

Invest in Culture and Creativity in Emilia-Romagna

The **cultural and creative industries** in our region form an essential element towards the development and quality of life of the local community.

The productive sectors involved cover the production of cultural and artistic enterprise; the media and cultural industry; creative services; artistic hand-made products and gastronomy. In a more general sense, they also comprise the economics of creativity concerning high-tech innovative companies and the industrial sectors that produce under the Made in Italy umbrella – the fashion industry, furniture and products for the home – all products to do with design.



LEADING FACTORS

- 30.000 companies that comprise 8% of the regional economy
- Around 78.000 people employed, the equivalent of 4.5% of the total regional figure
- An important and significant presence of historical theatres, museums, libraries, art collections and cultural associations.
- Highly qualified know-how and skilled personnel working in the creative sector
- Very important artistic and architectural heritage

Invest in the cluster of creative companies

The **cultural and creative industries (ICC)** represent an important component of the regional economy not only because of their positive dynamic but also due to the growth in employment and the demand from consumers towards a growing regard for the quality of life and leisure-time activities.

This involves a system that incorporates a higher quality and range of skills, full of cultural and artistic options and spaces for young people to get together, those which attract a large amount of creative talent. We can also add to this list our **regional system of professional qualifications** which is continually evolving and updating qualifications also connected with the creative sector in order to satisfy the demand for new skills and new professional profiles required by the job market.

The region is highly established from the national perspective of **cultural consumption** per head and also has great significance in the **production of cultural activities and skills** which are of course linked, the sectors involving performing arts, music, art, writing, comics, cinema, audio visual production, design and gastronomy. The high level of consumption that is connected to recreational and cultural activities is also represented by an elevated social quality in that it increases human interaction and social cohesion.

The culture and creativity cluster on an international level

The specific and cross-sector regional trade fairs that encompass culture and creativity function as a meeting point between professionals and those operating within the sector as well as those who want to invest in the region. Export figures of products from the cultural and creative industries show that exports between 2000 and 2012 increased particularly in the sectors concerning creative, artistic and entertainment activities as well as "products from the publishing and from cinema production, video and television programs, music and sound recording businesses".

Invest in Local Specialization

A high concentration of local businesses and people employed in the cluster in the standard sectors of the creative and cultural industries are in Bologna which has 30% of the regional total of local businesses and people employed, followed by Modena and, equally, Parma and Reggio Emilia. Modena is distinct, particularly, for the numbers employed in material culture such as fashion, industrial design, hand made goods and gastronomy.

