



## ARTISTIC: t2i TOGETHER WITH PRODUZIONI DAL BASSO PROMOTES 5 PROJECTS FOR THE VALORISATION OF CULTURAL HERITAGE

*The initiatives can be supported through crowdfunding  
The press conference was held on Zoom on Thursday 7 May*

Treviso, 7 May 2020 - t2i - Technology Transfer and Innovation - consortium company dedicated to innovation, founded by the Chambers of Commerce of Treviso-Belluno, Verona and Venice-Rovigo - promotes the European ARTISTIC project, aimed at enhancing the intangible cultural heritage in [partnership](#) with [Produzioni dal Basso](#), the first Italian crowdfunding and social innovation platform.

Although Italy is a country characterized by a multi-millennial tradition of artistic production, the level of success and sustainability of cultural activities is often quite low, also due to the lack of public funding dedicated to culture and mismatch skills of operators and intermediaries. ARTISTIC is a project of the **European program Interreg CENTRAL EUROPE** (European Regional Development Fund) created precisely to make intangible cultural heritage initiatives economically sustainable and more usable by the public. Development of strategic skills, ability to acquire funds to support entrepreneurship and adaptation of creative ideas to the expectations of potential investors are some of the aspects that ARTISTIC aims to enhance. The peculiarity of this European project lies in the identification of crowdfunding as a resource for the growth of valuable cultural initiatives, while promoting networking with similar international experiences and encouraging the engagement of citizens.

Active in 8 different Central European countries and participated by 12 national and regional bodies, **ARTISTIC has its European leading partner in t2i. The initiatives** that t2i now accompanies to the crowdfunding phase - after a careful screening carried out by an international Advisory Board on the basis of the cultural value of business ideas and their economic sustainability - **are five**. The chosen initiatives are the following:

- **“[Leo alla scoperta del Veneto](#)”** (Leo discovering Veneto), the editorial project of **Archeocomics** which aims to promote and disseminate, through the fun language of comics, the intangible cultural heritage of Veneto among children and young people. The construction of a shared identity responds to the need for social inclusion, a crucial imperative in today's multi-ethnic society: the aim of the project is to ensure that this message of sharing and valorizing the differences can reach even the youngest, helping them in their path of civil growth. It is a project of a startup company;
- **“[Coloramisù](#)”** is the project created to enhance the artistic heritage of city of Treviso, known in the past as "Urbs Picta" for the beautiful fresco decorations that decorated the external walls of its city buildings. With the fundraiser, the initiative aims to virtually recreate the pictorial treasure of the city, setting up art workshops on fresco techniques and a videomapping of Treviso's artistic jewels. The project is

promoted by **the Gioiosa et Amorosa association**, which has been operating for some time in the Treviso area;

- With **Diversamente in Danza** it is possible to become co-producers of the show **“Punte di Gesso. Fiocchi di Neve”**, inspired by the tale of the Veronese writer Silvia de Meis, a story on how dance allows you to overcome your limits, how diversity always represents a creative resource, and how the sixth art can also give rise to friendships that go beyond any prejudice. It is an association that already operates in the Verona area;
- Veneto has a long tradition of popular songs, one of the most ancient and at the same time most fragile artistic expressions. **“Canti per non dimenticare”** (Songs not to forget) is the name of the project carried out by the chorus of male voices **El Moreto** to raise awareness of the new generations on this vast cultural heritage through the rearrangement of the traditional singing repertoire, in order to make it more modern and fresh and without compromising its original message and authenticity. Through the crowdfunding campaign the choir - which, thanks to the activities of the ARTISTIC project has recently formed an association - wants to produce its first CD;
- **“Shakespeare Week**, finally, is the project presented by Casa Shakespeare, the theater production company that performs - in Italian and in the original language - the works of the Bard of the Avon in the city of Romeo and Juliet. The goal of the fundraiser is to create Shakespeare Week as an interactive theater event, capable of involving the public online and transporting it to the Elizabethan atmosphere. It is an association that already operates in the Verona area.

The crowdfunding to support each of these five projects is hosted on the **Produzioni dal Basso** digital platform, whose managing director, **Angelo Rindone**, declares: *« At this stage we are committed to favoring the birth of new territorial partnerships, such as this with t2i in Veneto, for the realization of the campaigns born in the context of the ARTISTIC project in Italy. The commitment of our platform is to welcome communities and promote social and cultural business projects, with particular attention to initiatives that can generate a positive impact »*

*«In t2i we believed in the value of ARTISTIC even before the country was hit by the coronavirus - declares **Roberto Santolamazza**, director of **t2i** - This initiative shows its value still more now, in a context in which we should all look to the future in creative way. Often culture and innovation are considered as contrary and alternative ideas, instead the promotion of the local intangible cultural heritage, strengthened by project management skills and made concrete by a winning business idea, can and must become an important growth driver for our community».*

With the promotion of ARTISTIC, t2i and Produzioni dal Basso therefore want to provide a **concrete signal of support for cultural business in Italy**, an authentic "oil" spread throughout the national territory and too often forgotten. **Investing in the historical-artistic heritage of our communities must become an important driver of social and economic growth**: what happens in this difficult phase we are going through due to the coronavirus emergency represents an opportunity for redemption and revenge with a great symbolic value, because it allows to draw from the roots, with the help of all, the strength and courage to rethink tomorrow.

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**Produzioni dal Basso** is the first crowdfunding platform created in Italy in 2005 by Angelo Rindone. It represents the largest Italian community of reward based and donation crowdfunding and one of the most important European realities in the panorama of the sharing

economy. It counts more than 4600 funded projects, for a collection that has exceeded 12.4 million euros and over 250 thousand registered users

**t2i - Trasferimento Tecnologico e Innovazione** is the consortium company of the Chambers of Commerce of Treviso-Belluno, Verona and Venice-Rovigo dedicated to innovation. It supports companies in making innovation a continuous process as a fundamental lever to regain competitiveness on the markets, accompanying them in the definition and development of innovation paths. Its services include professional training, research and development, startup incubation, enhancement of intellectual property and laboratory certification

#### **Press office contacts**

##### **t<sup>2</sup>i trasferimento tecnologico e innovazione**

*Community - Strategic Communications Advisers*

*Nello Bologna*

*Lorenzo Gherlinzoni*

[nello.bologna@communitygroup.it](mailto:nello.bologna@communitygroup.it) - 0422 416108 - 345 9375248

[lorenzo.gherlinzoni@communitygroup.it](mailto:lorenzo.gherlinzoni@communitygroup.it) - 0422 416108 - 344 0770007