



INTERVIEW TEMPLATE - D.T1.2.3

(CULTURAL INSTITUTIONS NEEDS AND EXPECTATIONS ANALYSIS)

WP1. 3. Cultural Assets needs and expectations analysis (D.T1.2.3) Task 2.

Made by: PP7

Title: Interview template

Note: *This template can be translated to the language of the project partner to facilitate the interview, but the results must be communicated in English.*

Introduce the project: The respondent will have read an abstract before but make sure that she/he has a clear understanding of the overall objective of SACHE that is fostering creative entrepreneurship within and around cultural heritage by involving two key actors:

- Creative Enterprises
- Cultural Heritage

And seeks to accelerate the dialogue between the two to prepare the conditions for at least three types of medium-term goals:

1. More creative entrepreneurship being inspired by cultural heritage
2. More creative entrepreneurship collaborating with cultural heritage
3. More creative entrepreneurship being established within cultural heritage

The aim of the interview is to gain in-depth information on the **existing and the possible future cooperation forms between the specific cultural heritage institution and creative enterprises**. We also have to identify the possible **obstacles** of cooperation between the parties that can block or make difficult to achieve the project objectives at the partner.



Date of interview: 10/02/20

Location: Tolmezzo

Interviewee (name, organization): on. Aurelia Bubisutti (President of The Gortani Museum) - Amanda Talotti, Beppina Rainis (Gortani Museum)

Interviewer (name, organization, e-mail): Elena Mengotti, In charge of legal, financial and EU affairs, Department of culture and sport, Friuli Venezia Giulia Autonomous Region.

The Gortani Museum takes his name from Michele Gortani, a famous Italian geographer, geologist and politician.

After World War II, Michele Gortani was involved in the Constituent Assembly of the Italian Republic. Thanks to his contribution, the Italian Constitution provides special measures in favor of the mountain areas.

1. Is your institution currently cooperating with specific local businesses in any form?

No

Yes X

If yes, in which area? (Please, explain in min. 3-5 sentences)

- Financing X
- Co-organizing (e.g. providing tickets for employees of local enterprises)
- Marketing (e.g. cross promotion etc.) X
- Production cooperation (e.g. museum shop items) X
- Education, tuition X

Other:

The Gortani Museum was born thanks to the school of craft professions of Tolmezzo, with the aim of being inspirational for professionals in the field of artistic and creative industries .

The Gortani Museum cooperates with PromoturismoFVG (the Regional Agency for the promotion of tourism), municipalities, other institutions and associations (i.e. the Association of Artisans, CONFARTIGIANATO) .CONFARTIGIANATO supports the Gortani Museum with financial contributions for exhibitions.

Gortani Museum cooperates also with CCIS; for instance, some local Architects are involved in the renovation of the entrance of the Museum.



Gortani Museum also have contacts with individual artisans, for the sale of their products inside the museum. Handcraft sectors involved: wood, ceramic, textile, metalworking, carpenters.

Architects and Artisans visit the museum in order to draw inspiration from ancient textile and manufactured products. Another form of cooperation with local CCI is the interaction with associations and artists. This was exactly the aim of Gortani.

Inside the museum exhibitions, workshops for children and concerts are being organized. The internal spaces of the museum are rented to associations and institutions, or to artists and musicians.

There is also a cooperation with the University of Bologna (Gortani himself was a Professor in Bologna).

2. If your answer is NO, could you imagine any form of cooperation with local business firms?
(Please, explain in min. 3-5 sentences)

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3. How regular is this cooperation?

- Continuing partnership X in some cases
- Monthly
- Yearly
- Irregular
- Occasional X in other cases

In some cases the cooperation is continuous, in other cases occasional, it depends on.

4. What did the cooperation begin and develop over time? (Please, explain in min. 3-5 sentences)

The collaboration with the artisans began because of the needs of the artisans, who wanted to get inspiration for their products from the collection of Gortani Museum, and wanted to sell the objects they created inside the museum shop.

5. How would you describe the contribution of your institution to the regional economy and society? (Please, explain in min. 3-5 sentences)

It is the most important museum in Friuli Venezia Giulia Autonomous Region from an ethnographic point of view. It represents the history of the Carnic territory. Carnia is an historical-geographic territory in the North Area of the Friuli Venezia Giulia Autonomous Region.

The Gortani Museum has an economic impact, by the touristic point of view, even if the visits are mainly concentrated in the summer season.



There is also an economic impact on the territory deriving from the craftsmen who have the opportunity to sell their items. Other Artisans have the possibility to be inspired from ancient items belonging to the Museum collection.

