



Venti di Cultura

Venice (Italy)

Presentation

Stockholm, September 28th-30th



Established in 2006, the not-for-profit Association **Venti di Cultura** promotes inter-cultural exchanges along the European shores, supporting institutions and people interested in the cultural heritage of the Mediterranean and of the European coasts.

Founded and based in Venice, Venti di Cultura considers the **Lagoon** as a global entity, a mix of cultural and natural resources but also full of contradictions.

According to the Council of Europe's Framework Convention on the Value of Cultural Heritage for Society (the Faro Convention) which links the concept of the "common heritage of Europe" to human rights and to the fundamental freedoms, Venti di Cultura aims to **link local communities to the Venice Lagoon to build an environment where citizens are willing to express their cultural belonging.**

Venti di Cultura act as a **facilitator** for the transformation of the territory activating processes of identification with the place, enhancing residency and attracting new people.

Venti di Cultura connect project activities with the environment of local associations/events using **cabotages for educational/cultural purposes and sharing knowledge on the role played by urban waterfronts/river banks across Europe in transforming the territory through practicing art and culture in public spaces.** In particular, since 2009, Venti di Cultura is managing, along the edges of the Lagoon of Venice, a cultural water-route, **Lagunalonga.**



Venti di Cultura participated in the following European projects:

- "**TECCN Cultural territorial network for citizens**", Grundtvig LLP 2009/2011, dedicated to the enhancement of local cultural resources, such as the material and immaterial heritage of local museums, environments, and productions.
- "**River of Opportunities**" (Grundtvig LLP 2013/2015) dedicated to the European associations that are managing cultural festivals along the riverfront of the European capitals.

Moreover, in its years-long activity, Venti di Cultura aimed to tie together many of the different 'souls' of the Venice Lagoon (either the network of local cultural resources or manufacturing, environmental, material and immaterial heritage museums) in collaboration with the institutional actors who inhabit it, either municipalities or the many associations of citizens who express the cultural heritage.

As a result of its action, Venti di Cultura coordinated the participation of several local administrations in the **Committee for the EcoMuseum of the Lagoon**, as an example of a participating process to foster, socially and economically, local communities and to promote cultural heritage as driver of the local community.



Venti di Cultura role in I_IMPROVE project:

- partner for IO 1 - Adapting a digital Platform
- Partner for IO 3 - Analytical Report for Policy Makers
- paramount for the data collection of IO1
- presentation of the data for IO 3
- hosting transnational project in Venice in 2020
- Attending partners meeting

Expectations:

Venti di Cultura aims to gather, during the project life and in collaboration with the European partners, a suitable methodology to raise awareness in the role and power of culture and art in building participatory processes for the use of urban waterfront as public spaces. In particular, we would like to apply the experience and knowledge learned during the project to the area of the old Arsenal in Venice, important heritage of the past that is still looking for a better integration with modern life.

TRIVIA

Any place where we can learned best practices and inspiring experiences.



Francesco Calzolaio

is an architect, expert in the transformation of industrial heritage. He is founder of Venti di Cultura, member of ICOMOS, Faro Venezia, Europa Nostra EHC Committee. He was recently involved in the Office of World Heritage Site “Venice and its lagoon” in Venice, besides managing a cultural offer of slow tourism on waterways within the Venice Lagoon.

Marta Moretti

is a freelance journalist, with a history major background. She has been working for 25 years in an research association based in Venice and devoted to urban issues, in particular to the relationship between water and city, at international level. She is now working for the public company in the communication area (city marketing and organization of traditional events in Venice).