

Interreg Greece-Italy

European Regional Development Fund



EUROPEAN UNION



SPARC

Creativity Hubs for Sustainable Development through the Valorization of Cultural Heritage Assets



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GREECE

Full of contrast!



CHAMBER OF
ACHAIA

Since 1836



REGIONE PUGLIA

Department of Culture
& Valorization of Territory



Project co-funded by European Union, European Regional Development Funds (E.R.D.F.) and by National Funds of Greece and Italy

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Project Overview

Project Duration: 31/05/2018 to 28/2/2022

Operational Programme : Interreg V-A Greece-Italy Programme 2014-2020

Priority Axis: 2. Integrated Environmental Management

Specific Objective: 2.1 Valorisation of cultural heritage and natural resources as a territorial asset of the Programme Area

Total Project Budget: 2.416.335,00 €

LB: Municipality of Patras, 976.560,00€

PB2: Region of Western Greece, 214.757,00€

PB3: Chamber of Achaia, 218.940,00€

PB4: Public Apulian Theatre Consortium, 760.385,00€

PB5: Puglia Region – Department Economy of Culture, Tourism and Territory, 245.693,00€

OB6: Public Benefit Corporation of the Municipality of Patras – Patras Carnival



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SPARC in numbers

- 30 Technical, Web & National teams Meetings
- 11 business ideas
- 4 innovative actions
- 180 hours of mentoring
- 120 hours archive video digitized
- 2.300+ photos, editions
- 24 art activities
- 3.400 Participants
- 20 Workshops
- 510 Hours
- 350 Participants
- 132 Press Releases
- 8.600 Promotional material
- 254 Facebook Post
- 366.000 Social media views
- 668.200+ SPARC Gif views





Fostering pilot startup companies

(Preparation and organization of a mentoring program and developing five-5 business ideas)

D.4.1. in Numbers

- ✓ **11 business ideas** (Carnival & CCI sector)
- ✓ **2** Open Invitations for participants selection
- ✓ **2** selection committees
- ✓ **161+ hours** of mentoring
- ✓ **502 hours** of personalized mentoring
- ✓ **8+** Sessions
- ✓ **42** vouchers distributed (as COVID-19 alternative tool)
- ✓ **63.000€** for vouchers assigned to experts

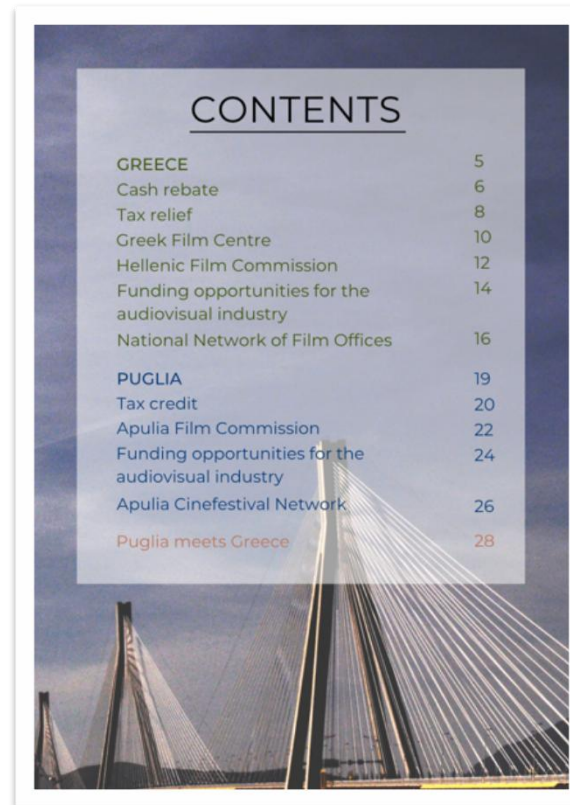
The Ideas...

1. “Tourist and Experiential Services related to the Carnival of Patras”
2. ICC sector of the Apulian Carnivals System”
3. “E-book guide” and a “portable museum kit for educational purposes on Carnival acquaintance”
4. “ICC Management Natural & Cultural Heritage sector”
5. “ Carnival Foam Hats Creation ”
6. “Tourism, Local Products & handicrafts” (2 business ideas)
7. “ Customised Carnival Souvenirs ”
8. Carnival Projects Planning for Children”
9. “Narrated“ touristic itineraries in various Apulian territories for Schools“



Cross fertilisation with film industry

A tool designed for audiovisual productions willing to invest in Puglia and Greece and to encourage coproductions



- Tax credit and incentives
- Funding opportunities
- Film industry reference bodies
- Cooperation experiences



Cross fertilisation with film industry

A 20' documentary about the history of the Shadow Theater in Western Greece.

