

man  
tova  
2019

Candidate  
City  
for European  
Capital  
of Culture

APPLICATION  
FOR THE TITLE  
OF EUROPEAN  
CAPITAL OF  
CULTURE 2019



Camera di Commercio  
Mantova



Regione Lombardia

man  
tova  
2019

candidate city for european capital of culture

[www.mantova2019.eu](http://www.mantova2019.eu) [www.facebook.com/mantova2019](http://www.facebook.com/mantova2019)

<b>2</b>	<b>CHAPTER I</b>	<b>BASIC PRINCIPLES</b>
<b>27</b>	<b>CHAPTER II</b>	<b>STRUCTURE OF THE PROGRAMME FOR THE EVENT</b>
<b>52</b>	<b>CHAPTER III</b>	<b>ORGANISATION AND FINANCING OF THE EVENT</b>
<b>67</b>	<b>CHAPTER IV</b>	<b>CITY INFRASTRUCTURE</b>
<b>74</b>	<b>CHAPTER V</b>	<b>COMMUNICATION STRATEGY</b>
<b>76</b>	<b>CHAPTER VI</b>	<b>EVALUATION AND MONITORING OF THE EVENT</b>
<b>79</b>	<b>CHAPTER VII</b>	<b>ADDITIONAL INFORMATION</b>
<b>81</b>		<b>APPENDIX - MANTOVA2019 PROGRAMME</b>

## 1

Why does the city which you represent wish to take part in the competition for the title of European Capital of Culture?

What, for it, would be the main challenge of this nomination? What are the city's objectives for the year in question?

## BASIC PRINCIPLES

Mantova2019 offers Italy and Europe a pioneering vision of a smart city on a *human* scale, not focused on the latest transportation, technology and energy infrastructure typical of the smart cities that have sprung up over the last 10 years. Mantua is therefore a truly contemporary city, with powerful ties to its historic roots, the civility of its citizens, its local manufacturing and agricultural heritage, which benefits from a new model of urban participation that ensures high living standards enabling human and social development for its people and businesses.

Mantova2019 represents a model of cultural planning and cultural production, artistic experimentation, restoration of historic assets and cooperation between institutions, associations and the voluntary sector, that aims to create a web of knowledge and know-how immersed in an environmental, natural and monumental ecosystem without parallel as a driver of business, jobs and social inclusion.

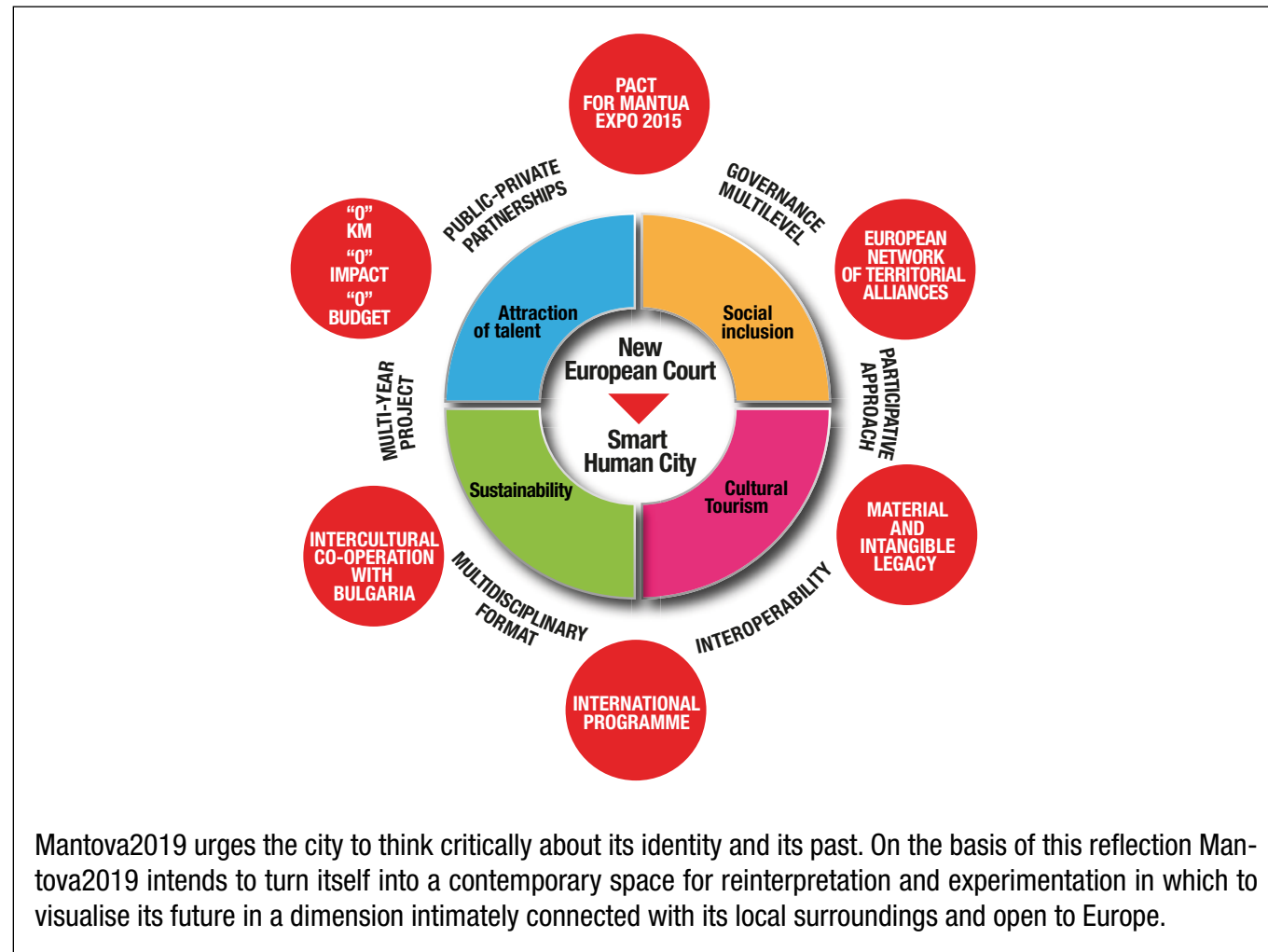
Mantova2019 will make Mantua, with its 50,000 inhabitants, the smallest European Capital of Culture, whose monumental, artistic and cultural offering is comparable in breadth and quality only to that of genuine demographic, historical and political capitals. A revolutionary model-symbolic and at the same time meticulously planned-of today's *Ideal City*, a direct descendent of the Renaissance *Ideal City* combining beauty, public engagement and social organisation.

In Mantova2019's holistic vision of a new Renaissance, the town represents a *Smart Human City*, a contemporary legacy of the Gonzaga *European Court*, pointing to a future built around attracting talent and cultural tourism, social inclusion and sustainability, governed by a mixture of tailor-made political and administrative instruments, openly and transparently monitored and funded through public-private partnerships.

Mantova2019 will be a strategic tool for cultural and social development, education and local/global dialogue which can inspire hundreds of Italian and European cities of a similar size. A multidisciplinary and cosmopolitan model that each year-from 2014 to 2019 and beyond-will generate a programme of artistic, educational and recreational events embracing museums, books, theatre, music and film, for an audience of cultural tourists and families, with targeted offerings for various groups: women, LGBT, children, the under 30s, ethnic, linguistic and religious minorities, the elderly and the disabled.

Mantova2019 intends to promote *smart urban development*, and produce human and social capital on a new technological and intangible infrastructure to foster links between the cultural bodies and associations of Mantua, Greater Mantua and the Macro-region, reducing the fragmentary and molecular character of the cultural enterprises (See CHAPTER III, question 1) and leaves a tangible and intangible legacy in the form of restored historic assets and contemporary expressions of artistic, creative and social experience.

### THE CONCEPTUAL FRAMEWORK OF MANTOVA2019



## 2

Explain the concept of the programme which would be launched if the city was nominated European Capital of Culture?

### Mantova2019 rests on 4 pillars:

- 1) A European network of territorial alliances;
- 2) An integrated programme of events on the “New European Court - Smart Human City” theme;
- 3) A self-funded budget;
- 4) 0 environmental impact.

### 1) Mantova2019 offers an experience of the European dimension of culture.

The Mantova2019 project is built not on a framework of formal institutional/administrative relations, but on itineraries of arts and craftsmanship, places of worship, partnerships, artistic, literary, musical and theatrical communities revolving around a city which plays an active regional, macro-regional, national and European role, connecting tens of millions of citizens, hundreds of cities and regions stretching thousands of kilometres from the Middle East to Northern Europe:

- the green belt and the Gonzaga residences of Greater Mantua;
- the Padana courts from Piedmont and Emilia to Veneto, Tuscany and Trentino;
- cultural routes leading from Europe to Mantua;
- Etruscan, Roman, Christian and Jewish Mantua.

Mantova2019 has developed a model of cultural governance built on a decade-long museum and art system which connects the city with the surrounding territory. The current Cultural District project (Gonzaga Palaces and Dominus) is a paradigm for a mechanism which brings together under a single direction the various (public and private) levels of participation and funding, managing flows and processes, planning of arts and culture, and the tools and channels of communication.

### 2) Mantova2019 is creating a programme of internationally attractive events of great contemporary interest.

Mantova2019 is creating an integrated programme of events built on the 4 pillars of the “New European Court - Smart Human City” theme:

- Attraction of talent: an innovative reinterpretation of Renaissance patronage and the developments of the material culture;
- Cultural tourism: communicating and enriching the excellence of its architectural, monumental and natural assets;
- Social inclusion: furthering the values of tolerance and inclusion rooted in the cosmopolitanism of the Renaissance Court which inspired the English, French and German courts to welcome and respect ethnic, religious and social diversity;
- Sustainability: renewing the tradition of ‘good living’ in a smart city on a human scale.

Mantova2019 gives a contemporary meaning to 4 key-concepts of the Renaissance Court:

- a) **gender**: the Gonzaga women played a vital role in the affairs of the dynasty and the construction of its cultural identity and historical fortunes;
- b) **design/creativity** as exhibited in the Gonzagas' particularly pioneering commissions in the arts: ranging from the celebrated workshop of Giulio Romano to the early luxury manufactures;
- c) **the relationship between architecture and environment/sustainability**, as seen in the landscaping projects and the creation of rural architectures of inestimable value;
- d) **cosmopolitanism and multiculturalism**: The theme of cosmopolitanism and interculturality of the great courts is an element which can activate a wide-ranging tourist circuit with huge evocative and attractive potential. After all, the French, English and German courts were inspired by the great courts of Northern Italy.

### 3) Mantova2019 has a '0 balance' budget for Mantua, Italy and Europe Citizens.

Mantova2019 - with little more than 300 million euros in infrastructure investment, organisational costs and running expenses - will balance its incomings and outgoings, thanks to:

- cultural exchanges, itinerant exhibitions and partnerships between European festivals, museums and historic theatres;
- foreign sales of 2019 productions making the 'Mantua brand' a source of international rights;
- partnerships between regional, national domestic and European authorities;
- agreements across the city and regions of the network;
- public funds already set aside for the restoration of historic buildings and monuments;
- funds set aside for reconstruction after the 2012 earthquake;
- district development financed by the banks;
- a call for tenders on European projects for culture, education and digitalisation;
- partnerships with private firms in Italy and abroad;
- a crowdfunding platform and the European Culture Exchange.

### 4) Mantova2019 is a '0 impact' programme.

- will take advantage of existing transport infrastructure plans;
- will realize 'zero mileage' events by uncovering the artistic and cultural heritage of Mantua;
- will exploit its slow-paced urban model as a factor for sustainable growth and the quality of life;
- will develop temporary, green and reversible facilities for its 2019 programme;
- will restore the lakes and waterfront and reinvigorate its ties with the water;
- will refurbish the outskirts and rundown neighbourhoods of the city.



### 3

Could this programme be summed up by a slogan?

#### “000 - Mantua, city of the third millennium”

“0” for the legacy of an architectural and environmental heritage restored and recovered from a state of abandonment; for the zero environmental impact of the event, thanks to the reversibility of the facilities later dismantled or reused for social purposes; for the use of temporary green structures which will disappear at the end of 2019, the redevelopment of the waterfront and revitalisation of the city’s links with the water, or the rediscovery of the many country residences and examples of rural architecture.

“0” for the ‘zero mileage’ construction of the cultural programme through the valorisation of Mantua’s strengths and beauties, thanks to the rediscovery of little known and distinctive aspects of the territory’s tangible and intangible cultural heritage.

“0” for the zero budget for 2019 events produced through exchanges, itinerant exhibitions, co-productions, partnerships between festivals and theatres of Europe, balancing outgoings and income by selling 2019 productions internationally or by exploiting the “Mantua” brand that is already so well recognised in Italy and abroad.

**Mantova2019 will produce culture by striking a balance between artistic endeavour and respect for the environment, resources and results, public and private funding, the influence of the institutions and the dynamism of the citizenry, between tradition and innovation.**

#### Mantova2019: territorial network

Mantova2019 is taking an innovative, if not revolutionary, approach to the territory and its network of alliances based on the content, symbols, images and values of the “New European Court - Smart Human City”, leveraging the cultural/social interests of communities, people and associations from all over Europe who wish to come together and realize a European dimension of culture.