SOME COMPANIES FROM THE REGION

MEDIA AND CULTURAL INDUSTRIES



PERFORMING ARTS AND OTHER ARTISTIC CREATIONS



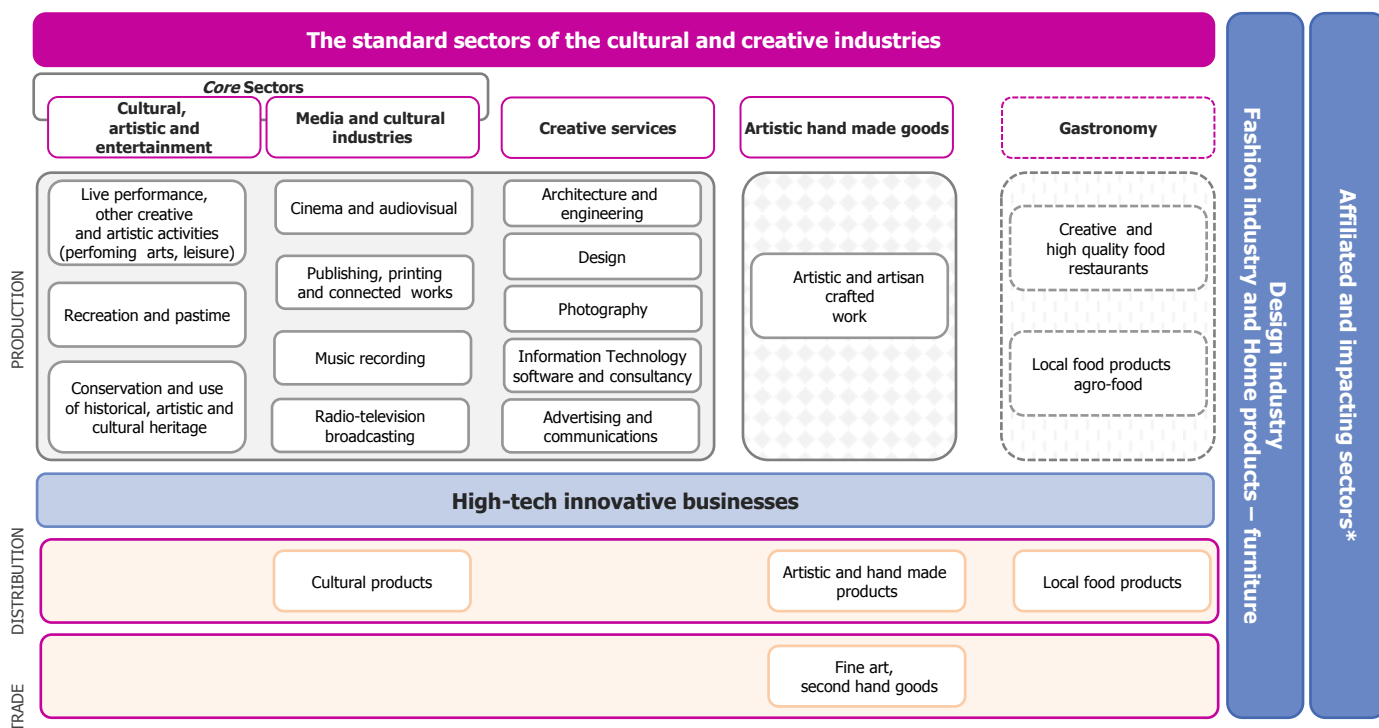
TEATRO VALDOCCA

CREATIVE SERVICES



The Culture and Creativity Cluster: structure and sectors

The **economy of the creative industry** in Emilia - Romagna is made up of **settori standard**: culture and entertainment businesses; media and cultural industries - the **core sectors** of the cluster; creative services; distribution of cultural and hand made artistic products. To be added are the high technology **cross sectors** working in research and development and design covering the fashion industry, furniture and products for the home.



Companies and numbers employed

The culture and creativity cluster: Numbers employed and Local Businesses - Databank: Asia 2010

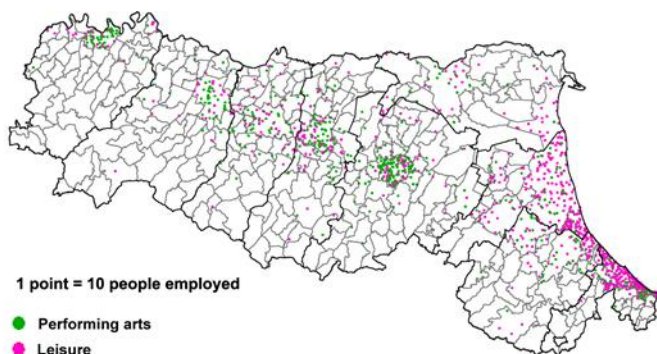
The standard sectors of the cultural and creative industries	Local Businesses	Number employed	Local businesses as a % of the total	Number employed as a % of the total
Cultural, artistic and entertainment	3.581	10.075	11,4	13,1
Performing arts and other creative and artistic activities	2.559	5.343	8,1	6,9
Recreation and pastime	897	4.082	2,8	5,3
Historical, artistic and cultural heritage	125	650	0,4	0,8
Media and cultural industries	2.794	15.699	8,9	20,3
Cinema - audiovisual	508	1.836	1,6	2,4
Publishing and printing	557	3.434	1,8	4,4
Works connected to printing	1.491	9.635	4,7	12,5
Music	135	200	0,4	0,3
Radio-TV broadcasting	103	594	0,3	0,8
Creative services	20.621	40.846	65,5	52,9
Architecture	4.368	4.981	13,9	6,5
Engineering	5.725	8.450	18,2	10,9
Fashion and industrial design	2.143	3.638	6,8	4,7
Graphic and technical design	1.268	1.883	4,0	2,4
Photography	1.112	2.031	3,5	2,6
Information technology - software and consultancy	3.915	14.771	12,4	19,1
Advertising and communications	2.090	5.092	6,6	6,5
Distribution of cultural products	2.331	5.274	7,4	6,8
Artistic hand made products	2.176	5.303	6,9	6,8
Artisan crafted work	418	1.902	1,3	2,5
Trade	1.758	3.401	5,6	4,4
Total of the standard ICC sectors	31.503	77.197	100	100