The documentary includes interviews with the most prominent Shadow Theater artists in the area.

<https://youtu.be/YuMACj2-Hzw>

A 20' documentary about the professional activities generated through the Carnival of Patras.

The documentary presents the working opportunities and possibilities the Carnival gives for the Cultural and Creative Industry.

https://www.youtube.com/watch?v=Oce2y84j21A&list=PLM8RI6zq78C5j_B2QdKhjwFSxPhC2On4m&index=2&ab_channel=achaiachamber



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Production of Digital Content & digitalisation of archives

- Digitalisation of documents of carnival of Patras from 1922 to 2008
- Digitalisation of Shadow theatre competitions from 2000 to 2014
- Two repository web sites
- 145 env. videos formatted and uploaded (more than 100 hours)
- 800 env. photos formatted and uploaded
- 850 env. printed documents and editions digitalized and uploaded
- 1 digital media, contemporary artwork of env. 10' produced and displayed in a gallery and in 1 museum for more than 100 days



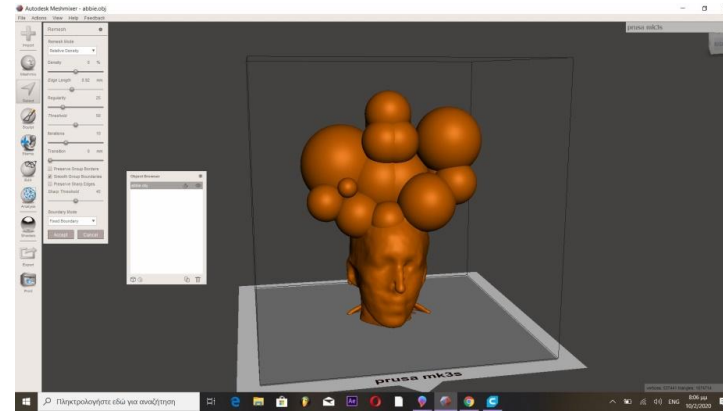
Thematic Workshops

- Capacity Building
- Mediterranean Diet and Sustainable Tourism in Puglia
- Digital dimension: web and portals, immersive experiences, interaction, games, metrics
- Sustainable and Cultural Tourism in Puglia: focus on the New York, Mosca, Milano exhibitions
- Cultural Marketing: markets, promotion, product management
- Fundraising for cultural organisation: strategies and tools
- Puglia Music Lab”, Cesare Pastanella, Antongiulio Galeandro
- Carnival Charriot building techniques
- Video Storytelling: from theatre to TV narration



Thematic Workshops

- Carnival and Sustainable Development
- Cultural & Creative Industries and Synergies with other Economic Sectors
- Cinematography
- Shadow Theatre
- New Technologies in Creative Industry
- 3D_printing design and construction
- 3D Souvenirs
- Creation of chariots, small carnival structures and masks
- Design, creation of carnival - theatrical costumes, masks, hat



Exchange Programme in Italy

-Exchange Programme to strengthen the bonds of Cross Border exchange of good practices.



Public Educational Program

- VR experience at the Creative Hub of Patras
- Demonstration video and e-book of the creation of a Mascarata
- 3D printed Mascarata in a museum kit



Public Educational Program

In cooperation with a prominent Shadow Theater artist, developed six (6) portable kits, fully equipped for implementation of Shadow Theater performances, which were delivered at public schools and kindergartens in the Achaia Prefecture.



Public Educational Program

In Italy it has involved the Liceum of Manfredonia (FG) for the presentation of Sparc project and the role of the ICC in the development of the Region to give to students the opportunity to better choose this sector for their future work.