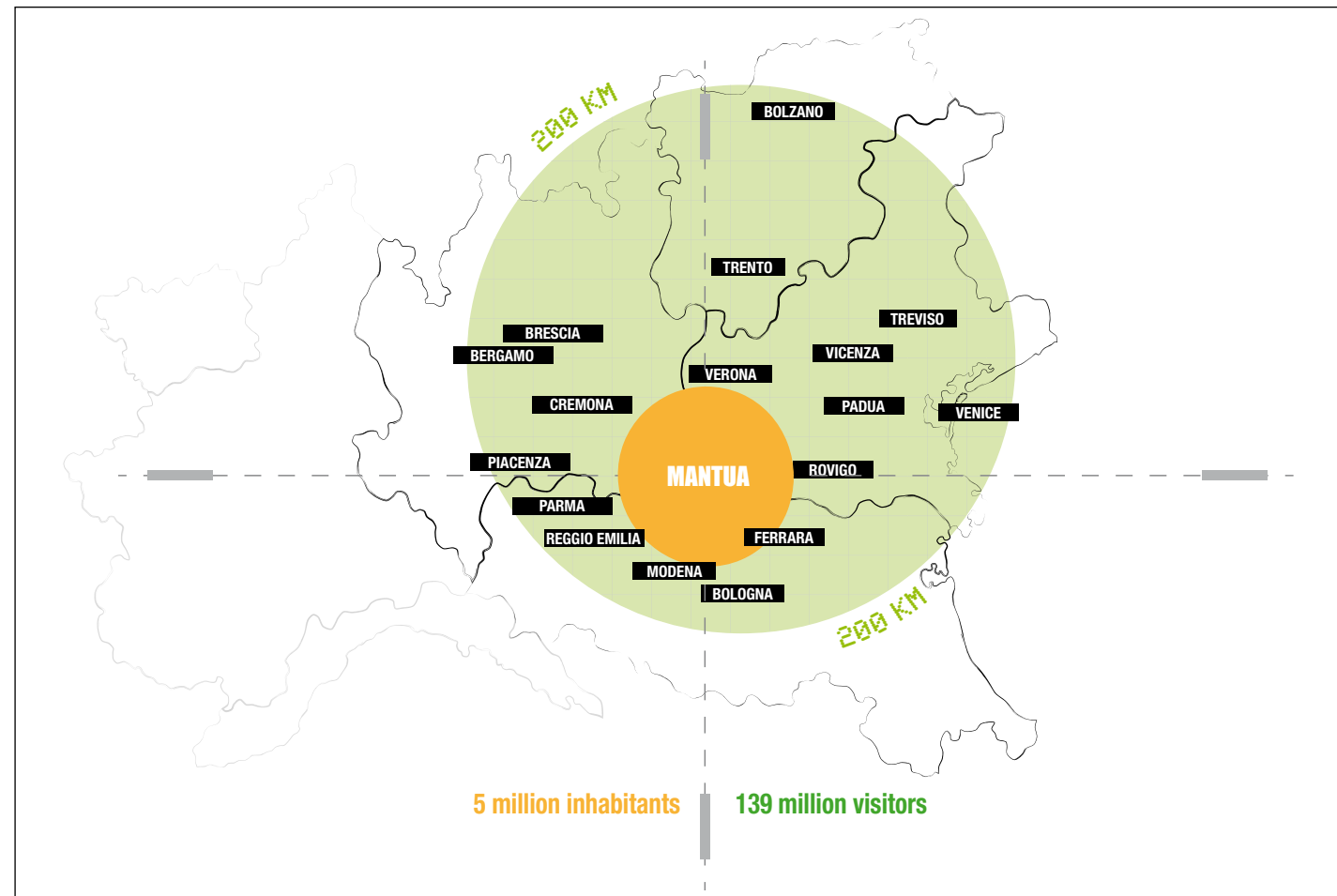
Mantova2019 has taken the strategic decision not to establish formal institutional/administrative relations, but to build a web of strictly cultural relationships into an enormous virtual platform of communities, talents, teachers, scholars, artists, curators and visitors who can exploit the programme to make connections and interactions, some already active to be consolidated, some unexpected to be discovered, some dormant to be revitalised, some new and still to be tested.

### 4

Which geographical area does the city intend to involve in the “European Capital of Culture” event? Explain this choice.

**Mantova2019: catchment area**

In the heart of the Padana Plain, located in a harmonious and easily accessible landscape, Mantua lies at the extreme South East of Lombardy wedged between the Regions of Veneto and Emilia Romagna and 8 Provinces (Brescia, Cremona, Ferrara, Parma, Reggio Emilia, Modena, Verona and Rovigo); a territory with over 5 million inhabitants and a catchment area with a 200 km radius capable of attracting more than 139 million visitors a year.

**THE MANTOVA2019 CATCHMENT AREA**

With a per capita GDP of 27,000-29,000 euros (top of the Prometeia -Sole 24Ore tables) and a spirit of enterprise as vibrant as anywhere in Italy or Europe- 10 businesses for every 100 inhabitants (Infocamere - ISTAT - Sole 24Ore); one of the highest propensities to invest in the country (investment / deposit ratio - Bankitalia-ABI); a significant number of business owners under 30 (48.8 to 61.8 per 1000), running highly innovative firms (Datagiovani-Sole 24Ore) that generate high levels of exports, 41.38-56.50% of GDP (Prometeia-Sole 24Ore)-Mantua boasts excellence in a range of sectors from Agrofoods and Fashion, form Machinery to Mechatronics and to the Green Economy, Ceramics to Biomedical, Education to Culture, Art to Tourism.

The innovation potential is realised by universities with national and international standing, and public research centres part-owned by leading companies or business associations.

### **Mantova2019 radiates out across a geographical area to embrace 3 networks:**

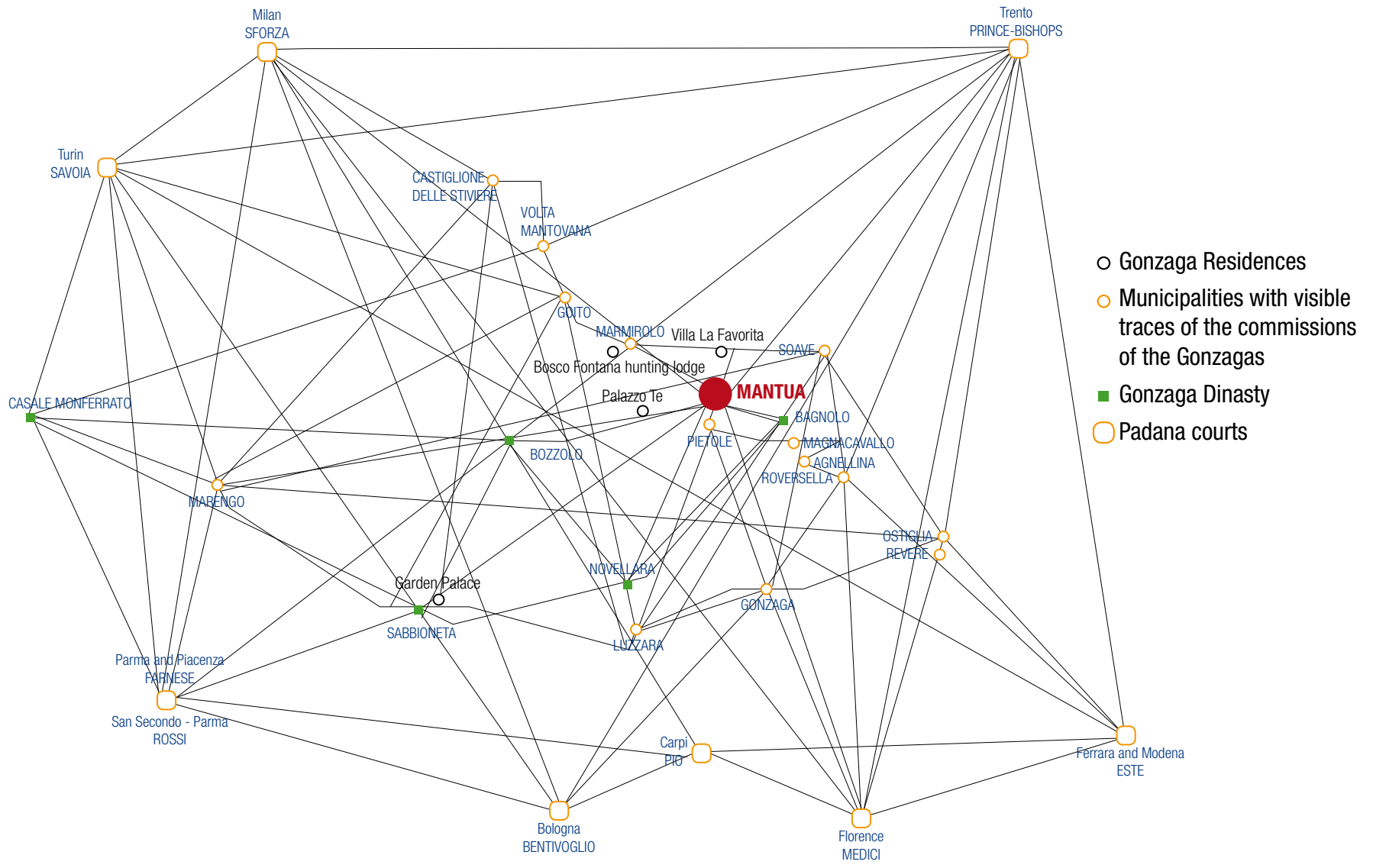
#### **1) The Gonzaga Legacy**

The Gonzaga network is centered in the Province of Mantua and extends throughout the macro-region and beyond across the whole of Europe.

It comprises:

- the sites of residences (Palazzo Te, the Bosco Fontana hunting lodge, Garden Palace in Sabbioneta, Villa La Favorita);
- the municipalities with visible traces of the commissions of the Gonzagas (Marmirolo, Sabbioneta, Volta Mantovana, Goito, Ostiglia, Revere, Pietole, Castiglione, Luzzara, Marengo, Soave, Roversella (Sermide), Agnellina, Magnacavallo, Commessaggio, Gazzuolo, Motteggiana, Redondesco, Villimpenta, Castel D’Ario, Castel Goffredo, Cavriana, Curtatone, Poggio Rusco, Rivarolo Mantovano, Sustinente, San Benedetto, Porto Mantovano, Moglia and Gonzaga);
- the Mantua green belt, revolving around the city’s natural resources and in particular the water (lakes and rivers);
- the towns which hosted courts of various branches of the Gonzaga dynasty and its satellite principalities, such as Casale Monferrato, Sabbioneta, Novellara, Bagnolo and Bozzolo;
- the sites of other Padana courts with links and ties of parentage with the Gonzagas: the Savoias in Piedmont, the Sforzas in Lombardy, the Estes in Ferrara and Modena, the Bentivoglios in Bologna, the Farnese in Parma and Piacenza, the Medici in Florence, the Rossis in San Secondo, the Pios in Carpi, the Prince-Bishops of Trento.

### THE GONZAGA LEGACY NETWORK IN ITALY



## 2) Cultural Routes in Europe

Area of Europe centered on Mantua which, from its **northernmost limits** to the **eastern rim of the Mediterranean**, is traversed by a host of routes and pathways of the spirit, art, diplomacy and power which, in a journey through time and space, allow us to relive the **fundamental European values**: human rights, cultural democracy, the culture of identity and difference, dialogue, mutual interaction, enrichment through the encounter of identities across frontiers and centuries.

These include some of the Cultural Routes of the Council of Europe and others recognised by the Council of Europe:

- Spiritual Routes: Via Francigena – a Major European Cultural Route, Via degli Abati, Cammino di Sant’Antonio from Padua, Cammino Per Grazia Ricevuta, Via Romea Nonantolana – belonging to the European Routes circuit sustained by the Council of Europe;
- Artistic Routes: the Mozart Ways, the Cluniac Sites, the Transromanica – all belonging to the European Cultural Routes circuit and the European Route of Historic Theatres, funded by the Council of Europe;
- Routes of Power and Diplomacy: Via Carolingia and the Cammino di Matilde di Canossa;
- Jewish Routes: Rimon, Jewish Routes and Local Communities in Lombardy.

## 3) Intercultural cooperation

This network covers the European towns and regions linked to Mantua by cooperation, either institutional or established by associations, bodies, festivals, academies, universities or charities to highlight and strengthen the many existing relationships built on partnerships and cultural exchanges tried and tested over decades.

