ARTISTIC NEWSLETTER #1

Welcome to the first edition of the ARTISTIC newsletter - presenting our partnership and work within the Interreg CENTRAL EUROPE funded project, dedicated to improve the relationship between cultural operators, society and financial operators, and to create opportunities to adapt Intangible Cultural Heritage ideas to the expectations of potential investors, combining in this way, cultural and marketing aspects and increasing the durability and visibility of cultural projects.

We hope you enjoy reading our first edition.


News and interesting facts

Valorization and the sustainability of cultural projects

We have it. Our Strategy for the valorization and the sustainability of ICH projects in Central Europe is ready. We have developed it to help local actors working to sustain and develop the Intangible Cultural Heritage in ensuring the sustainability of their initiatives in this thematic area. The ARTISTIC strategy shows how to work on the sustainability of cultural projects and how to effectively use the crowdfunding potential to finance such initiatives based on the social dimension of this financial tool. Furthermore, the strategy capitalize methodologies of our previous CCC project, which findings were supported by analysis, research work in the 8 Central Europe regions and knowledge transfer possible thanks to ARTISTIC partnership cooperation.

The Valorisation Process of ICH in five steps is the core of CCC methodology (Fend, Krotscheck)

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Inauguration of pilot actions

On 6 March 2019, City of Rzeszów in Poland hosted the international conference “Cultural heritage as an important element of local and regional development”, organized by Rzeszow Regional Development Agency from Poland in cooperation with t2i Technology Transfer and Innovation from Italy, which together with ten other institutions and entities from eight regions of Central Europe create the partnership of the “ARTISTIC” project.

The conference was held under honorary patronage of the Podkarpackie Voivode and the Marshal of the Podkarpackie Voivodeship.

The goal of this event was to present the activities of the “ARTISTIC” project, the tools developed within its implementation and the inauguration of pilot actions to support creators and entities that operate in the area of Intangible Cultural Heritage in terms of increasing their awareness and knowledge in the subject of promotion, protection of intellectual property rights, creating business plans and obtaining financing for initiatives in that field. These activities are taken to help depositors of the Intangible Cultural Heritage to sustain, promote and ensure the sustainability of projects in this thematic area.
Crowdfunding - tell us your story!

Crowdfunding is a tool used to support many types of projects, ranging from scientific ones, through civic initiatives to cultural projects. However, in case of cultural heritage support, main activities undertaken in the field of obtaining financing, don’t take into account the potential of crowdfunding campaigns.

To this end, the ARTISTIC partners worked out the methodology of choosing the right platform (crowdfunding platforms) and cooperation partners for the specificity of cultural projects in order to better promote them and increase the efficiency of obtaining financing in the social dimension.

In 8 ARTISTIC partner regions, special events were organized to promote the international crowdfunding community.
Discover our ARTISTIC regions

Veneto Region - culture close to people

The Veneto Region, aware of the inestimable value of the historical heritage, artistic, cultural and linguistic one, has been committed for a long time, acknowledging it also in its own statute, to ensure the protection and enhancement of this heritage and to spread its knowledge in world; think of the contributions made to cultural enterprises within the framework of European structural funds or to the interventions aimed at the introduction of collective brands dedicated to the protection of typical local productions, of a significant example of which is the “Murano artistic glass” brand.

The "ARTISTIC" project, therefore, fits perfectly into the efforts made by the Region of Veneto in order to strengthen the value expressed by the cultural heritage and recognized to it. In particular, with this initiative the Region intended, first of all, to focus on the reality represented from crafts and from its different territorial, traditional and artistic expressions; has been provided develop a "ready - to - use - tool", identified in the regional law n. 34 of 8 October 2018 “Norms for the protection, development and promotion of Venetian craftsmanship “, able, on the one hand, to promote the role social and cultural impact of craft businesses and, on the other, to recognize their nature as a component important part of the regional economy. The law includes a set of policies aimed at development business, access to credit, research, technological and organizational development, training and promotion of artisan productions. The rules on recognition are also of particular interest of artistic craftsmanship, typical and traditional and historical craftsmanship, as well as the introduction of the figure of the “master craftsman” and the concept of “school workshop”, a place dedicated to guaranteeing the transmission of knowledge and ancient crafts and the training of young artisans. The regulatory instrument represented by the regional law n. 34/2018, then joins other activities, such as the study of “crowdfunding” as a resource capable of allowing the growth of projects in the cultural sector and encourage networking with international initiatives. All this makes the project "ARTISTIC" an initiative important in order to achieve a key objective, which is to strengthen the role of intangible cultural heritage, not only as an expression of our traditions, of our history, of the our identity and our culture, but also as a self-sustainable economic resource capable of expand opportunities for participation in the economic and productive organization of the Veneto region.

In particular, through tenders financed with the same resources in order to promote actions favoring private-equity financial engineering instruments (revolving funds, subsidized loans, minority and temporary equity investments, interest subsidies), it offers support to Small and medium-sized enterprises (SMEs) and cooperatives, favoring access to credit and strengthening capital and reorganization and strengthening of business processes.

Calls for proposals and financial engineering tools are activated through European, national and regional resources.

The same Management implements and also takes care, finances, participates and promotes several European projects.

With reference to the craft sector, the Regional Law of 08 October 2018, n. 34 which defines the methods for setting up the craft business and the forms of protection.
The Veneto Region also protects and promotes some artisan realities through the ownership of the following registered trademarks: "Trademark of the Artistic Glass of Murano", "Furniture of the Plain of Verona", "Typical and traditional wooden boats of the Venetian Lagoon", "Pietra di Vicenza", "Forno di Qualità", "Fango DOC - Thermae Abano Montegrotto - Veneto Region".

In the ARTISTIC project The Veneto Region is represented by two partners:

- **t2i Technology Transfer and Innovation - ARTISTIC Lead Partner**
- **Veneto Region**