Were organized 2 presentation with teachers and 2 performance :

- *the 22.01.2020 (Bottega degli Apocrifi: "Sonetti – Musica" by W. Shakespeare)*
- *the 14.02.2020 (Bottega degli Apocrifi: "Quattro stagioni in musica" by A. Vivaldi)*

The activities was participated by 23 teachers and **400 students.**



Summer Carnival Festival

Putignano – 3-6 Sept 2020



- Presentation of the regional e-commerce platform for the promotion of typical food and wine products
- Workshop: “The building of a carnival charriot”
- Open Shops and showing of the Carnival Allegorical Charriots, edition 2020
- Short Master : The typical products narration.
- By University of Bari
- Tour Visit Educational
- Round Table : Apulian Carnival System
- Exposition and tasting typical products
- Workshop of 3d Video-Mapping

Activity out-side Programme Area



Presentation of Sparc project in 2 tourism Exhibition:

- **New York Times Travel Show 24/26 Jan 2020**
- **BIT of Milan 9/11 Feb 2020**

B2B meetings

Shadow Theater documentary was played, repeatedly, by four peripheral TV channels

Advertising campaign on Greek television in pan-Hellenic and regional scope

Promotion and distribution of the documentary related to the products and services of the Patras Carnival



Sustainability plan for the GRITCS System

How we collaborated:

- **Developed a supporting document capturing** the project results in need to be sustainable for the GRITCS system of the SPARC project.
- **All partners** defined the details and the future steps of the GRITCS-SPARC system after the end of the project.
- **Put the basis for discussion** and planning of possible SPARC capitalization.

What we developed: an **MOU** signed by Greek and Italian Partners for **further and future cross-border cooperation** and **synergies in the CCI sector.** (expected to be finalized : end of February 2022)

What we expect: “Creativity Hubs” of both areas are expected to be the “vehicle” to **support and enrich the cross-border Creative and Cultural Sector**, while connecting it with other sectors.



Creative HUBs

Each Hub constitute a service center supporting Cultural and Creative Industries



Patras Hub



Bari Hub

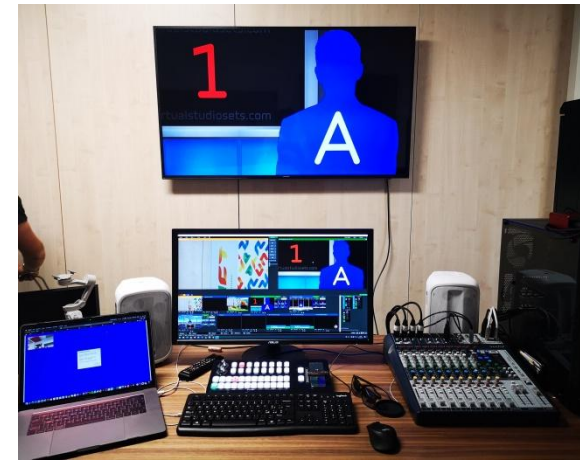


Putignano Hub



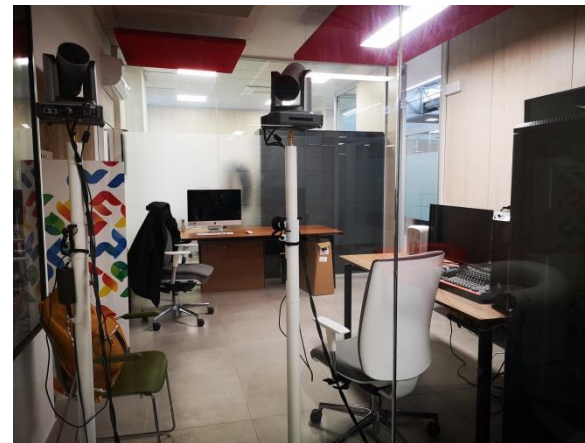
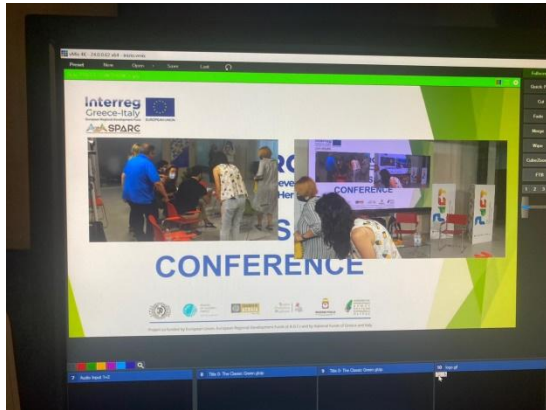
Creative HUB Bari

Creative Hub Bari at the headquarters of the Department of Economic Tourism and Culture, it is dedicated to strengthening the communication skills of Apulian companies operating in the creativity sector.



