



REGIONE AUTONOMA  
FRIULI VENEZIA GIULIA

IO SONO FRIULI VENEZIA GIULIA

## FAIR OF CULTURE AND CREATIVITY

### WHAT IS EUREKA?

EUREKA IS AN INITIATIVE DESIGNED TO PROMOTE CULTURAL AND CREATIVE INDUSTRIES BY FACILITATING CONNECTIONS BETWEEN THEM AND BUSINESSES FROM OTHER SECTORS, FOSTERING NEW OPPORTUNITIES FOR COLLABORATION AND GROWTH.

**Exhibitors:** COMPANIES FROM THE CULTURAL AND CREATIVE SECTORS, REPRESENTING BOTH ITALY AND INTERNATIONAL MARKETS.

**Visitors:** OPEN TO ALL, PARTICULARLY INDUSTRY PROFESSIONALS AND COMPANIES ACROSS ALL SECTORS LOOKING TO ESTABLISH VALUABLE CONNECTIONS AND COLLABORATIONS WITH THE EXHIBITORS.

**Results from the 2024 edition:** 3,500 SQM OF EXHIBITION SPACE, 103 STANDS OF CULTURAL AND CREATIVE INDUSTRIES, 352 B2B MEETINGS BETWEEN CULTURAL AND CREATIVE INDUSTRIES AND TRADITIONAL COMPANIES, 3 INNOVATION ARENAS SHOWCASING SECTORAL DEVELOPMENTS, A TWO-MORNING CONFERENCE TO DISCUSS THE INTERSECTION BETWEEN CULTURE AND BUSINESS, BEST PRACTICES, AND EMERGING TRENDS.

WAITING FOR THE THIRD EDITION OF THE FAIR OF CULTURE AND CREATIVITY, SCHEDULED IN 2026, EXPLORE THE EUREKA WEBSITE AND JOIN EUREKA DAY 2025, THE MID-TERM EVENT MEANT FOR BUSINESSES, TAKING PLACE ON 3 OCTOBER 2025, AT VILLA MANIN (PASSARIANO IN CODROIPO, UDINE)!

DISCOVER MORE AT [WWW.EUREKAEXPO.COM](http://WWW.EUREKAEXPO.COM)!



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[www.eurekaexpo.com](http://www.eurekaexpo.com)



# DAY

# EUREKA



**3 OCTOBER 2025**  
**VILLA MANIN**  
**PASSARIANO IN CODROIPO (UDINE)**

# ROAD TO EUREKA DAY

Roadshow | May-June 2025

## EUREKA DAY 2025

Following the great success of the 2022 and 2024 editions of Eureka - Fair of Culture and Creativity, **Eureka Day** returns on **3 October 2025**, at the stunning **Villa Manin** in Passariano in Codroipo (Udine). The event, promoted by Friuli Venezia Giulia Autonomous Region, aims to facilitate the development of collaborations between cultural and creative industries and traditional companies.

On Friday 3 October 2025, Eureka Day will feature a **conference session**, followed by **thematic roundtables** and a whole afternoon dedicated to **B2B meetings** between cultural and creative industries and companies from other sectors, with the goal of developing potential business projects and partnerships.

## THE ROADSHOW

In preparation for Eureka Day 2025, the Department for culture and sports of

Friuli Venezia Giulia Autonomous Region is organizing a **series of six meetings** to be held in May and June throughout Italy, with a final event in Slovenia in September.

Each event will introduce Eureka Day 2025 and facilitate connections between cultural and creative industries, cultural operators, and traditional businesses. These meetings aim to kick-start thematic discussions and involve companies from the participating regions in a collaborative process leading up to the event on 3 October.

The meetings will be introduced by **Mario Anzil**, Deputy Governor and Regional Minister of culture and sports of Friuli Venezia Giulia Autonomous Region, with the participation of **Elena Mengotti** from the Department for culture and sports of Friuli Venezia Giulia Autonomous Region, and **Antonio Scuderi**, founder and CEO of Capitale Cultura.

*Special thanks to*



CAMERA DI COMMERCIO  
PADOVA  
il futuro a portata di impresa



— Wednesday 7 May, 6 pm  
Le Serre dei Giardini  
Via Castiglione 134, Bologna  
**CREATIVITY THAT TRANSFORMS: THE ROLE OF CULTURAL AND CREATIVE INDUSTRIES IN URBAN REGENERATION**

*In collaboration with Progetto INCREDIBOL! - L'Innovazione CREativa DI BOlogna*

— Thursday 8 May, 11 am  
Cariplo Factory  
Via Bergognone 34, Milan  
**CULTURAL AND CREATIVE INDUSTRIES: THE FOREFRONT OF TECHNOLOGICAL INNOVATION**

*With the support of Cariplo Factory*

— Tuesday 10 June, 5 pm  
Circolo dei lettori, Sala Biblioteca  
Via G. Bogino 9, Torino  
**CULTURE AS A DRIVER FOR BUSINESSES AND THE ECONOMIC DEVELOPMENT OF CITIES**

*In collaboration with Cittadellarte Fondazione Pistoletto and Fondazione Santagata per l'Economia della Cultura*

— Wednesday 11 June, 5 pm  
Chamber of Commerce, Council Hall  
Piazza Insurrezione, Padua  
**ICC AND TRADITIONAL COMPANIES: DIALOGUE EXPERIENCES**

*In collaboration with the Chamber of Commerce of Padua*

— Wednesday 18 June, 11 am  
Representative Office of Friuli Venezia Giulia Autonomous Region  
Piazza Colonna 355, Rome  
**CULTURAL AND CREATIVE INDUSTRIES AS DRIVERS OF MUSEUM INNOVATION**

*In collaboration with Ro.Me Museum Exhibition*

— Monday 23 June, 5.30 pm  
Confindustria Udine, Torre di S. Maria  
Via Zanon 24, Udine  
**FROM DIALOGUE TO ACTION: FUTURE SCENARIOS FOR CULTURAL AND CREATIVE INDUSTRIES**

*In collaboration with Confindustria Udine*

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— September 2025  
Muzej za arhitekturo in oblikovanje  
Rusjanov trg 7, 1000 Ljubljana  
**BORDERLESS CREATIVITY: INTERNATIONALIZATION AND INTERCHANGE BETWEEN FRIULI VENEZIA GIULIA AND SLOVENIA**

*In collaboration with Tehnološki Park and e Muzej za arhitekturo in oblikovanje*