong creative and cultural component, which test new forms of involvement of children, who can become promoters of sustainable and virtuous behaviors and lifestyles.

