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## **Among the events, EVENTS: Milan Expo 2015, Ravenna European Capital of Culture 2019**

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Since 2009, expenditure in communications, sponsorship, advertising and promotion in the various sectors of culture and production has been greatly reduced.

A fall in investments that has not spared events: from meetings to conventions, from congresses to convivial encounters, from trade fairs to conferences.

In 2011 expenditure dedicated to this sector by financiers as part of their budget did not go beyond 930 million euro, 8.8% less than in 2010, after the two years of decline that followed the sharp increase of 2008 (which amounted to 1.3 billion euro).

However, analysing this data in detail, it is clear that funding for events decreases less than for other sectors. In particular, funding for web-based communications gain market share at the expense of those using other means: namely TV and print advertising.

Out of a survey of 300 businesses, investment forecasts are optimistic.

For 2012 and for this year investments are expected to grow steadily: +31% to reach a quota of 1.22 billion euro.

This means that the sector is preparing to provide new employment opportunities for new graduates.

In addition, the market is rapidly renewing itself and will therefore need more young people.

Among the events, the two significant international EVENTS (a term written deliberately in capital letters), involving Milan and the Lombardy region "Milan Expo 2015", and Ravenna with the Emilia-Romagna region "Ravenna European Capital of Culture 2019", play a particular role in enhancing the value of what the territory expresses atavistically and currently. This "valorization" makes it possible to attract investments which can determine economic regeneration, highlighting the importance of Cultural Events, not only in terms of reputation and image, but also based on the belief that today culture is a raw material in the value chain of cultural assets, and thus endows it with an economic sense. This expresses the concept of territorial marketing.

Moreover, the key words of the Expo theme are FOOD, ENERGY, PLANET, LIFE and represent a journey that starts from traditions and reaches the confines of the future.

As regards Ravenna's application to be the European Capital of Culture 2019, it should be noted that the cultural heritage and life of the past are important elements and represent the starting point for improving cooperation in the cultural sector and promoting dialogue at a European and international level.

It is important to underline the recognition the city of Ravenna has recently received by being included as one of the candidates in the short list of six Italian cities: Cagliari, Lecce, Matera, Perugia-Assisi, Ravenna and Siena and from which the European Capital of Culture 2019 will be chosen in the last quarter of 2014. Cities that were excluded were: Venice-Triveneto, Vallo di Diano and Cilento, Taranto, Mantua, Caserta, Palermo, Aosta, Erice, Reggio Calabria, Urbino, L'Aquila, Bergamo, Grosseto, Syracuse and Pisa.

In the presentation of the two events the following topics are discussed – travel, traditions, the future, heritage, the past, dialogue at European and international level. The past, in particular is discussed and how much it has bequeathed to the present so that provision can be made – in relation to progress made in science, technology and new cultural, ethical and social parameters – to pass it on to the future: "The rational study of history, therefore, prepares to understand, in light of the past, the present, which has in it the seed of the future".

In particular, the union between past, present and future is evident in the Logo of the "Ravenna 2019" the importance of the historical and cultural value of the territory that hosts it.

In this logo, therefore, there is a piece of mosaic, that celebrates Ravenna as the "City of Mosaics", with 8 monuments included in the "World Heritage List" under the protection of UNESCO; owing to their uniqueness, they are points of excellence in its cultural, landscape and natural heritage and its representation worldwide.

Mosaics are not only a legacy of the past but also a source of inspiration for contemporary artists. In fact, Ravenna hosts the INTERNATIONAL FESTIVAL OF CONTEMPORARY MOSAIC.

Another key element, common to both events, is the "Person", as made evident in Expo 2015, who uses his particular characteristics by demonstrating his creativity, to improve cultural cooperation and promote dialogue at European and international level, as made evident in Ravenna 2019.

Hence the importance of the "education of a Person", and consequently, focusing on the fundamental objective of training young people, a rigorous training abreast with the times.

It is precisely regarding the education of young people that it is interesting to understand how they see their future. An international survey, provided the answer to the following question "What word in your opinion best describes the element that is going to be important to you in the years ahead?"

The response came from 700 undergraduates, graduates and post graduates enrolled in master degree courses aged between 18 and 30 years, from 153 universities in 28 countries. Four months after the online initiative was launched, a jury selected the ten leading ideas – and somewhat surprisingly, given the times – the results showed a boost of optimism. The ten guiding ideas were:

- flexibility
- honesty
- empathy
- innovation
- curiosity
- perseverance
- simplicity
- a change in perspective
- humility
- fraternity

The question was also put to the students of the First Level University Master Degree “Planning and promotion of artistic and cultural events”, academic year 2012-2013. The students gave the following answers and corresponding reasons, as follows:

**FULFILLMENT** Personal satisfaction with respect to the objectives and position reached is essential to live a fulfilling life and provide the stimulus to constantly strive towards achieving further goals.

**OPPORTUNITY** The availability of a wide range of choices makes it easier to find the ideal solution for oneself.

**SATISFACTION** Feeling satisfied with respect to one’s existential and work situation is a key point in leading a successful life.

**INNOVATION** In order to seize new challenges and opportunities, in both individual and human and work relationships, where innovation should involve all parties.

**ACKNOWLEDGEMENT** Proper attribution of personal merit is essential both as testimony of respect in order to preserve self-esteem and to have confidence in the future.

**INDEPENDENCE** The greatest possible fulfillment is in being able to live thanks to what one has invested in.

**STABILITY** It is not a condition that can be claimed immediately, but later on, is essential for maintaining one’s equilibrium and provide the chance of laying foundations for future plans.

**STIMULUS** Leading a challenging existence is essential for maintaining the right level of interest and commitment in the activities one performs and for proceeding through the course of one’s life.

