



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: 11/02/2020

Location: Trieste, Via Cassa di Risparmio 10

Interviewee (name, organization): Barbara Franchin - Founder & Director ITS

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.



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 (e.g. sponsoring) 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)
- Education, tuition x

In terms of financing, co-organization, production cooperation and education, ITS is supported by local institutions (Friuli Venezia Giulia Autonomous Region, Municipality of Trieste, CR Trieste Foundation, Friuli Foundation) and cooperates with local businesses (Trieste Trasporti, Trieste Airport, Eurospital, The Office, Eataly, Autorità di Sistema Portuale del Mare Adriatico Orientale) also in terms of marketing.

In terms of education ITS also cooperates with local schools: this year ITS involved 4 high schools of FVGAR in a project called "ITS Arcademy Calling High Schools for Responsible Creativity": it allows high school students to be inspired by the creative archive (over 18,000 portfolios, 240 outfits, 125 accessories, 86 jewellery pieces and over 700 photography projects), for the production of an outfit proposal focused on responsible creativity (inclusion of sustainable practices). In FVG there are 6 art school and ITS cooperate with 4 of them.

ITS collaborates with enterprises in the field of medicine, chemical, public transport.

The trophy of the ITS competition contest has been made by a local company.

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

3. How regular is this cooperation?

Continuing partnership

Monthly

X Yearly; ITS collaborating with local schools for over 3 years now

Irregular

Occasional



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

International Talent Support was launched in 2002 and throughout its 19-year history has developed the most highly recognized platform to showcase & support the strongest young talents on the planet. Most importantly, it created an ever-growing family, supporting creativity like branches on a tree growing in different directions, yet nurtured by the same roots. It has built an impressive Creative Archive, a unique collection tracing the history of fashion evolution. Many of the over 580 finalists were selected by top fashion brands where they now hold key positions, or have successfully developed their own lines.

The cooperation with local institutions and businesses has allowed to lay the foundations for the opening in July 2021 of the ITS Arcademy, a global training ground for creativity. A training research space, open to all curious experimenters, regardless of their level, from the youngest to the oldest. ITS Arcademy will combine the exhibit dimension with the educational one, offering a space for dialogue between the world of fashion and the world of the arts, the cinema and the design. The educational part will be aimed at two different kinds of public: a popular one, with courses and workshops aimed at elementary, middle and high school students from all over Italy, visitors and the local community; and a professional one dedicated to insiders, where former ITS competitors will be able to return to Trieste as teachers, and where companies will be able to organize workshops, seminars and special projects.

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

In 18 years ITS had an economic impact on the territory equal to € 11.395.000

Every year ITS brings to Trieste:

- 350 international guests
- 400 hotels nights
- 800 meals with local restaurants and catering services
- 280 employees for the organization of the event

75% of the overall budget is invested in Friuli Venezia Giulia Autonomous Region with an estimated turnover of € 585.000

Moreover, ITS had a press coverage of over 3.000 articles and 83 TV programs that brought the name and the beauty of Trieste around the world, creating for the city an identity creativity oriented.



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.

Examples:

- The student clothes in the “school project” of our archive
- The Bianca Chong jewels, built by the company Eurotech.
- The ITS trophy
- Illycaffè cups (built also thanks to the collaboration with Swatch)

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

ITS Academy project is capable of enriching the cultural and touristic offer of the area, offering a range of unique experiences.

Among its fundamental objectives, there are the training and development of new professional skills in the field of culture, tourism and education, which means consequently creating employment and increasing the related activities in the area.

In addition, ITS Academy, with its uniqueness, represents a best practice of excellence for communicating and promoting Trieste and Friuli Venezia Giulia Autonomous Region in the world. ITS acts as a catalyst in the dialogue between entities that make culture, training and business in the area (Vicino /Lontano, Pordenone Legge, the PAFF!, the Trieste Film Festival, èStoria, the scientific centers, the Capucci Foundation and the Museum of Fashion and Applied Arts). The intrinsic value of ITS also lies in the ability to foster meeting and exchanges between young people of different cultures and the traditional artisan and manufacturing school of Friuli Venezia Giulia, the bearer of knowledge and crafts destined otherwise to disappear forever.

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

ITS is a creative enterprise; ITS has been researching, supporting and producing creativity for the last 19 years. All of the enterprises listed above - with which ITS are collaborating, will collaborate with ITS even more in the future.

Arcademy - indeed is a creative enterprise of our region.



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

Absolutely, ITS have always been working in this direction and all actions with ITS Arcademy are leading to this.

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

Within the regional plan for the Creative Hubs, EVE (the agency responsible for the management of ITS) is establishing an innovative structure that should become a beacon for any creative enterprise in FVG. The structure has its basis in the training and in the education of new professional figures related to Creativity.

By establishing the structure and creating an own peculiar teaching formats, ITS will create a case history that could be shared with creative enterprises.

This process will undergo a collaboration with PAFF! and other relevant local institutions that work with creativity, in order to establish a system with new teaching protocols.

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

ITS will be able to do this by 2022.

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

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

Certainly all the thing mentioned above, but for ITS the main problem is the lack of time and chances to meet and share with other CCI.



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:

A shared goal is essential, with each institution providing their own specific competences to achieve the result. We have to believe that creative enterprises are and will be fundamental in this journey. In our region the creative enterprises are represented by our manufacturing companies, a symbol of “made in Italy” praised worldwide. ITS Arcademy will act as an enzyme, binding together entities which would otherwise hardly meet to have them work on collaborative projects.

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

ITS Arcademy shares the ambition of the SACHE project since it aims at acting as a smart accelerator of creative entrepreneurship. There is a huge number of creative enterprises which have suffered from neglect with the boom of the digital era and we are now beginning to realize their value and cultural importance. The greatest ambition and hardest task for SACHE is to bring enterprises together and create that network which is essential for results to thrive, generating new culture and new creativity.

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

In the past, ITS evaluated some other opportunities of cooperation with local enterprises (for example, Lima Corporate, a corporation specialized in the production of orthopedic machines), or other enterprises in the food industry, in the medical sector and in the wood/furniture industry.

In 2014 ITS elaborated the project proposal “ITS made in FVG”.

The ITS Made in FVG project proposal used creativity to highlight the excellence of the manufacturing capabilities of the Friuli Venezia Giulia region in Italy. Bianca Chong, former ITS finalist, was challenged to conceive futuristic jewelry capable of measuring data like time, vital signs and more from the wearer's surroundings. An artistic speculation based on the idea of wearable technology.

This conceptual project was developed working side by side with Eurotech a company from the region working internationally on Artificial Intelligence at the highest level. Present-day available technology will represent the jumpstart to imagine an open future where these technological barriers will have disappeared. Eurotech supported the ITS finalist offering its immense scientific and technological know-how as well as its visions. Prototypes were developed with the support of Eurotech and of other companies in Friuli Venezia Giulia operating at the technological forefront. The prototypes were displayed in a dedicated corner at ITS 2016 with a thorough description of the development process.