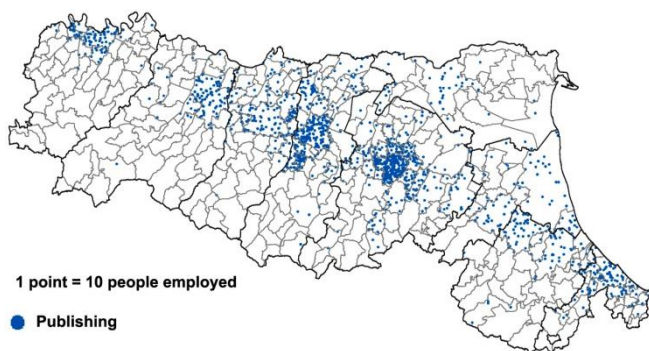
Culture and creativity in the region

Some specialized production and provinces

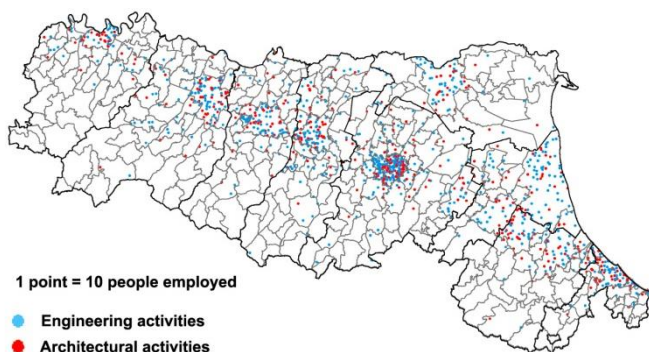
Culture and creativity cluster - Numbers employed in the *Performing arts and leisure sector* (in 2010)



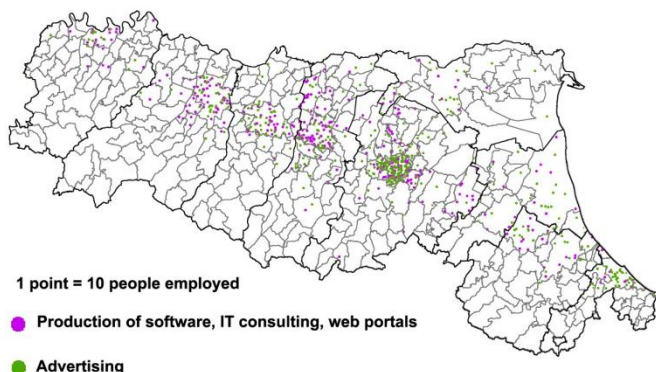
Culture and creativity cluster – Numbers employed in the *Publishing sector* (in 2010)



Culture and creativity cluster – Numbers employed in the *Engineering and Architectural Activities* sector (in 2010)



Culture and creativity cluster – Numbers employed in the *Software production, IT consulting, web portals and advertising* sector (in 2010)



Performing arts and other artistic creations

Other than in Bologna and Modena, a large concentration of numbers employed can be seen in Forlì-Cesena, Ferrara and Piacenza which is in fourth place in the region regarding the numbers employed.

Media and cultural industries

A high concentration in Bologna which has almost 50% of those employed in the sector in the region, followed by Modena, in addition to Parma and Rimini.

Creative Services

With the exception of Ferrara and Piacenza, this sector is spread quite evenly all over the region. Ravenna and Reggio Emilia stand out for their engineering studies.