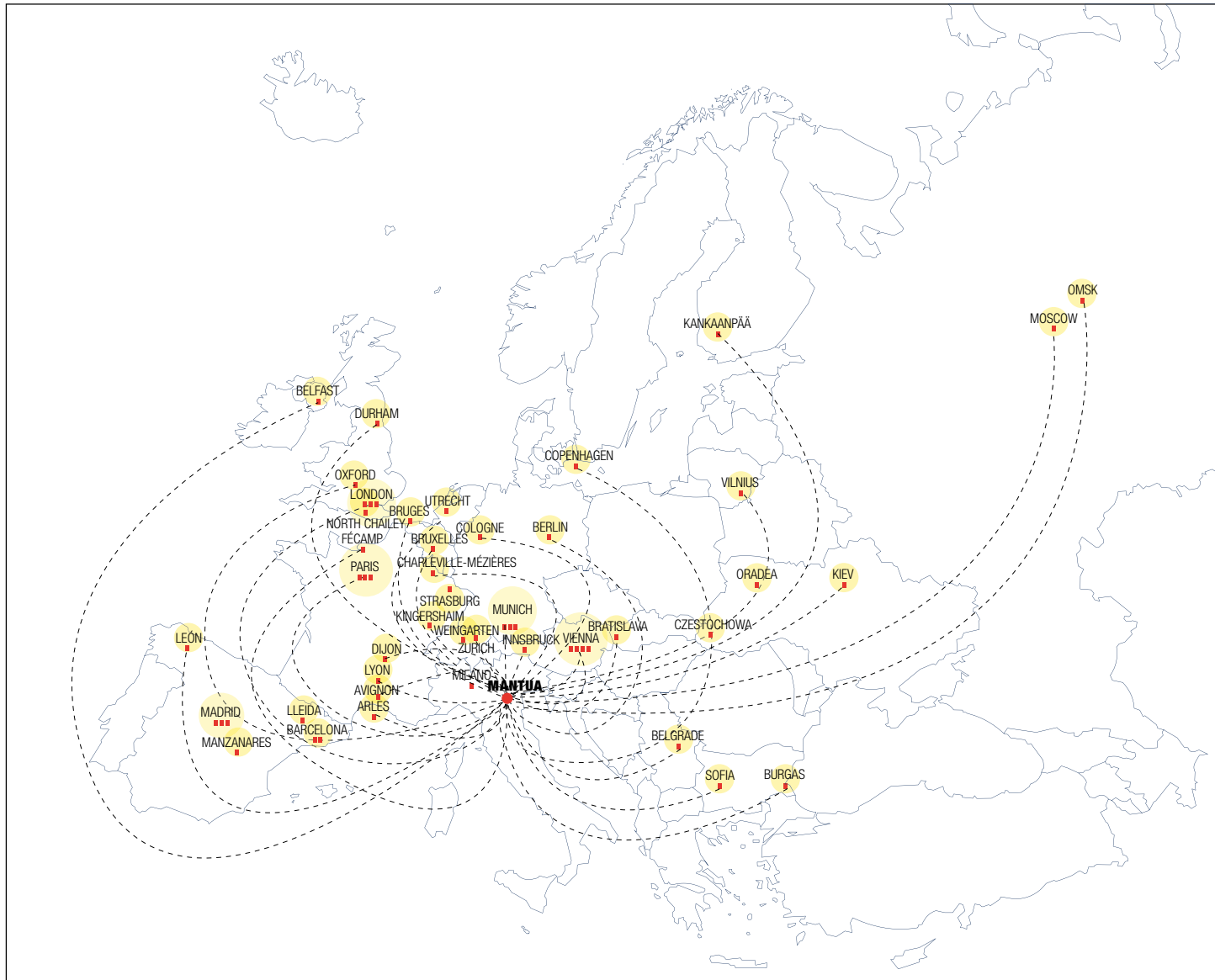
It comprises:

- cities twinned with Mantua;
- cities with ties to Mantua through the Relics of the Blood of Christ (Weingarten, Vienna, Fécamp, Bruges, Czestochowa)
- European festival cities (the Mantova2019 partner associations IllustraMantova and Segni d’Infanzia; the wetlands network being created by Mantova2019 partner Mincio Regional Park);
- cities with museums holding works commissioned by the Gonzagas (partner associations Amici di Palazzo Te and Mantua Museums);
- cities with museums of Science and Technology (partner associations Per il Parco Onlus);
- cities with Academies (partner associations Accademia Nazionale Virgiliana);
- cities with Academies of Music (partner associations Conservatorio di Mantova)

(for an extensive list of the associations partnered with Mantua see APPENDIX I, MANTOVA2019 PROGRAMME).



THE MANTOVA2019 PARTNERSHIPS WITH UNIVERSITIES, FESTIVALS AND MUSEUMS WITHIN EUROPE



## 5

Please confirm that you have the support of the local and/or regional political authorities.

The City Council, Province and Chamber of Commerce of Mantua have all backed, promoted and guided the bidding process, through formal legislation and active collaboration, setting up and taking part in the “Mantova2019 Promotion Committee”. The Region of Lombardy has also given its backing to the bid and recognised the project in its long-term territorial planning document.

Specifically:

- **November 2011:** Mantua City Council Resolution no. 178 on “Mantua’s Bid for the title of European Capital of Culture 2019-Goals and Priorities” approved backing for Mantua’s bid for the title of European Capital of Culture 2019 and the constitution of a planning and study group for the preliminary activities, across various sectors.
- **July 2012:** the Resolution of the Committee for the Framework Agreement on Territorial Development of 26/07/2013 (Region of Lombardy, Mantua City Council, Province of Mantua, Mantua Chambers of Commerce) included the Mantua 2019 project in its regional programming (Mantua AQST).
- **July 2012:** Resolutions by the City Council (D.C.C. no. 51 of 30/7/2012), the Province and the Chamber of Commerce on “Approval of the Memorandum of Understanding for Mantua’s bid for European Capital of Culture 2019” approved the signing of a City Council understanding with the Province and the Chamber of Commerce of Mantua governing the undertakings and commitments by the signatory bodies to develop a strategy and cultural plan to bid for the title of European Capital of Culture 2019.
- **July 31 2012:** Memorandum of Understanding for Mantua’s Bid for European Capital of Culture 2019 signed by Mantua City Council, the Province of Mantua and Mantua Chamber of Commerce.
- **July – December 2012:** Resolutions by the City Council (D.C.C. no. 52 of 30/07/2012), the Province, and the Chamber of Commerce on “Approval of the Constitution of the Mantova2019 Committee and relative Bylaws” approved the setting up of the Mantova2019 Committee with the purpose of initiating and supervising the preparation of the bid. The Committee was formally established before a notary public on 21 December 2012.
- **November 2012:** The Region of Lombardy Council backed the bids of both Bergamo and Mantua. For Mantua the Region of Lombardy declared its willingness to take part in the meetings of the Committee’s Executive Board in the person of Commissioner Valentina Aprea.
- **September 2013:** The City Council, Province, and Chamber of Commerce voted to approve the bidding project and strategy (2014-2020).

Mantua City Council, the Province of Mantua, the Chambers of Commerce and the Region of Lombardy have given direct funding and contributions in kind to support the costs of the pre-selection phase and are committed to bearing part of the costs of realising the project should Mantua be awarded the title European Capital of Culture 2019. Superintendency for Historical, Artistic and Ethno-Anthropological Assets for the provinces of Mantua, Brescia and Cremona, Mincio Regional Park and territorial associations such as the two cultural districts (Le Regge dei Gonzaga and Dominus) are formal partners of Mantova2019.



## 6

How does the event fit into the long-term cultural development of the city and, where appropriate, of the region?

Mantova2019 is a multi-year project beginning in 2013 and running through to 2020 to valorize, innovate and develop Mantua's identity, an identity so intrinsically bound up with culture, through its historic roots and the productive, economic and social fabric of the whole territory that we can state that Mantua is already, thanks to a cultural offering worthy of true political, geographic and demographic capitals, the *smallest European capital of culture*.

The Mantova2019 project is not foreign to the city's economic/social or cultural development, but rather can act as a catalyst and coagulant to ongoing but disparate activities and projects.

Indeed Mantova2019 is a continuation of a process of cultural, social, touristic and sustainable development which has been ongoing for years and which has already spawned numerous initiatives directly linked to the 4 pillars of the Smart Human City project which Mantova2019 intends to develop exponentially in number and organisational and systematic capacity.

Some of the most prominent projects realised and underway are:

**For the attraction of talent:** establishment of the UNESCO chair in "Architectural Preservation and Planning in World Heritage Cities" at the Milan Polytechnic Mantua campus and the creation of the DOMINUS Cultural District - Distretto Oltrepò Mantovano per l'Innovazione, l'Unicità e lo Sviluppo.

**For cultural tourism:** UNESCO recognition for Mantua and Sabbioneta, the creation of the Gonzaga Palaces Cultural District, the Lombardy Po Tourist System and the "Nel segno del mantovano" governance project., the "Borghi più belli d'Italia" recognition for Sabbioneta and San Benedetto Po and the "Forum della Bellezza 2014" hosted in Sabbioneta.

**For social inclusion:** the Second Generations in Movement project and the creation of an intercultural education centre.

**For sustainability:** the inclusion of the Mincio Valley Nature Reserve among the European Destinations of Excellence (EDEN) and the signing of the MANTOVA2020 memorandum of understanding on "Commitment to the Environment and Sustainable Energy" by the Province of Mantua, 70 municipalities and the Oltrepò Consortium.

The four strategic goals of Mantova2019 contain tangible and intangible elements that not only correspond to the European policy directions 2014 - 2020, but are also perfectly in tune with the areas' heritage and with its Strategic Development Plan which sets out to "realise creativity and planning that can mobilise all the energies and strength of the community to build a vision of the future based on valorisation of the territory and its most distinctive vocations".

Thus Mantova2019 will not only forge a network but will also exploit, improve and amplify the territory's intrinsic potential and help to realize its long-term goals of a Mantua that is better known, better connected and better organised to welcome visitors, a place of and for culture, able to dialogue, more open to international influences and more innovative.

## 7

To what extent do you plan to forge links with the other city to be nominated European Capital of Culture? In case your city gets the title, do you plan to cooperate with the other bidding cities in your country which have been pre-selected?

Mantova2019 is building a network of relationships with Bulgarian cities, including the candidate for European Capital of Culture in Bulgaria, on the basis of discussions held in Rome on 25 May 2013 between the President of Mantua Province Alessandro Pastacci and Vladimir Penev, the Bulgarian Culture Minister. The talks focused on attracting talent, cultural tourism, social inclusion and sustainability and the common objectives determined during the *Future of Historic Cities* conference in Plovdiv, 18-20 June 2013.

Mantova2019 will continue to work with all the Bulgarian candidate cities subsequent to the pre-selection phase, fostering networks, exchanges, contacts and cooperation in order to:

- establish and consolidate ties of friendship and trust between the people, associations and institutions;
- build a connection between the respective bidding concepts and the definition of the timetables and joint events;
- create a shared working methodology to integrate resources and initiatives of common interest, as established with Istituto Bulgaro di Cultura in Rome.

Mantova2019 is already involved in numerous projects to further these strategic alliances with the Bulgarian candidates:

#### **Attraction of talent**

Mantova2019 is driving various forms of collaboration between universities and scientific and educational institutes in Mantua and Bulgaria through the EU 2014-2020 Erasmus+ programme and other independent initiatives. These partnerships, led by the Mantua campus of Milan Polytechnic, aim to:

- support cooperation and exchange between university researchers, teachers and students;
- further education and vocational training;
- strengthen adult education schemes.

#### **Cultural tourism**

Mantova2019 is working with the Mantua agency Go Balkans to increase tourist flows between Mantua and Bulgaria, in particular those linked to cultural, religious, river and lake tourism, with projects and activities based on successfully tested models to exploit tangible and intangible networks, territorial agencies, the web and social media.

#### **Social inclusion**

Mantova2019 has already set up through the Malagutti Foundation a partnership with the Child's Friend Association in Sofia, Bulgaria, as part of the IllustraMantova (Illustrating Mantua) project designed to further education for children and young people through creativity and international points of encounter.

#### **Sustainability**

Through the Mincio Regional Park, Mantova2019 is building and strengthening a network of European Wetlands comprising the parks and territories along the courses of the Rhône/Mincio/Po/Ropotamo rivers. Among these is the Burgas Park.

Mantova2019 intends to become a model to be followed, enriched and shared by all European cities. This is why, should Mantova2019 get the title, it will intensify relations with all other bidding cities which have been pre-selected, Italian and Bulgarian.

**8**

Explain how the event could fulfill the criteria listed below. Please substantiate your answer for each of the criteria (this question must be answered in greater detail at the final selection stage). As regards “The European Dimension”, how does the city intend to contribute to the following objectives:

- a) to strengthen cooperation between the cultural operators, artists and cities of your country and other Member States, in all cultural sectors;
- b) to highlight the richness of cultural diversity in Europe;
- c) to bring the common aspects of European cultures to the fore?

Can you specify how this event could help to strengthen the city’s links with Europe?

**9**

Explain how the event could meet the criteria listed

Mantova2019 fulfills the “European Dimension” and the “City and Citizens” dimension through its tangible and intangible legacy - sustainable, structural and of strategic importance for the local area, Italy and Europe - generating spheres of co-operation, endorsing diversity and forging relationships and networks with European Cities and European Union member countries.

**Mantova2019 and its tangible legacy****OBJECTIVE 9-A**

**Palazzo Ducale:** Mantova2019 will repair the damage to the Palazzo Ducale caused by the earthquake of May 2012, restoring the Castle and the spaces of the New Court for the city and its citizens, enabling visitors to “dream new dreams” through a richer and more extensive cultural and tourist offering.

The aim is to rediscover and enhance the essentially European dimension of the Palazzo Ducale, an authentic city within the city and a place where art and culture can symbolise the power of the court. The modernity of the Gonzagas will once again acquire a contemporary vocation spawning original and multidisciplinary itineraries backed by technology and targeting a range of different visitors, enriched by music and conferences;

**OBJECTIVES 8-B and 9-B**

**Museum of Modern and Contemporary Art:** Mantova2019 will restore the 14th century Carmelite Monastery attached to the temple of St. Sebastian (better known as the former XXIV May Barracks) - currently in a state of abandonment - and turn it into a venue for contemporary artistic expression in Mantua, which Boccioni in 1916 described as “ideal for a museum of contemporary art”. The new museum will become a permanent laboratory for groundbreaking work by artists from all over Europe. It will exploit the latest artistic production in Mantua, attract bequests and donations and carry out the cultural research and promotion that is indispensable to the life of the museum and the civic vitality of the collectivity;

**OBJECTIVE 9-A**

**Palazzo del Podestà:** Mantova2019 will repair Palazzo del Podestà which was damaged by the 2012 earthquake and has been inaccessible to the public for 40 years.

