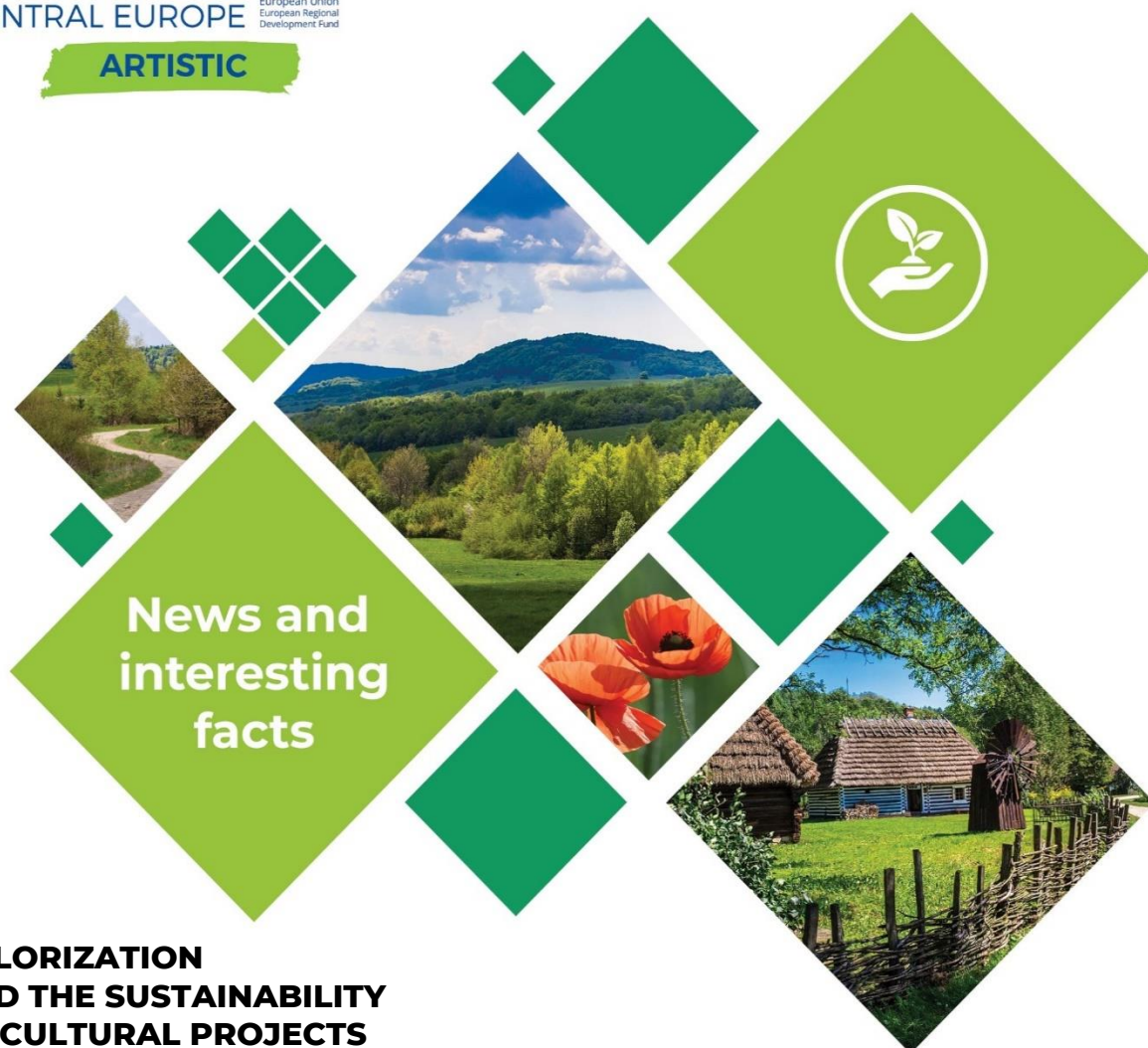


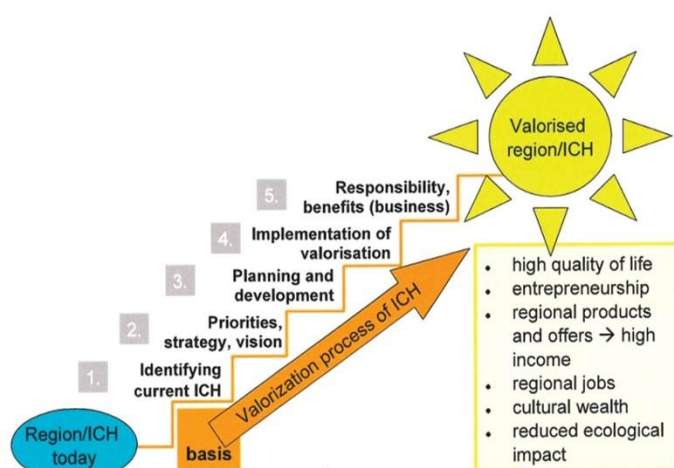
# ARTISTIC NEWSLETTER #1

- ☑ **Welcome to the first edition of our 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.**



## 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 capitalizes methodologies of our previous CCC project, which findings were supported by analysis, research work in the eight 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". 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.

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## 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.



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## 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.

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## GOOD PRACTICES OF THE VENETO REGION



**1**

### ***WE TOUR GUIDE LIVING THE PLACE: TOURIST ITINERARIES TO DISCOVER THE TREASURES OF THE VENETO REGION.***

WeTour Guide was founded in 2013 from the initiative of a group of qualified guides with the aim of working in synergy to offer a wide and quality range of services for the promotion of the Veneto region. The main purpose is to acquaint visitors with its history, art, culture, curiosities and traditions in order to make their stay unforgettable.

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**2**

### ***EXTENDING PERMANENT EXHIBITION OF PALAZZO DEL PODESTA 'IN MALAMOCCO VENEZIA***

Malamocco is little known today, neglected. This appears culturally unjust: the first Venice had its birthplace there and seven Doges. Therefore the EVR would like to contribute, if possible, to re-evaluate the place with the display of testimonies, adding to the existing, a new room at Palazzo Pretorio, display of bronze and glass artifacts.

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**3**

### ***THE VILLA FABRIS FOUNDATION AND THE EUROPEAN CENTRE FOR HERITAGE CRAFTS AND PROFESSIONS***

The EUROPEAN CENTER FOR HERITAGE SKILLS is active in heritage conservation since 1975. Training is provided on the passage of ancient know-how to the younger generation and enhances the artistic crafts. Run by the Villa Fabris Foundation in a Venetian villa, it is part of a network of start-ups.

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**4**

### ***STUDIO D DIDACTIC ARCHEOLOGY MUSEOLOGY***

Studio D promotes the education and participation of local communities in the protection and enhancement of the archaeological heritage of the reference territory of each museum in which it operates, in network with others, and the discovery of excellence and uniqueness for the world of tourism.

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# DISCOVER MORE ABOUT ARTISTIC

[www.interreg-central.eu/artistic](http://www.interreg-central.eu/artistic)



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