Bologna maintains top position for creative services connected with information technology, advertising and communications, followed by Modena and Parma.

The culture and creative cluster on an international level

Exports

Databank: Istat - Coeweb

In 2012 exports from our region of products from the cultural and creative industries amounted to around 218.841 thousand Euros. Even though the figures only add up to a residual percentage of total regional exports (0.5%), they still represent the equivalent of 12.4% of national exports from the industry, hence in line with overall exports from Emilia-Romagna being 12.5% of total national exports.

From 2000 to 2012 there was an increase in all sectors: with the exception of the photographic sector and products from libraries, archives, museums and other cultural activities, exports in general increased particularly from the cinema production, video and television programs; music and sound recording sectors and from the creative, artistic and entertainment sectors.

Where we export to

The main area we export to is Europe, with much larger differences than other products exported from the region. To be noted is the still marginal role played by the Far East as a destination area.

Export percentages per destination area as a percentage of the total quota of exports from the cluster in 2012

UE28	84,6%
Paesi Europei non UE	6,6%
America Settentrionale	3,6%
Asia Orientale	2,3%
Altri Paesi	2,9%

The top ten countries we exported to 2012 and variations in the export figures since 2002

Country	Export figures given in thousands of Euros	% Variations 2000-2010
Germany	48.372.199	86,2%
Spain	28.716.127	228,9%
United Kingdom	27.629.138	34,3%
France	27.585.581	17,7%
Poland	13.413.755	1.439,9%
USA	7.031.162	-2,0%
Netherlands	7.019.476	159,4%
Belgium	6.960.208	108,3%
Switzerland	6.692.175	45,4%
Austria	2.832.935	112,5%
Global total	218.841.683	68,3%

Poland and Spain highlight a substantial increase in figures in the last ten years; with the exception of the USA no other non-European country is among the top ten list of export client countries.

Export trends

Export	1995	2008	2009	2010	2012	Var. % 2010-2012	Var. % 2008-2012
Products from the publishing sector	134.901	225.294	156.869	211.862	200.158	-5,5%	-11,2%
Products from the cinema production, video and television programs; music and sound recording sectors	265	4.735	4.169	5.560	13.993	151,7%	195,5%
Products from the photographic sector	954	153	345	417	649	55,6%	324,2%
Products from the creative, artistic and entertainment sectors	1.421	13.869	3.102	5.187	3.933	-24,2%	-71,6%
Products from libraries, archives, museums and other cultural activities	252	2.329	310	109	110	0,9%	-95,3%
Total for the cluster	137.793	246.380	164.795	223.134	218.843	-1,9%	-11,2%

Around 91% of exports from the cluster are from the publishing sector.

The 2010 figures highlight the impact of the international economic crisis; the 2012 data instead shows a return to total export figures close to the pre-crisis levels.

The culture and creativity cluster on an international level

THE MOST IMPORTANT CULTURAL EVENTS IN THE EMILIA – ROMAGNA REGION



Angelica Festival Bologna
International Music Festival and record label
www.aaa-angelica.com



Festival Verdi Parma
Parma and the land of Verdi
www.festivalverdiroma.it/index.html



Argilla Faenza - Ra
Market-fair of ceramic art and crafts
www.argilla-italia.it



Fotografia Europea Reggio Emilia
Photography of various contemporary themes and images
www.fotografiaeuropea.it



Arte Fiera Bologna
International Contemporary Art Fair
www.artefiera.bolognafiere.it



Future Film Festival Bologna
Films, documentaries, books, etc.
www.futurefilmfestival.org



ARTELIBRO Bologna
Art Book Festival
www.artelibro.it



Internazionale a Ferrara
Festival of Journalism held by the weekly current affairs magazine
www.internazionale.it/festival



Baccanale Imola
Wine, food and cultural festival
www.baccanaleimola.it



Meeting etichette indipendenti
Faenza - Ra Festival of Italian Independent Musical and Cultural Producers
www.meiweb.it