Mantova2019 will restore this architectural gem to the citizens of Mantua, Italy and Europe, turning it into the symbolic headquarters for the recognition and dissemination of the meanings, values and activities of the European Capital of Culture;

**OBJECTIVE 9-B**

**Teatro Sociale:** Mantova2019 will restore to its Teatro Sociale the role of physical and emotional epicentre of cultural production and performance; a theatre that promotes cultural activity and research, not just within the city walls, but across the national and

below. Please substantiate your answer for each of the criteria (this question must be answered in greater detail at the final selection stage).

As regards “City and Citizens”, how does the city intend to ensure that the programme for the event:

- a) attracts the interest of the population at European level;
- b) encourages the participation of artists, stakeholders in the socio-cultural scene and the inhabitants of the city, its surroundings and the area involved in the programme,
- c) is sustainable and an integral part of the long-term cultural and social development of the city?

international stage; a theatre which will act as a magnet for local and European visitors, enabling this region so rich in art and artists to take advantage of its resources and people to produce cultural, social and economic value; a theatre which is true to its name, offering events and programmes for everyone, including the less advantaged (children, disabled, immigrants, prisoners, sick, elderly) to highlight the power of culture as leverage for social inclusion.

### **Mantova2019 and its intangible legacy**

#### **OBJECTIVE 9-AC**

The project will generate a model of cultural governance and public engagement involving all the cultural associations and voluntary groups of the network of cities official partners of Mantova2019 as well as the many others around Greater Mantua, to bring them together in a coherent whole, endowing the active citizenship with the creative, artistic and economic resources to produce and construct their own culture;

#### **OBJECTIVES 8-A and 9-A**

The programme will serve to attract talent, fostering an intellectual migration from Europe and the rest of Italy towards Mantua and creating the conditions for a permanent hosting of new cultural activities in the territory. Talent scouting will be directed at the universities and schools and as well as working artists with a residential programme for young painters, actors, musicians, directors, dancers, performers, mime artists, street /pavement artists, chefs, scenographers, photographers, graphic artists, designers and video makers who in exchange will share their creative and artistic energies with the Mantua community, giving birth to new workshops, courses, exhibitions, competitions, prizes and festivals;

#### **OBJECTIVE 8-A**

The project will create a network of partnerships and exchanges between museums which share a common historical and cultural outlook with Mantua, through new research and education programmes with national and European museums and the development of important resources for study (archive documents, artistic testimonials, art objects, sheet music etc.) and conferences with international scholars;

#### **OBJECTIVE 9-A**

Following the example of Festivaletteratura, Mantova2019 defines a volunteering program for under30s from all over Europe who will help managing the flow of visitors during the event. The under30 volunteers will share Mantova2019 “vision” and play an important part in its success enhancing their sense of European citizenship;

**OBJECTIVES 8-A and 9-A**

Mantova2019 will recreate a virtual encounter between the patrons and artists of the Gonzaga era, drawing on loans from major European museums. The return to Mantua of portraits commissioned by the Gonzagas together with the artists' self portraits (Mantegna, Leonardo da Vinci, Raphael, Giulio Romano, Titian, Tintoretto, Rubens) will recreate, symbolically and physically with 6 major exhibitions in 2019, the context which made the Gonzaga Court a groundbreaking example of patronage and culture;

**OBJECTIVES 9A, 8B and 8C**

Mantova2019 fulfills the “European Dimension” and the “City and Citizens” dimension through a multi-year cultural programme in which;

- All the 2019 events in Mantua will be European Premieres, then on tour all over Europe;
- All the events' previews during the period 2014-2019 will be performed in European cities linked to Mantova2019 network;
- Joint Events in Mantua and European cities will be connected by live broadcasts and virtual interactions;
- Some events will be designed as part of the European Cultural Routes Calendar;
- Mantua will be the top destination of travel packages and itineraries that include European Cultural Routes.

## 10

How does the city plan to get involved in or create synergies with the cultural activities supported by the European Institutions?

Mantova2019 adheres to the **European Union 2014-2020 programmes** which supports the 4 strategic goals of the New European Court – Smart Human City project.

Mantova2019 is working through communication and education to build projects eligible for THE following **European programmes**:

- Creative Europe;
- Erasmus +, Programme for Education, Training, Youth and Sport;
- Connecting Europe Facility;
- LIFE;
- Rights and Citizenship;
- Europe for Citizens;
- Health for Growth Programme;
- Creative Europe;
- HORIZON 2020 The EU Framework Programme for Research and Innovation;
- Youth Employment Initiative.

Mantova2019 integrates cultural development with social, environmental, technological and infrastructural policies. For this reason Mantova2019 will be able to build a multi disciplinary framework of projects according to the European Territorial Co-operation - EU Regional Policy supported by The European Regional Development Fund (ERDF).

Furthermore, the importance of Human Capital enables Mantova2019 to leverage on opportunities linked to the ESF framework. Thanks to the networking model proposed by the bid and the content of the cultural programme currently being developed, Mantova2019 is paying particular attention to the **European Cultural Routes programme**.

Mantova2019 is also building contacts with a **network of Smart Human Cities** supported by the European Union, among which Periphèria.

Mantova2019 highlights synergies with the European activities: paying attention to the programming of the themes of the “European Years”; implementing initiatives during the annual Europe Day, the EU Day of Solidarity between Generations, the European Week of Sustainable Mobility, the Heritage Days and Energy Days.

## 11

Are some parts of the programme designed for particular target groups (young people, minorities, etc.)? Specify the relevant parts of the programme planned for the event.

The project foresees a very high degree of targeting of certain groups of Mantua, Italy and Europe's citizens, both as users and players of the multi-years programme, for the following reasons:

- The project foresees a very high degree of targeting of certain groups of Mantua, Italy and Europe's citizens, both as users and players of the multi-years programme, for the following reasons:
  - to find the ideal balance between local and external, generalist and specialist publics;
  - to prevent congestion and possible tensions between residents and tourists, and to avoid the risk of displacing traditional tourist demand;
  - to de-seasonalize the offer throughout the whole of 2019 and distribute the scheduled attractions (exhibitions, festivals, performance events) uniformly to provide each month a major element of attraction, appeal and revitalization;
  - to maximize the effectiveness of the strategies of attraction of various national and global macrotargets (cultural tourism, cycling, ecotourism, agritourism, etc.);
  - to optimize investments in communication (primarily on digital platforms and social media);
  - to increase average stay times, pro-capita daily spending and economic impact on the territory.

In particular the segmentation strategy has identified the following target, thus far neglected in Italy, but key to raising cultural access at EU level:

**1) Ethnic and religious minority:** the province of Mantua has one of the highest levels of foreign residents in Italy and boasts one of the best records on integration. The bidding programme is built in large part around the theme of integration, multilingualism and interculturality. Mantua was one of the first European capitals noted for the cosmopolitanism of its court, a great interest in non-European cultures and extreme tolerance for other faiths. Given that more than 5 million foreigners reside legally in Italy, this is a target that will be cultivated with extreme interest;

**2) Women:** 60-65% of cultural tourism is female (rising to 80% for decision makers regarding the choice of destination and/or event). Despite this dominance, gender studies in Italy have been unable to break into the agendas of the cultural policy makers.

With Isabella d'Este celebrated across Europe and the world as the first European princess, a continental example of intellectual refinement, independence of mind and authoritative conduct, the cultural offering will pay particular attention to gender issues, with a specific programme (an exhibition on European princesses and the condition of the female nobility in the modern age and a focus on women's literature) at the design and planning stage;

**3) Family tourism:** Productions expressly conceived for families with small children, both exhibitions and performances, is one of the strong points of the Mantua2019 programme, especially bearing in mind the superimposition with the schools segments;

**4) Under 30s:** Apart from a few musical events, there is no cultural programming in Italy which targets the tastes and interests of the under 30s age group. Our programme, with components devoted to design/creativity, sustainability and digital culture, aims to bridge this gap;

## 12

What contacts has the city or the body responsible for preparing the event established, or what contacts does it intend to establish, with:

- cultural operators in the city?

- cultural operators based outside the city?

- cultural operators based outside the country?

Name some operators with whom cooperation is envisaged and specify the type of exchanges in question.

5) **LGBT**: Although a rapidly growing target across Europe (with shows, exhibitions, festivals, tours and specialised tour operators), cultural programming devoted to these issues is noticeably absent in Italy, if not openly boycotted. As a symbol of tolerance, integration and dialogue with this wealth of diversity, the programme is attentive to these issues;

6) **People with disability**: The cultural programme has been designed in conjunction with operators in the social sphere precisely to provide activities for this target so that Mantova2019 can truly become the European Capital of Culture of everyone and for everyone.

Mantova2019 is built on a model of collective cultural planning with the institutions, organisations, cultural businesses, industry associations and volunteer organisations in the city and local area.

Mantova2019 is built with the scientific support of mantuan cultural institutions with specific european vocation: National Virgil Academy, L.B. Alberti Centre of Studies, Istituto di Storia Contemporanea, Palazzo Te International Centre for Arts and Culture, Fondazione Artioli - Mantova Capitale Europea dello Spettacolo, Festivaletteratura Committee, Archivio di Stato di Mantova, Mantua Music Academy - L. Campiani, Orchestra da Camera di Mantova, Diocese of Mantua, Ufficio beni culturali, BAM Foundation, University of Mantua Foundation.

Superintendency for Historical, Artistic and Ethno-Anthropological Assets for the provinces of Mantua, Brescia and Cremona and Politecnico di Milano, Polo Regionale di Mantova subscribed cooperation agreement with Mantova2019 Committee. Festivaletteratura Committee shared with Mantova2019 the guidelines for choice of the Artistic Director.

In 2012 Mantova2019 began a process of collective planning, formally constituted in the “**progettiamomantova2019**” programme designed to gather proposals for a cultural project spanning the years 2014-2020.

The collective planning process also involves associations and bodies who work on social inclusion and integration as well as the ethnic and religious communities and linguistic minorities with which it has set up a permanent planning body to work out multi-year activities designed to transform culture into an factor for social cohesion.

In addition to the aforementioned associations and institutions, are **official partners of Mantova2019**:

Mantua City Council - Office for Culture and Museums; Provincia di Mantova; The Gonzaga Palaces and Dominus Cultural Districts; Accademia Teatrale “F. Campogalliani”; ARCI Nuova Associazione Provinciale di Mantova; Arcigay La Salamandra; Ars Creazione e Spettacolo - Scuola di Teatro; Associazione culturale Blues Print; Associazione culturale Invito a Corte; Associazione culturale



P. Pomponazzo; Associazione culturale Segni d’Infanzia; Associazione Diabolus in Musica; Associazione Libra; Associazione Mantova & Friends; Associazione Musica Nuova; Associazione Per il Parco onlus; Associazione Via Carolingia; Centro culturale ARCI Papacqua; Centro Teatrale Corniani; Comunità Ebraica di Mantova; Condotta Slow Food di Mantova; Consorzio Sol.Co Mantova; Edizioni d’Arte il Rio di Giulio Girondi; Fondazione Malagutti onlus; La Casa del Sole onlus; LAC Laboratorio di Arte Contemporanea; LIBRA onlus; MAC Mantova Arte Contemporanea; Mantova Creativa; Museo Tazio Nuvolari; Pantacon Soc. Coop. Cons. - impresa sociale; Riquè l’arte sul filo; Santagnese10 officina creativa; Scuola di Danza Teatro Sociale di Marina Genovesi; Società per il Palazzo Ducale; Teatro all’Improvviso Soc. Coop. onlus; Teatro Magro Soc. Coop. onlus.

Mantova2019 is thus engaging with associations and partners who have activated extensive contacts and relations in Italy and Europe in the development of content, projects, alliances and exchanges-giving them a leading role as testimonials in the communication campaign and contributors to the collective planning effort. Among European associations and institutions already engaged: Burgas Municipality, Bulgarian Institute of Culture, Association Child’s Friend; Media Education Centre, EDEN AISBL Network, Suonala Musiikkiyhdistys RY; Aktiivinen Pohjois-Satakunta Ry. For an extensive list, see APPENDIX.

Among the associations contributing to the organization of events for the candidature: Associazione per i Monumenti Domenicani; Mantova Film Studio; Associazione Alefe; Associazione culturale Livio D’Arco; Associazione Le Aquile; Associazione Mantova-Nevers-Charleville; Associazione Province di Mantova e Paderborn; Associazione Mantova Weingarten; Associazione Il vento tra i salici; Associazione Kokeshi; Associazione Mantova Madison; Associazione Virgilio Pushkin; Associazione Ispanista Mantovana; Associazione Vere Terre; Commissione Giovani dell’ordine degli Architetti di Mantova; Complesso bandistico Scuola di Musica G. Verdi di Moglia; Corpo bandistico F. Corradi di Castellucchio; Cooperativa Charta; Abate Rampi Negri Trio Jazz; Nicolò Arioli (artista); Nos Tres Studio - arte e architettura; Libera; Rural Boxx; Samuel Hili (teatro); Stefano Guerese (pianista); Amnesty International; CSVN; CNGEI; Cooperativa Il Mappamondo; Namaste onlus; Scuola Senza Frontiere; Blog Qui Mantova; Centro culturale Artisti Madonnari; Gatta ci Cova; Fondazione Ist. G. Franchetti; Home Gallery Uno Stile; Radio Base; Alma Doble Duo; Associazione Il Notturmo; Associazione AssociArti; Parkur; Associazione Bella d’Este; Idramante; Alamira; Magixshow, Rugby Mantova; Officina delle Arti; Croce Verde; Compagnia della Rosa A.D. 1403 Mantova Medievale.