**SERENITY** This is what derives from and influences all the above-mentioned points, giving space to the possibility for planning, human exchange and constructive dialogue.

An additional idea can be added to the above, that of Creativity.

Creativity is a term that generally means the art or the cognitive ability of the mind to create and invent, thanks to imagination and innovation.

The definition provided by Henri Poincaré: “Creativity is to combine existing elements with new connections that are useful”, introduces the categories of “new” and “useful” to describe creative activity in society and history. The “new” is relative to the historical period in which it is conceived; the “useful” is connected with understanding and social recognition. New and useful adequately represent the essence of the creative act: an overcoming of the existing rules (the new) which establishes an additional shared rule (because it proved to be useful).

In the “White Paper on Creativity” moreover, produced within the Commission on Creativity and Cultural Production in Italy (Decree, November 30th 2007), the Ministry for Cultural Heritage and Activities, it clearly states that: “Creativity and Culture are an inseparable combination, a successful mechanism that can place the country in a strategic shift in the international process of globalization.”

It is this creativity that also plays an important part in the work of different professional figures, among which can be included the “event manager” or the “eventologist”.

Thus, creativity becomes a profession, in a sector that is undergoing a profound change, the sector of artistic and cultural events, marked by the crisis, but also open to opportunities offered by a radical change in scenery.

This professional figure is an increasingly specialised and transversal one, with the ability to build communication strategies and to operate across multiple media platforms, effectively bringing together the diverse languages involved and creating potential.

The characteristics on which to focus, to build these professional skills which feature creativity, have followed a significant evolution by capitalising on multimedia.

The characteristic of “creatives” is curiosity: “they have to understand and anticipate reality. And they must know “how to amaze”, by immediately taking on any challenge and working as a team”.

The course of study varies according to the roles: professional figures connected with creativity relate to and draw inspiration from career opportunities in both the artistic-cultural sphere and the business sphere.

The main channel for recruiting professionals in the sector is by word of mouth, but to take the first steps as a creative it is often indispensable to acquire experience from a work placement, job opportunities that present themselves periodically throughout the year.

Creativity and specialisation therefore, determine a change in the profile of the event manager. If at first they were people who knew it all, who organised and managed the event from its conception to its completion, today they must be able to satisfy the different requests and needs in the market as skilled professionals specialising in different areas. As such, the professional is:

- the expert who studies, develops and controls the scientific content of the event;
- the account manager, who interfaces with the client;
- the logistics expert, who identifies the geographic location and the hotels;
- the project manager, who processes the project;
- the person with operational responsibility for handling the event.

But it is equally true that those who deal with events to promote the territory, continue to bear the persistent heterogeneity of skills required of an event manager.

The role of event manager, must have as its main objective that of creating a partnership with the agencies who will handle the event. To these, he will give a brief, expecting to receive proposals and solutions, paying particular attention, however, to costs. Hence the importance of specific training Courses and Masters, providing qualified scientific content which must meet specific standards of quality.

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the importance of specific training courses and masters that provide qualified scientific content, which must meet specific standards in quality.

These issues and requirements are among the goals and objectives of the Master Degree in “Planning and promotion of artistic and cultural events”, taught at the Department of Cultural Heritage, Alma Mater Studiorum University of Bologna (Ravenna Campus).

In conclusion, in referring to Ravenna’s application to be European Capital of Culture 2019, the importance of focusing on the excellence of the surrounding area must be emphasized. In principle, this refers to the assets included in the “World Heritage List” placed under UNESCO protection and for which the Law of 20th February 2006, No. 77 (published in the Official Gazette No. 58 of 10th March 2006) points out:

“The Italian sites included in the “World Heritage List” under the protection of UNESCO are for their uniqueness, points of excellence in its cultural, landscape and natural heritage and in its representation at international level”.

But it is just as significant to highlight among the excellences the Department of Cultural Heritage.

In this regard, it is important to evidence the contribution that the Department, as a structure which is part of the University of Bologna, classified among the top Italian Universities for many years in international rankings, can give to the Events in Ravenna:

- the very presence of the Department which appears unique in the national framework and by combining experience, expertise and cultural backgrounds of both a humanistic-philological and technical-diagnostic-conservative nature, carries out training and research aimed at the protection and valorization of cultural heritage in the Ravenna area and also nationally and internationally;
- discoveries of international significance: the scroll of the oldest Hebrew Pentateuch in the world; the attribution of the bones of Caravaggio; the reconstruction of Dante’s face; the excavations to identify the remains of Mona Lisa (Gioconda);
- the Diagnostic Laboratory for Cultural Heritage – indicated by the Ministry for Cultural Heritage and Activities and Tourism, by the National Institute for Foreign Trade (ICE) and by Change Performing Arts (an international company that organises artistic and cultural events) among the institutions of excellence in Italian public and university systems – which carries out research on a national and international level and in so far as Ravenna is concerned: the Art Museum of the City of Ravenna, the Mausoleum of Theodoric, the Archives of the Chamber of Commerce of Ravenna, the Malatesta Fortress of Montefiore Conca, the Dante Centre of the Friars Minor Conventual of Ravenna, the Federation of Cooperatives of the Province of Ravenna, the Casanetense Library of Ravenna and the Oriani House Library;
- the Journal, “Conservation Science in Cultural Heritage” published by universities, institutions, national and international research centres and present in international platforms with international certification.

This then, is how, in reference to the conceptual term “Creativity”, the Ravenna Events are able to bring together all this, that is to fully unite its inherent cultural and historical value with the appropriate and effective organizational aspects for the enhancement of its own territory, focusing on its excellence and projecting its atavistic reality into the future.