Creative HUB Bari

The creative hub of Bari consists of a control room for the production of audiovisual content, including smartphones, gimbals, microphones, tripods and software for livestreaming and video post production. The conference room is equipped with a Led Wall panel, lights, audio speakers.



Creative HUB Bari

Activities in the Hub till now

12 Press Conference

More than **400** people have used the Creative Hub till now



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Creative HUB Putignano

Creative Hub Putignano in the former slaughterhouse and is dedicated to developing the skills of young Apulian musicians.



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Creative HUB Putignano

Creative Hub of Putignano has been equipped with all the necessary equipment for musical training and concerts



Creative HUB Putignano

Activities in the Hub till now

- 22 meetings
- 3 workshops
- 1 Theatre course
- 1 exhibition
- 12 concerts
- 2 rehearsal shows



Around **3.000** people have visited the Creative Hub till now



Creative Hub of Patras

(Old Slaughterhouses of Patras)



Creative Hub of Patras

(Old Slaughterhouses of Patras)



Creative Hub of Patras

(Old Slaughterhouses of Patras)

- Total area of the complex: 10.000 m²
- Total area of buildings: 2.200 m²
- Built in 1903
- Characterized as a “Work of Art” by Ministry of Culture, 1986
- Operated till 1995
- Operated as Cultural and leisure center under private investor from 2006 till 2012
- Renovated in 2020



Creative Hub of Patras

(Old Slaughterhouses of Patras)

Renovation works through SPARC consisted in the following:

- Partially reconstruction of walls, wooden & metallic windows, doors, floors, roofs
- Total reconstruction of hydraulic & electrical facilities
- Fire protection
- Lightning protection
- Installation of air conditioning units





Creative Hub of Patras

(Old Slaughterhouses of Patras)





K1 & K2

Administration Buildings (105 m²)

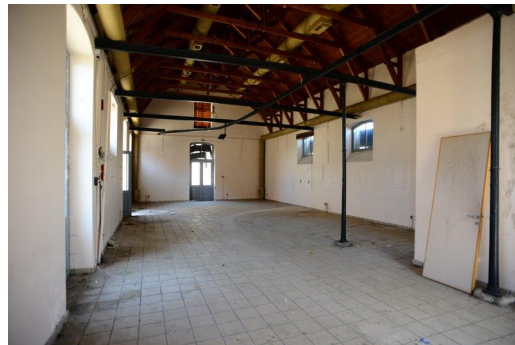




K4

Multipurpose Hall (143 m²)

Conferences, Exhibitions, Performances





K6

Carnival Exhibition Hall (805 m²)



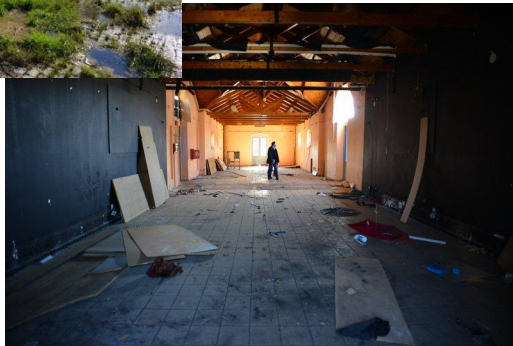
K6

Carnival Exhibition Hall (805 m²)



K7

Shadow Theater (Karagiozis) Exhibition Hall (175 m²)



K8

3D Printing Workshop (74 m²)



K9

Multi Media Center (74 m²)



NK1

Creative Industry workshop (120 m²)



NK2

Children's creative workshop (120 m²)



Creative Hub of Patras

(Old Slaughterhouses of Patras)

Activities in the Hub till now

- 20** concerts
- 22** theatrical-dance acts
- 18** art exhibitions
- 1** conference (Creative Industry, Tourism, Innovative ecosystems)
- 5** speeches
- 15** Creative educational workshops
- 19** school tours
- 83** school art workshops
- 2** school festivals
- 2** book presentations
- 2** visits of cultural institutions from European countries
- 2** educational programs for teachers on the subject of Karagiozis
- 10** meetings with representatives of carnival crews
- 10** other activities

More than **32.200** people have visited the Creative Hub till now



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Thank you



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