This will continue from 2014 through to 2019 with the adoption of a digital platform for the design, dissemination and co-production of cultural projects known as the ‘European Culture Exchange’ to bring together proposals and possible partners, sponsors or lenders. Mantova2019 is launching a special campaign to engage twinned cities, their cultural associations and the European networks to which Mantua and the territory belongs, including: Arco Latino, European Route of Historic Theatres, the Cluniac Sites, Jewish Culture Tour, Via Francigena, and the Mozart Ways.

**13**

In what way is the proposed project innovative?

Finally Mantova2019 involved institutions and associations aimed to reach sustainable territorial development such as: Parco Regionale del Mincio, Distretti Culturali Le Regge dei Gonzaga e Dominus, GAL Oglio Po Verdi Terre d'Acqua, Consorzio dell'Oltrepò mantovano, Associazione Colline Moreniche, GAL Colline Moreniche del Garda, Gal Oltrepò Mantovano, Ecomuseo “tra il Chiese, il Tartaro e l'Osona. Terra dell'agro centuriato della Postumia”, “Ecomuseo delle Risaie, dei Fiumi, del Paesaggio Rurale Mantovano”.

Mantova2019 has been developed from the grass roots, based on existing realities and achievements. Mantova2019 consolidates and systematizes networks of existing relationships across Europe.

Mantova2019 was conceived to find a balance between the needs of a rapidly changing local community and the curiosity of those who have never visited an area so rich in heritage but well off the beaten track as regards tourist flows.

Mantova2019 stems from a genuine multi-partner effort to systematize the existing assets, rationalize ongoing processes and bring together the many entities present (local, national, international; public and private; institutional and individual, etc.); it has enabled a sharing of available information; it has provoked a collective debate about the cultural plans of a territory. This has been the first, vital, legacy of the bid, which has been discussed on numerous occasions by hundreds of people.

Mantova2019 demonstrates that the principle of interoperability is equally applicable in the cultural sphere, where up till now the differing languages have been used to divide and defend institutional revenues and personal interests. Joint planning platforms have been created using simple language comprehensible to the public to give new meaning to publicly funded cultural policy, regardless of the size of the host towns or communities.

## 14

If the city in question is awarded the title of European Capital of Culture, what would be the medium - and long-term effects of the event from a social, cultural and urban point of view?

Do the municipal authorities intend to make a public declaration of intent concerning the period following the year of the event?

**In the medium-term Mantova2019 will:**

- Develop a cultural policy which would help people see that dialogue around a high profile cultural offering can bring men and women closer together and spur them to play an active, critical, engaged and responsible role in their community;
- Reinforce the processes of ethnic, religious and generational integration in an area that has seen a rapid and radical transformation of its urban, social and cultural fabric and identity;
- Strengthen the “Mantua Model”, of which the Festivaletteratura is a striking example. Managed by an association of citizens and backed by hundreds of volunteers, the Festival is the tip of the iceberg of bottom-up cultural production and consumption of the highest quality, with the mobilisation of people and associations, and the generosity of so many individuals who put their time and energy into a social goal. It is a rare case in Italy of a model that is well established in Europe which aims to further permanent education, social inclusion and community cohesion, and spread what the Institute of Museum and Library Services has identified as XXIth Century Skills: ability to learn, select information, think critically, creativity, flexibility, adaptability and sharing.

**In the long-term Mantova2019 will:**

- Demonstrate that it's not so much size, as intelligence, that counts. With a strategically significant social, cultural and urban programme and extraordinary material and intangible assets untainted by mass tourism and a vast support base involving sharing and community participation, one can play a leading role on the European stage without being a metropolis of a million inhabitants with well-endowed cultural institutions and gigantic budgets;
- Become a strategic European model, where tradition and innovation, past and future, tourism and local the community combine to prove that extraordinary results can be obtained on a modest budget. Mantua is potentially a European cultural capital, but its experience should be repeated as a modern example;
- Invent and promote a format: 2019 must be the year for acknowledging and disseminating accumulated knowledge so that the Mantua model can serve hundreds of European cities of a similar size, which share the same problems. Mantua's experience shows that it is possible to combine environmental protection, a quality cultural offering, attention to the local community and an international reputation.

At this stage of the candidature, Local authorities do not have yet decided about a public declaration of intent about the years after 2019.

## 15

How was this application designed and prepared?

### Official announcement: 2011

The municipal administration vigorously embraced the idea and began a preliminary analysis on the sustainability of the bid which was followed by the official announcement by the mayor.

### Construction of the project strategy and theme: 2012

*January - June*

A Council resolution set up a study group backed by personalities from the world of culture to look into the potential of the initiative and analyse the city's cultural heritage as a platform on which to build the project.

*July - December*

Convinced of the value of the bid a Territorial Governance process was begun which resulted in:

- the formalization of a Partnership between Mantua City Council, Province and Chamber of Commerce, with the support of the Region of Lombardy;
- the constitution of the Mantova2019 Committee comprising the most prominent of the founding members (Nicola Sodano, Mayor of Mantua; Alessandro Pastacci, President of the Province, Carlo Zanetti, Chairman of the Chamber of Commerce of Mantua, Region of Lombardy Commissioner for Culture) plus leading figures from industry, such as Emma Marcegaglia elected to chair the committee, and Mantuan culture and business such as Fabio Zanchi and Vittorio Longheu. The characteristics of Governance were set out in a joint document which produced precise administrative undertakings;
- the creation of a Bidding Team which worked out a strategic plan and a model of medium-term territorial development for Mantua in which the European Capital of Culture 2019 bid is a fundamental step in a wider development project;
- the working out of a vision and a theme for the bid: Mantua New European Court - Smart Human City.

### Participative construction and engagement with the general public: 2012 - 2013

*November 2012 – July 2013*

Under the banner of the principle: “Mantova2019 belongs to everyone and is for everyone” the bidding committee and the work group sparked a series of actions and specifications designed to reach a variety of targets:

- cultural and social associations: on 27 November 2012 cultural operators were invited to take part in the joint construction of the Mantova2019 cultural project: “progettiamomantova2019 - choral planning”

Over fifty cultural and social bodies and associations put forward projects and took part in a cycle of choral planning workshops coordinated by the Mantova2019 team to give shape to a bid requiring the committed effort of the entire cultural community of Mantua.

- economic operators and the territory: the CCIAA and the Province presented their bid project to obtain mobilisation, proposals and

co-operation from exponents of the Mantuan economic and political communities.

- political stakeholders from the macro-region: in September 2013 the Bidding Committee began a successful road show to present the project to the political institutions and local authorities of the macro region to obtain their support.
- citizens: from 2012 on major cultural events in the city were used as an opportunity to build enthusiasm, gather ideas, funding and proposals for the bid
- young people: young people are looking ahead to 2019 to plan their futures, envisioning a new Mantua. The committee therefore organised a series of occasions for more creative young people and university students, including the MUSsT Exhibition - Ideas and Projects for the City and above all the Let's Design our Future & Progettiamomantova2019 workshops in which master's students from the Polytechnic launched an important experiment in a new way of working, an example of concrete and constructive participation, outside the institutional channels.

The students demonstrated keen interest backed and encouraged by the local institutions and university. There are now three “graduates” in Mantova2019, 4 interns from the Polytechnic working on the Mantova2019 project, and 2 master's theses on the bid. A doctoral fellowship on Mantova2019 is on the way.

## STRUCTURE OF THE PROGRAMME FOR THE EVENT

## 1

What structure does the city intend to give to the year's programme if it is designated "European Capital of Culture" (guidelines, general theme of the event)? How long does the programme last?

**Programme duration**

The Mantova2019 cultural programme continues for the entire twelve months of 2019, although many of the projects in the programme include events in the lead-up period (2015-2018). The content of the programme is presented to the public at an ad hoc event in September 2018 in concomitance with the Mantua Festival of Literature (Festivaletteratura), an event drawing in both a local and a European audience. In December 2018, Mantova2019 organises an event honouring the passing of the baton from Leeuwarden, the Dutch city that will be European Capital of Culture 2018.

**Structure of the programme, lines of orientation and thematic scheme for the event**

Mantova2019 develops a multi-year programme and chooses to achieve the objectives set forth in the strategic vision for the medium and long-term development of the city and its territory (culture as the engine of growth and magnet for talent, cultural tourism, social inclusion, sustainability), building a cultural project that seeks to rediscover the roots of Mantua's identity and further develop its strong bond with today's Europe.

Mantova2019 is a journey of rediscovery of the city's European vocation, which began during one of the most vital and fertile periods in its history: the Renaissance, and projects Mantua towards the Third Millennium. The Gonzaga Court made Mantua a European Capital of Culture ante litteram, a centre of international relations, a crucible of enlightened political, social and economic strategies. Under their tutelage, culture became a generator of meanings, customs, values, fashions and ways of life that attracted and embraced beautiful spirits, gifted artists and brilliant minds from all over Europe and the world.

*"The Renaissance is not an era, but a temperament."*  
(Ezra Pound)

Mantova2019 seeks to bring to life the spirit of the ideal city of the future, theatre of European diversity and living laboratory for artistic, cultural, social and economic intermixing, experimentation and production.

The extraordinary programme drawn up for 2019 marks the culmination of a multi-year process that reaffirms the city as a centre

of high cultural and artistic production, the fulcrum of local and international relations, a place of beauty and enchantment, a cradle of civic values and hospitality, innovation and creative businesses.

The cultural programme portrays Mantova2019 as a “Smart Human City”, a city of ‘good living’ thanks to arts and culture for all, the pulsating heart of a creative and hospitable Europe that reaps the fruits of its past and applies them with intelligence and passion to build its future.

The **New European Court**, in its acceptance as **Smart Human City**, is also a centre of awareness, criticism and reflection that does not fear coming to terms with the issues and difficulties of the times but instead explores them and seeks innovative solutions to be presented as best practices to Europe and to the world.

A foundational element of the programme is the constant dialogue between the past and the future. The present (2019) is the demonstration that the tangible and intangible components of European cultural heritage is the lifeblood of innovation and development.

The programme explores all currently existing and future formats and instruments that can be used to welcome, reach and engage the broadest and most varied audience possible. This audience is addressed both through a generalised, mass campaign and via specific dedicated events. They are drawn in not just as passive users but as actors engaged in the creation of the **New European Court**.

The programme is expressed along the following thematic lines, proposed to the cultural and social operators during “progettiamomantova2019” - see CHAPTER I, question 15

- **The Good and the Beautiful**
- **Knowledge**
- **The Thread of Time**
- **The Thread of Space and the Network**
- **Courtiers and Citizens**

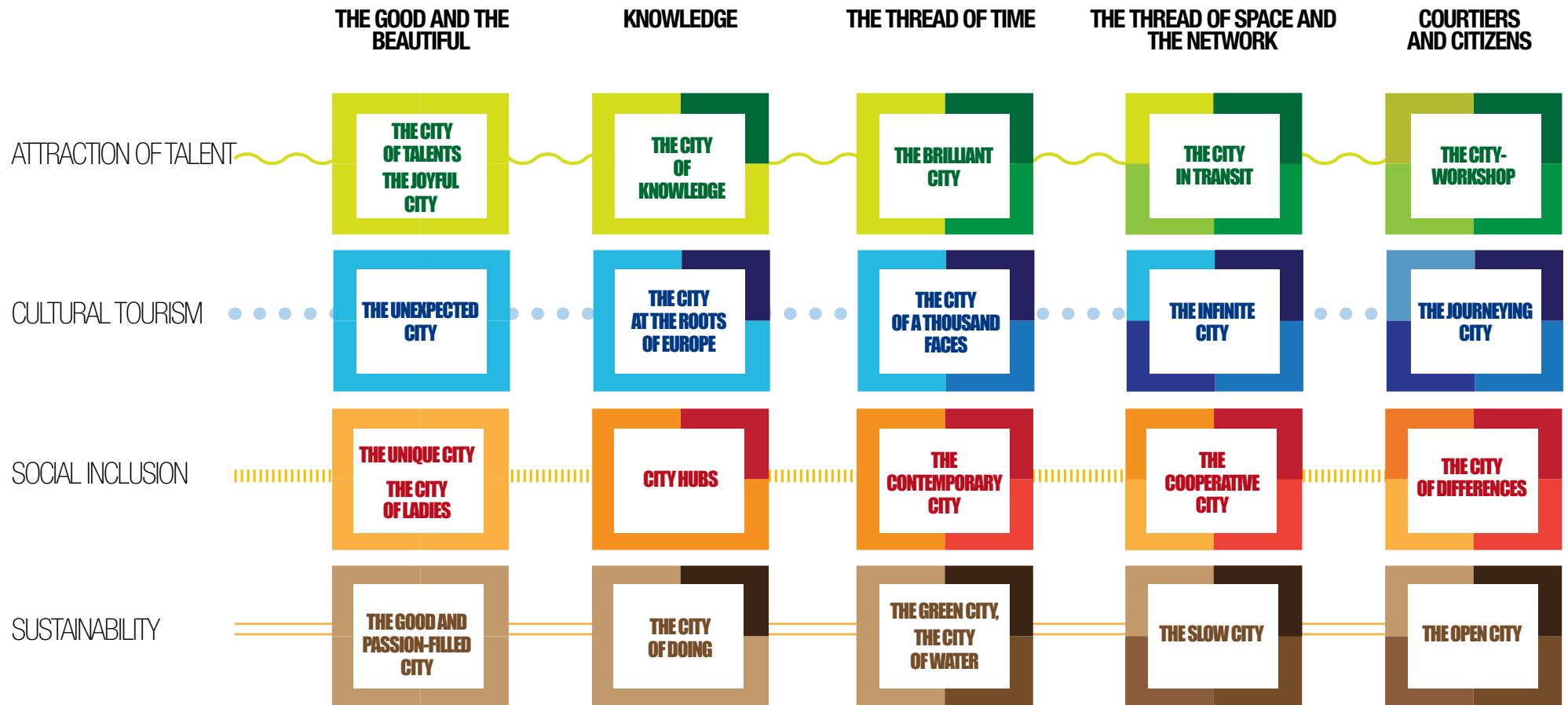
These interpretive keys are chosen to give voice to the aesthetic, ethical, artistic, urbanistic, architectural, scientific, productive and social soul of the New European Court developing projects aimed to the 4 strategic pillars.