BilBolBul Bologna
International comics festival
www.bilbolbul.net



Parma Poesia Festival
Poetry Festival
www.festivaldellapoesia.it



BIOGRAFILM Bologna
Cinema, books, concerts, meetings
www.biografilm.it



Porretta Soul Porretta - Bo
Soul Festival
www.porrettasoul.it



Bobbio Film Festival Piacenza
Cinema, meetings, screenings
www.bobbiofilmfestival.it



Ravenna Festival
Events and performances
www.ravennafestival.org



Bologna Children's Book Fair
Children's book fair
www.bookfair.bolognafiere.it



roBot Festival Bologna
Digital paths into music and art
www.robotfestival.it

DANZA URBANA

DANZA URBANA Bologna
International dance festival held in urban spaces
www.danzaurbana.it



Sagra Musicale Malatestiana Rimini
Musical festival with Glauco Cosmi
www.sagramusicalemalatestiana.it



Ferrara Festival Buskers Ferrara
International festival of Street Musicians
www.ferrarabuskers.com



Santarcangelo dei Teatri Rimini
International Outdoor Theatre Festival
www.santarcangelofestival.com



Festival della Filosofia Modena
Academic lectures and debates
www.festivalfilosofia.it



SMELL Festival Bologna
International Art of Perfume Festival
www.smellfestival.it



Festival Internazionale del Cibo di Strada Cesena - Fc
Gastronomic street food festival
www.cibodistrada.com



VIE Festival Modena
Festival of Contemporary Dance and Performance
www.viefestivalmodena.com

SOME INTERNATIONAL TRADE FAIRS CONNECTED TO THE CULTURE AND CREATIVITY CLUSTER



EXPOPIXEL
www.exopixel.com

Themed fair dedicated to all company and individual professionals that work in the world of digital content, digital production and post-production and animation. The first edition will be held in Bologna in April 2013.



LINEAPELLE
www.lineapelle-fair.it

International exhibition of leather, accessories, components, synthetic leather and designs for footwear, leatherware, leather clothing and furniture held at the Bologna Trade Fair site.



CIBUS
www.cibus.it

Cibus - International Food Fair held at the Parma Trade Fair site

CIBUS TEC
www.cibustec.it

Cibus Tec - Technologies & Solutions for the Food Industry held at the Parma Trade Fair site.

Facilities available to cultural and creative businesses in Emilia-Romagna

Universities and Higher Education

University Degree Courses

- Bachelor's degree in DAMS - Disciplines in Arts, Music and Drama. <http://corsi.unibo.it/Laurea/dams/Pagine/default.aspx>
- Five-year degree in: Visual arts; Cinema, television and multimedia production; Music disciplines; Performing arts disciplines. At the University of Bologna www.dar.unibo.it/attivita-didattica/laurea-e-laurea-magistrale
- Fine Art Academy in Bologna www.ababo.it
- Degree course in: Fashion Culture and Techniques; Fashion. At the University of Bologna, Rimini Faculty www.moda.unibo.it - <http://corsi.unibo.it/magistralemoda>
- Degree course in Industrial Product Design. <http://www.unife.it/interfacolta/design> At the University of Ferrara
- Degree courses in: Journalism and Publishing Culture; Gastronomic Science. At the University of Parma www.unipr.it

Specialization, professional and other courses

- Master's in Show business at the Fondazione ATER and Alma Mater Studiorum of Bologna <http://www.dar.unibo.it/attivita-didattica/master>
- Updating post-graduate course in Economics and Management of Museums and Cultural Services at the Economics Faculty (University of Ferrara) <http://www.mcm-unife.it/>
- Graduate Degree in Innovation and Organization of Culture and the Arts (GIOCA) Alma Mater Studiorum di Bologna <http://corsi.unibo.it/gioca>
- Master's in design, fashion and luxury goods at the Alma Graduate School of Bologna www.almaweb.unibo.it/internationalmba
- Courses in artistic design for business: graphic design, photography, fashion design, design at LABA Rimini - Libera Accademia di Belle Arti of Rimini www.accademia.rimini.it
- Music Academies in Bologna, Cesena (Fc), Ferrara, Parma and Piacenza.

