



ArtS – Skills for the Creative Economy

R8.6 ArtS project

WP8: Dissemination

Author: MELTING PRO



Project information

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Document history

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Melting Pro organized the final event in Rome the 14 of March as a moment to reflect on the importance of creative skills for the development of the enterprises in the sector, the competitiveness of the territories, the revival of employment, the empowerment of young people and the building of open and inclusive communities.

We discussed the value of creativity as a key to understanding and constructing new scenarios, capable of transforming a path of individual growth into a broader process of social development.

The European perspective was the event added value. European and international experiences cannot be ignored if we want to innovate national and local systems.



Programme

16.00–16.20 Caffè di benvenuto e registrazione/Welcome Coffee and registration

16.20–16.30 INTRODUZIONE E SALUTI/WELCOME AND INTRODUCTION

Ludovica De Angelis - Melting Pro

Giorgia Turchetto - Fondazione Esclusiva

16.30–17.45 STRATEGIE, POLITICHE E PROSPETTIVE/STRATEGIES, POLICIES AND PERSPECTIVES

Simona Bielli - Nesta Italia

Carlo Borgomeo - Fondazione con il Sud

Gian Paolo Manzella - Regione Lazio

Fabio Mazzeo - Fondazione Esclusiva

Florinda Sajeva - Farm Cultural Park, SOU

Domenico Sturabotti - Fondazione Symbola

Introduce e modera/Introduces and moderates

Maura Romano - Melting Pro

17.45–18.30 ESPERIENZE SUL CAMPO: PAROLA AGLI OPERATORI

FIELD EXPERIENCES: CULTURAL OPERATORS' PERSPECTIVE

Eugenia Ferrara - Fondazione Golinelli

Gaetano Giunta - Fondazione Comunità di Messina

Paolo Nardi - Cometa Formazione

Giorgia Turchetto - Fondazione Esclusiva

Introduce e modera/Introduces and moderates

Francesca Neri - Fondazione Esclusiva

18.30–19.00 ARTS FOCUS: PAROLA AI PARTNER/ARTS FOCUS: PARTNERS' PERSPECTIVE

Silvia Fanti - Fondazione Villa Montesca (Italia/Italy)

Katerina Kostakou - Eurotrainig (Grecia/Greece)

Maria Smyrniotaki - Swiss Approval (Grecia/Greece)



19.00–19.30 COMPETENZE IN GIOCO: PAROLA AI GIOVANI CREATIVI

CULTURAL SKILLS: YOUNG CREATIVES' PERSPECTIVE

Storytelling curriculare degli artisti. Panoramica a 360 gradi delle esperienze formative e professionali dei giovani coinvolti, dagli studenti in erba ai talenti affermati, attraverso brevi pitch di alcuni minuti come vetrina delle proprie produzioni e attività artistiche. Parteciperanno i talenti creativi di Esclusiva Design e gli studenti del percorso formativo del progetto europeo Arts. Skills for the creative economy, della Link University e delle Masterclass della Fondazione Esclusiva a testimonianza di differenti percorsi di crescita e occupazione.

Artists' storytelling. Exclusiva Design's creative talents and students from the Arts project course, Link University and Exclusiva's Masterclass will pitch their artistic productions to showcase their educational and

The program included moments of reflection through storytelling and moments of experimentation that actively involved young creative people.

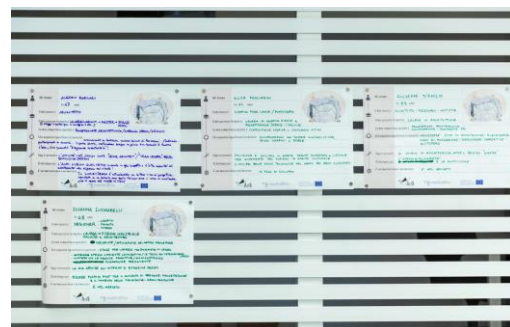
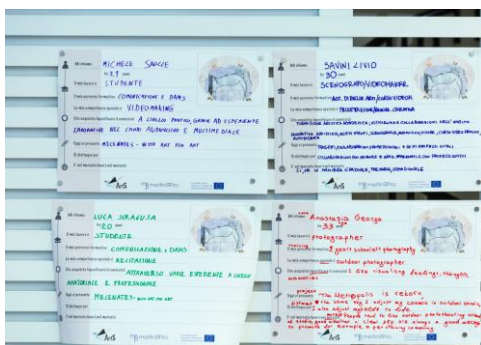
Specifically, the event gave the opportunity to the Arts project trainees to present and exhibit their work prepared by the learners themselves, as an exercise of effective networking.

We ask them to pitch their artistic productions to showcase their educational and professional experiences through the *elevator pitch* – a tool we gave to prepare the session.



An **elevator pitch** is a short description of an idea, product, or oneself that explains the concept in a way such that any listener can understand it in a short period of time. This description typically explains who the product/company is for, what it does, why it is needed, and how it will get done. The name—elevator pitch—reflects the idea that it should be possible to deliver the summary in the time span of an elevator ride, approximately two minutes.

The pitch reached the widest possible pool of stakeholders (artists, culture and creative sector businesses, policy-makers, VET providers, youth organizations, software developers, social enterprises, etc.) and audience, as the people invited to the conference where representative of the CCS broadly.



Within the meeting we set up **two digital corners** to showcase the product of the artists/trainees who were not able to attend the conference. These works are available also on the Arts Facebook page.



IMPACT

More than 130 people enrolled to the event created with EVENTBRITE + 20 people registered themselves to the conference without Eventbrite (see list in attachment).

The conference was streamed on the Arts Project Facebook page (1142 like)

the art works were published on the Facebook page reaching **more than 1000 people**

1) <https://www.facebook.com/1418974745078892/videos/1772483469728016/>


2) <https://www.facebook.com/1418974745078892/videos/1772531613056535/>

3) <https://www.facebook.com/1418974745078892/videos/1772542209722142/>


4) <https://www.facebook.com/1418974745078892/videos/1772565466386483/>


5) <https://www.facebook.com/1418974745078892/videos/1772572973052399/>

6) <https://www.facebook.com/1418974745078892/videos/1772585153051181/>

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Digital Corner #1 at Arts Space! This video was shown during the event in Rome, the 14 of March. Many artists shared their artworks. We thanks: LIVIO SAVINI, MATTEO CAPOZUCCA, LUCA SIRAGUSA, MICHELE SAULLE, ANASTASIA GEORGA, DORA GRIGOROPOULOU, ANTONIS KORETELIS.....Enjoy!



 **1,069 people** reached Boost Again

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This report is completed with the following supporting documents:

- Conference invitation
- Programme
- List of participants