The programme allows Mantova2019 to:

- Rediscover and revivify the spirit of the past, allowing everyone to understand and appreciate how the cultural strategy of Renaissance families was able to generate capitals of cultural creation and excellence, refinement in the arts and tastes, and

networks of relations embracing all of Europe;

- Transform the cultural programme into an instrument of social and human cohesion and growth for the citizenry;
  - Recreate the Renaissance spirit in a contemporary dimension, as an opportunity for creative liberty and a birth right to good living.
- Each thematic line is interpreted and developed through projects aiming to achieve the four strategic objectives: attraction of talent; cultural tourism; social inclusion; sustainability. Each will be explored in its European and Citizen dimensions.





**THE GOOD AND THE BEAUTIFUL**

The Gonzaga Court built an emblem of a beautiful city, a city continually embellished by the architectural and pictorial work of great masters, but also by the splendours of cultural and political life.

Today the aesthetic and artistic values become fundamental elements for promoting the quality of life of a better, more responsible and informed society that combats degradation and teaches respect for public spaces as a common good, a place of receptivity, creativity and wellbeing.

Mantova2019 is thus not founded exclusively on beauty, art and past culture, but also on living well together in the present.

**THE GOOD AND THE BEAUTIFUL TO ATTRACT TALENTS****THE CITY OF TALENTS**

The sense of the Beautiful and the Good become the main avenues for attracting genius, capability, talent and networks of relations. The policies of the Gonzaga family - promoters of patronage of the arts, attraction of talent, and cultural exchange - are a model of farsightedness and a lesson in civility that are still fully pertinent today. The Mantova2019 programme seeks to rediscover, reinterpret and give new impetus to these policies in the light of the new European scenario.

Mantova2019 will explore a new relationship between art and public assets, drawing in talents from Europe and the rest of the world so that a reciprocally rewarding exchange can be instituted between them and the city. This will entail creating diversified residence programmes that transform the city and its territory into a broadly distributed workshop for artists, musicians, actors, directors, illustrators, designers, dancers, mimes, street artists, street painters, chefs, artisans and writers all expressing themselves freely while immersed in inspirations that will help them hone their art. In exchange for hospitality, the artists will share their creative quests in an extended residence programme allowing deep interaction with the entire community that embraces them, contributing significantly to engendering an active, responsible and informed audience, an alert and sensitive interlocutor and participant in the creative act.

In future years the relationship between the artist and the city will be critically developed using all means, formats and partnerships possible. Other programmes will be instituted to complement the residence programme and incite artists, cultural operators, researchers and academics to converge on Mantua, such as a student/university exchange programme, conferences, workshops, courses, exhibitions, competitions, prizes, festivals, arts workshops and TED conferences.




**THE JOYFUL  
CITY**
**THE JOYFUL CITY**

The enlightened spirit of the Gonzagas is also revealed in their exceptionally modern attitudes regarding childhood. They were the first to apply humanistic ideals imbued with Christian spirit to the art of childrearing. Indeed, Gianfrancesco Gonzaga and his wife, Francesca Malatesta, summoned none other than Vittorino da Feltre to their Court. They entrusted this most renowned pedagogue of Humanism with the creation of a boarding school, in Ca' Zoiosa (building included in the Palazzo Ducale complex), for the scions of the House of Gonzaga and other noble Italian families. However, the school was also open to other pupils from Mantua and abroad, who were selected on the basis of merit, and it went on to produce eminent statesmen, prelates and humanists. Vittorino da Feltri's educational method was based on the awareness that it was necessary to develop the aptitudes of each boy to allow him to grow up equilibrated and wise.

Fortified by this marvellous tradition, Mantova2019 seeks to offer all children a high quality arts programme that does not merely amount to entertainment for entertainment's sake, but one that provides them with the sensory, emotional and creative stimuli that children are exquisitely able to absorb, re-elaborate and express with great power, often in unexpected and brilliant ways.

With a dense multi-year programme of festivals, workshops, performances, shows, exhibitions, games, face-to-face meetings with artists, classes designed around the creative and communicative language of childhood, Mantova2019 will stimulate the growth of tomorrow's talents.

**THE GOOD AND THE BEAUTIFUL FOR CULTURAL TOURISM**

**THE UNEXPECTED  
CITY**
**THE UNEXPECTED CITY**

The Gonzaga art collection is perhaps history's first model for a museum. First of all, because it was conceived for being exhibited in essentially public venues; secondly, for the network of relations and references it wove with the city, transforming the Ducal Palace into a modern museum: a centre of activity that branched out to imbue the entire urban fabric, a pole of attraction and "palace of wonders".

Mantova2019 seeks to re-establish itself as the ideal city, one that is new and surprising, a source of culture that is not imposed from above or merely talked about, but something that is lived and experience in first person, attracting peoples from all over the world.

Mantova2019 is a city of art and culture that astounds the visitor with its many points of distinction: its extraordinary monumental fabric, the intensity and quality of its conserved heritage, and the uniqueness of its landscapes, both natural and constructed. Starting from the wealth of its historical memory and the beauty pervading it, Mantova2019 will narrate new stories and present itself in a new and unexpected way.

Mantua is also a city with long musical traditions. From Monteverdi to Vivaldi, Salomone Rossi and the composers of the 20th century, the Mantua area has always struck a perfect equilibrium between tradition and modernity in music as well.

The Mantova2019 programme will define and develop innovative ways to highlight the Good and the Beautiful, making it understandable and accessible both to the people of Mantua and to a multicultural audience spanning generations, social classes and tastes. Distributed museums, natural, virtual and multi-sensorial itineraries, experiential itineraries for interactive and immersive learning, new conceptions of space, an intense, multifaceted and liberal programme of music will all work in the service of a Smart Human City that is able to break down physical, cultural and economic barriers and welcome and embrace the tourists of 2019 in an enriching experience.

Mantova2019 will help to return the Ducal Palace, the palace of wonders, to the city and the people of Mantua and Europe, and will work to strengthen the network of exchanges among its museums, old and new, so that all can enjoy the beauty of the Renaissance in a new way.

Mantova2019 will also create the new Museum of Modern and Contemporary Art, a place of production and experimentation for all the contemporary arts.

## **THE GOOD AND THE BEAUTIFUL FOR SOCIAL INCLUSION**

### **THE UNIQUE CITY**

Mantova2019 uses the Beautiful as a tool for building a venue for ‘good living’ through art and culture but also thanks to respect for the rights, dignity and equality of each and every man, woman and child.

Every subject, story and stimulus finds its rightful place in Mantova2019, coming together into a choral narrative where differences are valorised as an expression of richness and uniqueness.

Mantova2019 is a true Smart Human City that recognises rights and places proper attention on the needs of each person.

Mantova2019 and its partner associations have given life to a process of in-depth self-analysis, pursuing means to integrate humanity into humanity. To this end, it has discerned three main dimensions that will be explored in its programme. First of all, the relationship with one’s perceived and perceiving body, understood as a means for expression and action in the world. Secondly, communication, understood as an irrepressible need to relate to others, and taking material form in the symbol. Lastly, creativity, an affirmation beyond the limits of identity, offering us - in the infinite dynamic interaction between the deconstruction and



reconstruction of reality - the artefact, access token to personal worlds.

The Mantova2019 cultural programme is something for everybody and by everybody. In order to create truly inclusive cultural projects, Mantova2019 will develop ad hoc formats in which culture, art, taste, teaching, science and entertainment place themselves fully at the service of ethical and social goals.



**THE CITY  
OF LADIES**

### **THE CITY OF LADIES**

Mantova2019 embraces the ideas of Christine de Pizan, a French author of Italian origin, recognised as Europe’s first professional woman writer. In her “Book of the City of Ladies” (1405) she presents a utopian vision which tries to demolish the misogynistic premises of society and present women in a new light.

The Renaissance was full of women who took a critical stance against patriarchy and a fervent desire to promote intellectual equality between women and men. Isabella d’Este, the first lady of the Italian Renaissance, amply demonstrated her belief in equality between the sexes when she wrote of herself and of women “There are virile souls to be found among our sex too”.

Mantova2019 sees itself as heir to this exemplary personality, celebrated throughout Europe and the world as the first European princess, a model of intellectual refinement, independence of mind and authoritative behaviour. As such it is particularly attentive to gender questions and will explore the role of women in the Gonzaga Court and in the Smart Human City.

### **THE GOOD AND THE BEAUTIFUL FOR THE SUSTAINABILITY**



**THE GOOD AND  
PASSION-FILLED  
CITY**

### **THE GOOD AND PASSION-FILLED CITY**

Mantova2019 is a slow-paced, passion-filled, friendly city that knows how to dedicate the right amount of time to listening, looking, talking, touching and tasting.

With its fascinating itineraries of rice, wine and flavours, Mantua is a land of oenological and gastronomic excellence, the homeland of delicacies rooted in the Gonzaga Court.

The cuisine of Mantua is one of princes and common folk, a cuisine of land and river, of fresh and cured meats and lake fish, a combination of the exquisite culinary expressions of the Gonzaga Court and the rich flavours of popular cooking. It is a cuisine that is very profoundly bound to its territory, and the Gonzagas felt it was necessary to codify its pleasures and values, following the precepts of the first true treatise on food: the De Honesta Voluptate Et Valetudine by Bartolomeo Sacchi. Nicknamed “Platina”

from the Latin name for his native city, Piadena, Sacchi served the Gonzaga as tutor and advisor.

The gastronomic and culinary traditions of the Gonzaga Court were also codified in precise rules in the late 17th century by the ducal chef, Bartolomeo Stefani, whose “art of cooking well and instructing the less able in that praiseworthy profession” exported the Gonzagas’ refined style and tastes throughout Europe, influencing even the grand French chefs in the court of the Sun King (Louis XIV).

With its cultural programme, Mantova2019 showcases the tastes and pleasures of food, good, time-honoured food, pure and sustainable, friend of people and the environment, to be savoured slowly.

Mantova2019 develops this thematic line along a community line and in a personal dimension, centring on the values of responsibility, openness, holism and multiculturalism, seeking to propose innovative models for achieving individual and social wellbeing.

In line with its interpretation of culture as a shared asset, Mantova2019 acts as a propulsive force behind events and initiatives aimed at promoting and extending the wellbeing of the people of Mantua, Italy and Europe in all its manifestations and facets.

Chefs, designers, collectors, restaurateurs, producers, distributors - all those who orbit around food and conviviality - are involved in the creation of projects and formats addressed to the people of Mantua and Europe and fully engaging all five senses.

Workshops, cooking schools, gastronomic residency programmes, museum-markets, conferences on the themes of responsible consumption and diet, festivals, oenological-gastronomic itineraries and distributed exhibitions all contribute to creating paths through material and intangible culture, a journey of discovery of new lifestyles. Indeed, Mantova2019 picks up the torch of the Expo Milano 2015 quest towards a civilisation that knows and recognises the importance of good, healthy and secure food for all.

### **KNOWLEDGE**

The Gonzaga Court of Mantua was an extraordinary example of a centre of production, exchange, and transmission of intellectual, artistic, artisanal, political and social knowledge and innovation. Today the policies and venues of creation, sharing, transmission, acquisition and integration of knowledge from different sources are many, well structured and open. Cultivating excellence and promoting innovation are the distinctive hallmarks of Mantova2019 and the driver of cultural and economic development.



## KNOWLEDGE TO ATTRACT TALENTS

### THE CITY OF KNOWLEDGE

Mantova2019 represents a place that welcomes talents from all over Europe and the world capable of transforming the city and its territory into a theatre of extraordinary creativity and scientific innovation in the service of all.

Contemporary societies have identified knowledge as one of the primary levers for growth, affluence and social cohesion. In order for knowledge to truly become the new governing criterion for economic, labour and social welfare policies, we have to ask ourselves what changes are necessary in the places where knowledge is produced and reproduced so that it can best respond to the increasing and ever more diverse demands of society.

Knowledge, territory, development: these are the terms of a virtuous bond that Mantova2019 proposes to Europe as a means for boosting innovation and competitiveness, starting from a determined valorisation of the educational process and the intangible dimensions of new sources of growth: the diffusion of ‘quality’ knowledge, technological innovation, patents and competitiveness on global markets. In its “**The City of Knowledge**” theme, Mantova2019 explores how to construct a knowledge space that will foster vital and strategic interchange among the varieties of knowledge possessed by local communities and among those of Europe and the rest of the world.

Particularly significant in this theme is the new agreement between Mantova2019 and the Mantua campus of the Milan Polytechnic to expand educational opportunities in the city of Mantua and thus increase the number of Italian and European students drawn into the city for relatively long stays.