The Polytechnic Network of the Emilia- Romagna Region

<http://formazione.lavoro.regione.emilia-romagna.it/rete-politecnica/approfondimenti/istituti-tecnici-superiori-its>

Technical Training Institutes for:

- Innovative technology and cultural activities www.fitstic.it
- Innovative technology for heritage and cultural activities - tourism and well-being www.its-rimini-turismoebenessere.it

For the catalogue of Higher Education in the Emilia-Romagna Region: www.altaformazioneinrete.it

Educational Institutes

Fields covered: art, graphic design and communications, fashion, footwear and design

"Aldini-Valeriani-Sirani" Bo, "F. Arcangeli" Bo, "Malpighi" Crevalcore-Bo, "Fantini" Vergato-Bo, "G.Vallauri" Mo, "Venturi" Mo, "Villauri" Carpi-Mo, "G. Galilei" Mirandola-Mo, "G. Chierici" Re, "Nobili" Re, "Toschi" Pr, "P. Levi" Pr, "B. Cassinari" Pc, "G.B. Aleotti" Fe, "G.Ballardini" Faenza-Ra, "Isia (Ist. Sup. per le Industrie Artistiche)" Faenza-Ra, "Fellini" Riccione-Rn, "Serpieri" Rimini, "Liceo Artistico e Musicale" Fc, "Saffi-Alberti" Fc, "M. Curie" Savignano sul Rubicone-Fc.

Training Institutes

- **CARPIFORMAZIONE** www.carpiformazione.it
- **CENTO FORM** www.centoform.it
- **CENTRO SERVIZI PMI** www.cspmi.it
- **CERCAL** www.cercal.org
- **CNOS FAP** www.cnos-fap.it
- **DINAMICA** www.csa.it
- **ECIPAR** www.ecipar.it
- **Fondazione Ater** <http://www.ater.emr.it/>
- **Fondazione Aldini - Valeriani** www.fav.it
- **Fondazione En.A.I.P.** www.enaiprimini.org
- **IAL** www.ialemiliaromagna.it

Research and Innovation

High Technology Network - ICT & Design Platform

<http://www.aster.it/tiki-index.php?page=IctDesign>

CIRI ICT

Interdepartmental industrial research centre at the University of Bologna that works on information and communication technologies aimed at the promotion of technological transfer and supporting innovation within large, medium and small sized enterprises in the region.

www.ciri-ict.unibo.it

Laboratorio CROSS- TEC

Laboratory that works on interoperability technology, company networks, design methodology in the cad/cam field and new production techniques.

www.cross-tec.enea.it

LabICT PA

ICT laboratory that works on the Public Administration field, promoted by the Emilia-Romagna Region and coordinated by Lepida Spa. It is aimed at creating prototypes, services and products, all highly innovative, in order to meet the demands of the regional PA system, optimizing the use of the telecommunication infrastructure available: the Lepida and ERrete networks.

Laboratorio RFID&VIS-LABS

Interdepartmental research centre at the University of Parma which focuses on technological transfer and industrial research on cutting-edge technology, in particular RFID - Radio Frequency Identification technology and computer vision in various industries particularly among mass consumption sectors, textiles, fashion, clothing and intelligent urban mobility and logistics.

<http://rfid.vislab.it/>

Laboratorio Softech-ICT

Interdepartmental industrial research centre at the University of Modena and Reggio Emilia that promotes, coordinates and carries out applied research and technological transfer projects in the ICT, electronic, automated, telecommunication sectors and corresponding organisational and business models.

www.softech.unimore.it

Centre for audiovisual development and technological innovation

Centre run by the Cineteca di Bologna - Film Institute - which provides support for companies by supplying information, training, consultancy and promotion within the audiovisual sector.

www.cinetecadibologna.it/centro_sviluppo

Cineca

Inter-university Consortium that works in the multimedia sector offering support to the scientific community and setting up management systems and support services for Universities and the Ministry of Education, Universities and Research.

www.cineca.it

Invest in Culture and Creativity in Emilia-Romagna

For further information:



www.investinemiliaromagna.it
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