There are also several recreational activities in which children area are involved.

The Archive is a resource for professionals (i.e. to write books). Other activities are organized in cooperation with the Academy of Cuisine, a cultural association which aims to protect the traditions of Italian cuisine, whose improvement promotes and favours in Italy and abroad.

6. Are some of the products of service currently produced by firms of the region visible or used in your institution? (Please, explain in min. 3-5 sentences)

Yes, the above mentioned craftsmen selling their items.

Moreover, the internal shop will change the interiors and the installations layout soon, with the support of local companies and craftsmen.

Thanks to the agreement with CarniaMusei, the Museum network of the Area, training activities are being organized inside the museum.

7. Do you think the cultural heritage you preserve in your institution could be better exploited by the regional economy and the society? (Please, explain why in min. 3-5 sentences)

Gortani museum is one of the richest ethnographic collections in the Friuli Venezia Giulia Region; so, it is clear that the cultural heritage inside is an important mean for the promotion of the local culture. Such an important role should be better promoted: marketing and communication should be improved.

The museum would benefit from marketing and communication activities, these are investments that could really help.

Art Bonus, a legislative provision implemented at Regional and National level, which consists in a tax benefits for liberal donation in support of culture and entertainment, is very helpful and important at the moment.

The layout and the installations inside the museum are quite dated. We would like to improve the accessibility to the Museum: sharing the Gortani Museum as an heritage that belongs to everyone in our Region is important.

With investments in this aspects, the museum could be more open to new generations. For example, tablets may be helpful for children engagements.

8. Are you aware of the particular type of business called “Creative enterprises”? Do you know any in your region?

Yes. For example Tessiture Carniche (textile sector), Pellegrina gioielli (jewellery sector), Rossitti (furniture), Il Clap (woodwork), Boz (ceramic processing).



9. Do you believe your institution could play a role in the development of creative entrepreneurship in your region?

It is clear that the museum is a driver for the development of CCIs.
It was born as a source of inspiration for enterprises (in particular artisans, architects and designers).
The Museum could host cultural activities as well: its garden that could be better exploited with concerts, for instance.

10. Do you think your institution could offer education and training to creative enterprises?
(Please, explain in min. 3-5 sentences)

It depends on which kind of businesses. This activities could be useful to understand the Carnic culture.
Training would concern the cultural sphere that the Gortani Museum host, and the Archive of the Museum.

11. Would it be conceivable for your institution to host a creative business in its premises?

Agreements are needed with other institutions in charge of the managing of the spaces of the museum.
With a permit from them, it could be conceivable.

12. Which are - if any - the obstacles of cooperation with the local creative enterprises?
(Please, explain in min. 3-5 sentences)

- Institutional
- Government policy
- Local municipality policy
- Financial
- Other X

One obstacle is the fact that Gortani Museum is located in a territory distant from the economic center of the Region, but improvements can be made. Pesariis is an area within the same territory, famous for being a center for the production of clocks. Thanks to the creation of the museum of the clocks and the related touristic support, several new businesses were born. However, this development is more related to the hospitality sector.

The city of Tolmezzo, where the museum is located, always had a commercial vocation, but does not have a touristic tradition.

However, the city of Tolmezzo has the advantage to be the only city in the local area to offer some kind of essential services, such as Hospital.

13. Please give us any comment that you think that can change the local and regional policy towards a better and fruitful cooperation between cultural institutions and the local economy actors, enterprises:



Any regional or local policy that helps these companies, to enhance them and make them known, can be helpful.

It is important to be aware that the population size of the local area is of 30.000 inhabitants.

The most important thing at the moment should be marketing, making the museum better known. Then, even a creative enterprise that is not from the local area who becomes aware of the existence of the museum, could start a collaboration with the Gortani Museum.

Initiatives aimed at bringing the museum closer to young people would be important.

Initiatives of the Region, such as the one in progress, which provides free admissions to the museum on winter Sundays, are certainly helpful.

We believe Gortani Museum should be the basis for the promotion of all the local territory; in order to achieve this objective, cooperation with local actors, such as the Illegio exhibition (Illegio is a small village located 4 km away from the city of Tolmezzo; for the past 15 years, Illegio has annually held a famous International Art Exhibition), is needed.

14. Please give us any comment on the ambition of the SACHE project to conceive Cultural Heritage Institution as Accelerators of Creative entrepreneurship.

The project is interesting.

Gortani Museum foresees an increase of interest for the museum at touristic level, thanks to the cooperations with cultural and creative enterprises.

Thank you for your cooperation!

15. Comments, observations of the Interviewer *(If you have any - not compulsory!)*

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