## KNOWLEDGE FOR CULTURAL TOURISM

### THE CITY AT THE ROOTS OF EUROPE

Mantova2019 is a city laced by pathways and itineraries interweaving stories of power, dynasties, and diplomacy, where one hears the voices of men and women of the past who have made the old world grand and who still transmit to us their European knowledge, values and capabilities. As Gillo Dorfles has said, Mantua is one of the few cities where it is clearly possible to read the development of its urban and architectural history across the centuries.

Mantova2019 seeks to explore the dimension of knowledge and all its varieties as the soul of the European identity and the root of its contemporary reality, starting from its past and exploring the history of knowledge through the various eras all the way to the most pressing issues of today’s world. Starting with the practices of knowledge characterising the history of Mantua across the centuries, Mantova2019 will summon and embrace projects that are able to narrate the forms of knowledge of the rest of Europe, offering its visitors the sensation of belonging to a single European culture. Partendo dalle pratiche del sapere proprie della storia di Mantova nei secoli, “Mantova2019” chiama e accoglie progetti in grado di raccontare le forme della conoscenza proprie del resto d’Europa, offrendo ai propri visitatori la sensazione di appartenenza a un’unica cultura europea.





## KNOWLEDGE FOR SOCIAL INCLUSION

### CITYHUBS

In Mantova2019, curiosity and openness to the most widely diverse branches of knowledge, which are approached not only virtually but also materially, constitute the strongest antidote to the contemporary plagues of alienation and disorientation and lead to personal wellbeing.

Mantova2019 promotes a series of activities and events designed to safeguard the social and cultural heritage of all the ethnic and linguistic communities who have established themselves in the local area.

Mantova2019 adopts projects designed to conserve and valorise the characteristics of the cultures of the city and its inhabitants through the creation of new venues of knowledge and intercultural exchange that can accommodate scholars, artists, researchers and also ordinary folk. They are open spaces where people can meet and talk, free from prejudices and the mechanisms of discrimination, where culture and knowledge become means for developing new modes and forms of coexistence.

## KNOWLEDGE FOR THE SUSTAINABILITY



### THE CITY OF DOING

Scientific knowledge has been cultivated in Mantua throughout the centuries, as exemplified by the sojourn in the Gonzaga Court of child prodigy and polymath James Crichton, as well as the presence in the city of an immense variety of scientific and naturalistic collections, such as the herbarium and mineral collection of Giuseppe Acerbi, now in the Biblioteca Teresiana, and the collection of instruments and devices in the Physics Department of the Virgilio Lyceum.

However, after the period of full-spectrum interest in culture exhibited by the Gonzaga Court during the Renaissance, the ferments of the Enlightenment and attention to scientific and technological progress continuing into the late 19th century, interest in science in Mantua seems to have become a matter for an elite few.

Mantova2019 wants to fill the nearly century-long gap in scientific knowledge that has characterised the city's recent history. In the current context, where the dissemination of scientific and technological knowledge and concern for conservation of the Earth's resources are pressing issues, Mantova2019 proposes to restore a significant portion of the city's historical, scientific and cultural heritage to the city, while keeping an eye open to the future and new discoveries. By the same token, Mantova2019 cannot and refuses to forget the practical knowledge from both its recent and its distant past, which it will revalorise through laboratory studies, workshops, exhibitions, festivals and courses with the aim of transforming this memory of the past into real, concrete and productive prospects for the future.

Mantova2019 is a city that studies, experiments, and innovates. The city transforms itself into a permanent and creative scientific laboratory—investigating the natural, human, social and practical sciences—that creates and develops the capacities and competitiveness of the future, without forgetting the know-how of its past.

### THE THREAD OF TIME

From the Etruscan settlement to the fortified city and the lordly city of the Gonzagas: the urban history of Mantua aptly represents the progress of anthropogenic impact on the land and leads us to focus on the current issues of managing, conserving and transforming not only the urban fabric, but also, and especially, the environment and the landscape that embraces it and contributes to its uniqueness. Following the thread of time we also see the social transformations of the city, because Mantua has not been and is not just a collection of lived-in houses and palaces, it is above all a place of living relations.

Mantova2019 becomes the guarantor of a harmonious and responsible transformation of its community. Rooted in the many synapses of its memory, it projects itself into the future to integrate, connect, re-elaborate, renew and germinate spaces, landscapes, instances and relations of a new modernity.

### FOLLOWING THE THREAD OF TIME TO ATTRACT TALENTS

#### THE BRILLIANT CITY

Mantova2019 commits to creating an integrated and cohesive cultural system, one that is capable of attracting talents and interests from all over Europe.

Aspiring to become a new model among the pulsating cities of Europe, Mantova2019 shall work to bring its *genius loci* to bloom, leveraging its geographical and cultural location precisely at the intersection of two important axes — Lisbon-Kiev and Palermo-Berlin, which the European Union has committed to completing by 2015—to favour the process of integration of the heritage of knowledge, peoples, and trade between the Atlantic, the Mediterranean, and Northern Europe.

The theme is quite broad in scope and envisages the enhancement of venues traditionally assigned a cultural vocation as well as the creation of entirely new cultural spaces, perhaps decontextualised from their original function. It also creates a virtuous system of relations between centres of knowledge and art, capable of generating beacon-lights for culture, intellectual stimulation, and employment.







## FOLLOWING THE THREAD OF TIME FOR CULTURAL TOURISM

### THE CITY OF A THOUSAND FACES

Mantova2019 takes up the challenge and the responsibility of conserving and valorising its own traditions and cultural potentials while also initiating a virtuous mechanism that will unify the city's attractive potentials into a system, enhancing their ability to interact and reinforce one another.

Mantova2019 presents itself to Europe and the world as a recognised brand representing a city of quality, a small capital of sustainability, cultural and otherwise, a “smithy of models, creator of trends, inspirer of novelty”<sup>1</sup>.

Mantova2019 wants to present itself in a surprising way, revealing its identity in a new light: not only a prestigious cultural centre, capable of attracting the informed tourist, but also a place/space of re-creation and innovation, capable of sparking curiosity and attracting a pool of users who are usually uninterested in the venues of culture.

Environment, agricultural economy, tourism, art and culture: these are key elements with infinite potentials, constituting the thousand faces of Mantova2019, laid down over the centuries and projected towards future interpretations. Mantova2019 celebrates its exceptional and unique heritage, transforming it into an exceptional powerhouse for economic, touristic and social development.

## FOLLOWING THE THREAD OF TIME FOR SOCIAL INCLUSION



### THE CONTEMPORARY CITY

While the good governance of the noble courts fostered harmony between the countryside and the city in the Middle Ages, the Gonzagas preferred to invite architects and urban planners to design the functional aspects of the urban space, give new vitality to the ancient organism, and plan its renewal so that Mantua would become, to paraphrase Leon Battista Alberti, “more capable, more eternal, more worthy, more joyful”.

The city thus acquired the orderly form of beauty that the Greeks called kosmos, reflected and multiplied in turn in the harmony of spaces and architecture that is still so perfectly visible in the historical centre of Mantua.

But just as the centre is a historical zone, the outskirts are now emblems of the contemporary, spaces to be regenerated so that they may gain a renewed cultural and social vitality. Mantova2019 intends to valorise and give new life to the peripheral zones of the city, which currently have more potential than they do vocations.

<sup>1</sup>Salvatore Settis, *Un progetto per Mantova*, 2008.

Mantova2019 is thus a contemporary city that wants to upend the hierarchical conception of the centre and the outskirts, of inside and outside, of material and immaterial. It wants to reach out and embrace its most submerged and hidden parts, transforming them into living and vital places.

Mantova2019 commits itself with renewed vigour to transforming the face and soul of its outermost areas, taking as its physical demarcation the shores of the lakes and as its ideal guidelines the valorisation of contemporary idioms in the artistic, social and environmental fields.

Mantova2019 develops urban regeneration projects and bring them into the city, seeking to transform the outskirts into new poles of attraction, spaces for youthful and creative start-ups. It will implement a programme of events, improvisations, electronic music and installations that make the outlying neighbourhoods into an interactive environment that develops artistic communication.

## **FOLLOWING THE THREAD OF TIME FOR THE SUSTAINABILITY**

### **THE GREEN CITY, THE CITY OF WATER**

Mantova2019 tends, safeguards and valorises the beauty of its local area, its environment, the rural landscape and the authenticity of its oenological-gastronomic heritage, all representative of the most genuine expression of its identity.

Known as “Little Venice”, Mantua is encircled by the slow-moving fresh water of the Mincio, its lakes, and the Po. The Mincio Valley Nature Reserve is located upstream of the city and represents one of Europe’s most important wetlands, characterised by a myriad of interconnected channels and lakes flowing into Lago Superiore. The area is characterised by vast groves of reeds and aquatic plants and features exceptionally rich and diverse populations of waterfowl, with nesting, overwintering and transient species.

The unique characteristics of the Mincio River Valley have made it a wetland of national interest for the Ramsar Convention and a “tourist destination of excellence” in the European Community project “Eden 2009 - Tourism and Protected Areas”.

Mantova2019 seeks to valorise its association with wetlands and its bond with water, an element that embraces both the millenary local agricultural history as well as its cultural and landscape counterparts, transforming the Mantuan territory into the European cradle of “life in the realm of fresh water”. And one of the projects characterising Mantova2019 regards precisely the Mincio Valley Nature Reserve and the area around the Mantuan lakes.



**THE THREAD OF SPACE AND THE NETWORK**

Mantua has a dual soul: it is both an isolated island and a crossroads between major avenues of communication, by both land and water. It has long been at the centre of fundamental artistic and dynastic relations that have made it an eternal capital of culture.

**SPACES AND NETWORKS TO ATTRACT TALENTS****THE CITY IN TRANSIT**

Mantova2019 creates a network to allow artists, fashion designers, music engineers, video makers, photographers, performers and innovators to draw in and absorb cultural proposals, ideas, projects, suggestions and creative stimuli a plethora of points in Europe, and Mantua will take it upon itself to bring them to life.

The strong interest in new cultural trends on the national and international scene offers the possibility to create novel points of contact with audiences as part of a quest for original experimental idioms capable of interpreting the many European cultural identities.

Dedicated spaces and platforms for artistic, visual and musical experimentation; touring exhibitions of youthful art-on-wheels; international thematic meetings; multi-year road shows following the trails of Mantuan travellers of the past and present: Mantova2019 creates a network to draw in diverse cultural expressions, acting as a centre and transit point for a flow of interchange that extends from Mantua, its surroundings and Italy out to Europe and beyond.

**SPACES AND NETWORKS FOR CULTURAL TOURISM****THE INFINITE CITY**

The favourable combination of two geographical factors—the Mincio River and its four lakes—create a highly favourable position in the lower Po River Valley. It is an important trading stop on the routes along the foothills and to the lands across the Alps, protected by the defensive barrier of its lakes in an exceptional synergetic bond. This high strategic relevance did not escape the Etruscans, who founded the earliest settlements in the area.

The Romans themselves recognised these important characteristics. Indeed the Via Postumia passes through the area, a road initially built for military purposes, connecting Genoa to Aquileia. It is touched by the Via Emilia and innervated by a network of secondary Roman roads.



The position and territory of Mantua maintained their strategic relevance in Renaissance Europe, so much so that the Gonzaga made it the centre of their domains. They made this the focus of a network of relations, routes and trade of a material, commercial and military nature while also serving as a neural network for knowledge, spirituality and art.

But the Gonzagas also consolidated the “routes of power”, travelled in earlier centuries by Charlemagne and Matilde da Canossa from Mantua to Europe and back again, through an intense nuptial and patrimonial policy that led to the creation in Europe of small autonomous potentates based on the Mantua model.

Mantua achieved such high cultural and strategic power that in 1541 the city was a candidate to host one of the epoch-making events in European history: the council that was later held in Trento in 1545. Cardinal Contarini, in his memorial, *De Concilii celebratione*, of October 1541, argued in favour of choosing Mantua as the best city to host the event, arguing as follows: “propinqua est Germaniae, est civitas imperialis, non tamen immediate subiecta est imperatori, agrum habet fertilissimum, habitationes domorum et cetera fere omnia commoda” (it is close to Germany, it is an imperial city, but not immediately subject to the emperor, it has highly fertile lands, dwellings and other characteristics ideally suited to the circumstances.)

Indeed, over the centuries, Mantua assumed a growing importance on Europe’s spiritual map.

As a testimony to the city’s active participation in establishing the roots of Christianity in Europe, the Church of Sant’Andrea contains a relic that has been highly venerated since the Middle Ages: the holy vessels containing the “Most precious Blood of Christ”, brought to Mantua, according to legend, by the centurion Longinus, and drawing in millions of pilgrims from the entire continent.

On the other hand, Mantua was also the seat of one of the most important Jewish communities in the Old World. The community was animated by activities and productions of exceptional quality that included theatre, music, song and painting as well as religious, philosophical, humanistic and scientific undertakings. They made the city a smithy for Europe’s Hebraic roots and of the oft glorified cosmopolitanism that reached an acme here.

Mantova2019 recognises and valorises its role as a crossroads of paths imbued with history, European arteries, itineraries where peoples have met and recognised each other as members of a single civilisation. Mantova2019 affirms this heritage and revitalises these pathways of the spirit and of art so that their energy and values can reach out across the broadest area possible.

Mantova2019 aspires to being an Infinite City, a city that extends beyond the confines of space and time, transforming into a locus of relations, dialogue and reciprocity among the peoples of Europe. It will be both an arrival and a departure point for international experiences, a place for artistic invention and production, a cultural reference point for the citizens of the new millennium.

The infinite city assumes the role of interchange point, an energising centre of reciprocity and enrichment, where each relation, pathway, bond and channel will be valorised and revitalised so that it may contribute to enhancing Europe's shared cultural heritage.

Mantova2019 seeks to fully affirm the exceptional potentials for cultural and social exchange and diffusion offered by the pathways that pass through its territory. Some of them are already a part of the European Cultural Routes (Via Francigena, Mozart Ways, network of Cluniac sites, Transromanica, European Route of Historic Theatres), while others are more closely associated with Italy and the Mantua area (Gonzaga Network, Via Romea Nonantolana, Cammino Per Grazia Ricevuta, Via degli Abati, Cammino di Matilde di Canossa, Cammino di Sant'Antonio da Padova).

Mantova2019 initiates and maintains close relations with all the organisations that are dedicated to cultivating these cultural routes, working together to develop a series of activities that give new life and impetus to these pathways and to the foundational principles of Europe.

## SPACES AND NETWORKS FOR SOCIAL INCLUSION

### THE COOPERATIVE CITY

Mantova2019 complements the physical paths of communication with networks of emotion, empathy and communication that extend beyond the material dimension. This makes possible new relational modalities and enormous volumes of exchange. The flow of ideas and knowledge overcomes any state of isolation—indeed, making the very concept an impossibility. This thematic line envisages activities dedicated to those who have hitherto been considered non-audiences: seniors, inmates, hospital patients and those living in rest homes.

Mantova2019 firmly believes that culture in all its forms and acceptations is the most powerful means for achieving true and concrete social inclusion.





## SPACES AND NETWORKS FOR THE SUSTAINABILITY

### THE SLOW CITY

“Mantova2019” promuove la cultura della lentezza e dell’approccio slow in cui domina l’equilibrio tra la modernità e la tradizione. Mantova2019 promotes the culture of slowness, of giving things their rightful time in a discerning balance between modernity and tradition.

Time seems to stop and invite the people of Mantua and their visitors to slow down, relax and dwell on the finer points of existence. Space is endowed with options for moving through it ‘softly’, allowing the townspeople and visitors to truly savour the local area and its rivers and lakes. This means enhancing and valorising transport along waterways, along the canals that have long been travelled by people and animals.

Mantua’s urban and peri-urban context has long suffered from traffic congestion, compromising the use of the spaces in the city and in its outskirts. Mantova2019 will thus create a soft mobility system that will deeply and gently influence the culture, mentality and identity of the city and its surroundings.

But Mantova2019 also valorises the pathways of fauna that have made the area a jewel of the old continent, fostering contact with other similar areas in Europe and promoting the creation of official relations among parks. Projects in this thematic line shall include scientific studies of migrating birds, teaching labs for children, and thematic audio-visual materials and conferences. And the places of nature will also be transformed into a novel stage for festivals of music, theatre, dance and other forms of entertainment.

### COURTIERS AND CITIZENS

Coexistence, hospitality, dialogue and active citizenry: the Renaissance echoes of courtly life related by Baldassar Castiglione have represented a fundamental phase in the pathway to the contemporary model of civil coexistence.

Mantova2019 inherits and develops this conception, making culture a legacy to which all contribute and all have access, an element of identity that is co-produced, co-created and actively shared by the people of Mantua and Europe.

## COURTIERS AND CITIZENS TO ATTRACT TALENTS



### THE CITY-WORKSHOP

As attested in the “Institutions and rules of the Ducal Scalcheria of Mantua”, a sort of manual governing the functions of servants in the kitchen, dining hall and gardens, a veritable army of ceramicists, potters, glassworkers, locksmiths, basket weavers, and pot makers were summoned by Vincenzo I, their excellent craftsmanship contributing to the celebration of the grandeur and prestige of the Gonzaga family.

The Most Serene Gonzaga upheld the highest principles and in all their actions made evident the greatness of their nature, because one of the principles is to have a well organised court ruled with consummate magnificence...” The ‘Institutions and rules’ established a well defined hierarchy of roles for larder keepers, waiters, supervisors, cooks and crockery staff, all assigned to the provisioning, handling, preparing and serving of food, and the clearing and disposal of scraps and leftovers. They indicate the existence of an extensive network of artisans and specialists who were the pillars of the manufacturing economy that was stimulated and sustained by the Gonzaga Court.

While Vincenzo I ordered china cabinets crafted in Urbino and Pesaro, decorated with exquisite majolica, he also demanded expert artisans from Faenza and Albissola who could instruct the locals and elevate the quality of artisanry in the Mantua area.

While Vincenzo I summoned specialists in glass and ceramics from Liguria and Piedmont, the port of Genoa offered him opportunities for trade and a supply of oil, carnations, fresh roses, jasmine plants, artichokes and sweets.

Based on information from Fra’ Zanobi Bocchi, the duke availed himself of the services of the master ceramicist Guidobaldo Poggi to initiate local production of porcelain. Hence, the Mantua of the Gonzagas not only sustained the local artisanal economy with their patronage, but also promoted experimentation, innovation, creativity and the attraction of talents in the arts and crafts.

Fortified by centuries of history, Mantova2019 is still a workshop pulsating with energy, where time-honoured tradition meets in a fertile embrace with the contemporary era’s thirst for innovation, and where the entrepreneurial and the creative dimensions come together into a single well-oiled system.

Mantova2019 invites all people, those of Europe and beyond, to come together to plan and design an international cultural

programme growing out of effective, well targeted, fertile collaboration and intermixing.

The programme shall interpret and disseminate the universal values that are deeply ingrained in the Mantuan identity but have roots extending through all of Europe.

Mantova2019 is a crucible of creativity, a veritable international workshop of arts and trades, a vital European node of relations. The city becomes a place for exchanging, exhibiting, engendering and taking action, bringing to life the heritage and traditions of the local area and transforming them into opportunities to promote start-ups and stimulate the economy and development.

A strategic element in Mantova2019 is the project to create the “Made in Mantua” brand as a way to safeguard and promote the special creativity and productivity of the area. “Made in Mantua” provides the perfect arena for stimulating start-ups and local manufacturing and agricultural enterprises, as well as giving new lustre to the brilliant but hidden artisanal traditions of the wetland areas.

## **COURTIERS AND CITIZENS FOR CULTURAL TOURISM**

### **THE JOURNEYING CITY**

Mantova2019 complements the programme of cultural tourism by providing incentives for an ethical tourism that offers stimuli for a critical reflection on the concepts of journey, global citizenship, inequality and sustainable development.

In valorising its local territory, Mantova2019 creates innovative means for fostering possible concrete synergies between public institutions, private enterprise and players in civil society, promoting an engaged citizenry and the culture of responsibility.

Special agreements with tour operators, the creation of the Mantova2019 Card that will finally implement an integrated system of transportation and access to all points of interest in the local area, exhibitions on the history of travelling, educational encounters on the culture of responsible travel, festivals exploring travelling as the original human dimension, competitions and awards, and publications: all these formats will be developed by Mantova2019 to give critical depth to this thematic line.





## COURTIERS AND CITIZENS FOR SOCIAL INCLUSION



### THE CITY OF DIFFERENCES

Mantova2019 leverages cultural proposals to generate intercultural and intergenerational dialogue, a means for fostering active and interactive participation, placing greater attention on neglected target groups such as children, young people, seniors, resident foreigners, the differently abled and those with a relatively low educational level.

The Mantova2019 cultural programme seeks to propose new points of view and interpretive keys that will help people to get beyond commonplace or stereotypical outlooks and reaffirm the city as a cradle not only of history and art but also of diversity.

Mantova2019 is mustering all its ethnic, religious and linguistic communities and minorities to work together to envisage and develop projects to implement as part of the programme for 2019 to achieve a fairer and more inclusive city.

## COURTIERS AND CITIZENS FOR THE SUSTAINABILITY



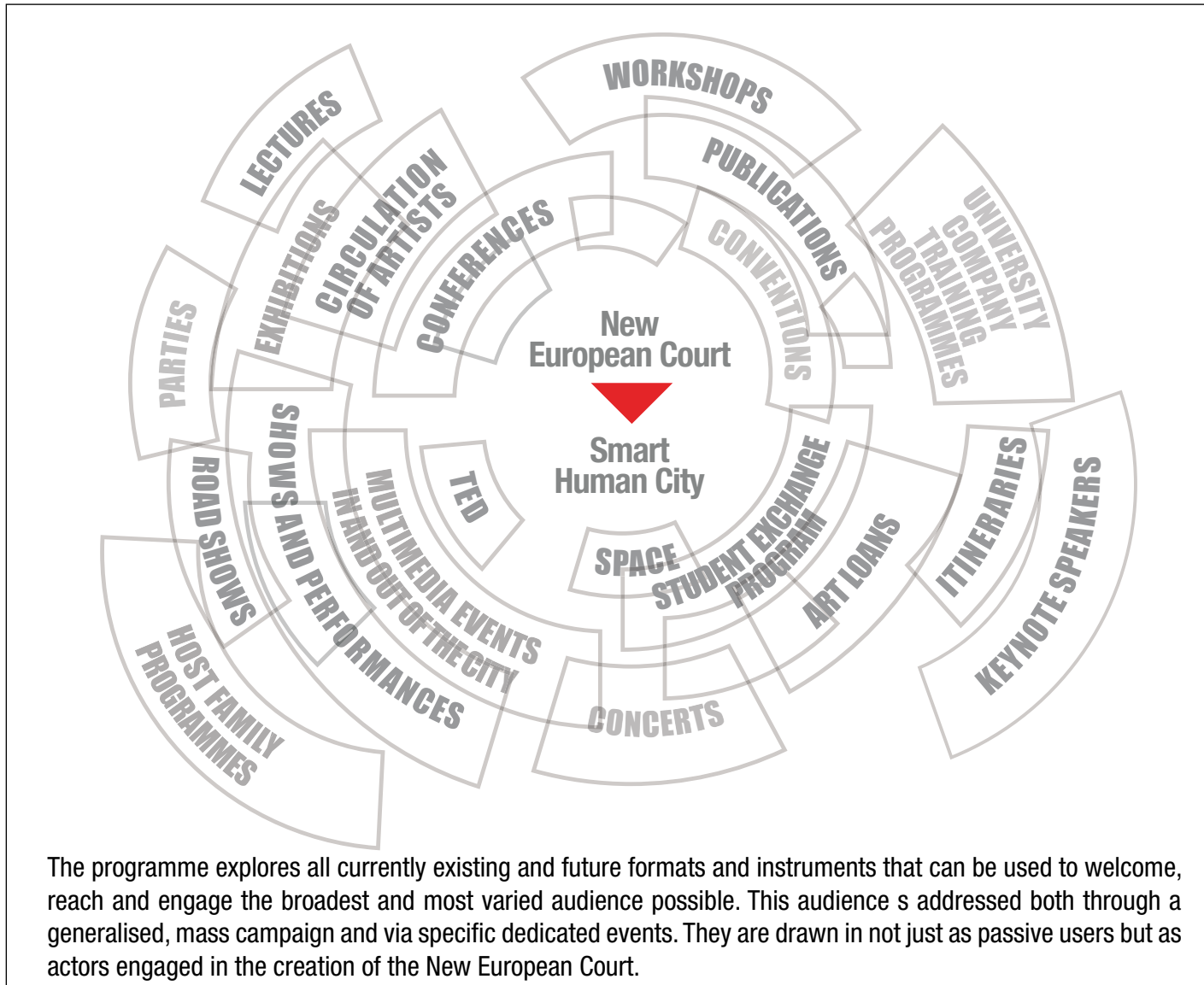
### THE OPEN CITY

Mantova2019 seeks to expand the cultural stage, bringing the public even closer to the content of the programme, as well as encouraging active participation on the part of the local community in planning and creating cultural events.

Coexistence, hospitality and openness to others are the historical substrate that have made Mantua a fervid, open, inclusive and respectful city over the centuries. Mantova2019 opens to the global society and reassumes its historical role of crossroads for trade, cultures, knowledge and peoples. It is also distinguished by the culture and the values of sports, replacing antagonism with respect for one's opponent and good sportsmanship.

Mantova2019 will instil in future generations the values of sports as a guide for improving the quality of life. The programme will include direct instruction in sports and extend this to create relations among young people throughout Europe, giving life to an unforgettable festival of sports and friendship among peoples.

## FORMATS CHOSEN BY MANTOVA2019



## 2

What main events will mark the year? For each one, please supply the following information: description of the event / date and place / project partners / financing.



Hereafter the events for 2019 that represent the climax of Mantova2019 multi-year cultural project.

### **Return to the future**

(THE GOOD AND THE BEAUTIFUL TO ATTRACT TALENTS - THE CITY OF TALENTS)

- description of the event: 6 exhibitions in 6 different Mantua museums each representing an imagined encounter between a Gonzaga patron of a great artist and the artist himself; portraits of the Gonzaga family will be recalled from major European museums, together with self portraits of the artists who immortalised their memory;
- date and place: 2019, Mantegna's House (Mantegna); Palazzo Ducale (Leonardo); Palazzo Te (Raphael and Giulio Romano); Palazzo Te (Titian); Palazzo Ducale (Tintoretto); Mantua State Archives (Rubens);
- project partners: Friends of Palazzo Te and Mantua Museums;
- funding: 654,000.00€

### **Inauguration of new Palazzo Ducale tours**

(THE GOOD AND THE BEAUTIFUL FOR CULTURAL TOURISM - THE UNEXPECTED CITY)

- description of the event: public opening of new itineraries; Tintoretto Rewind-the Gonzaga Cycle: Mantua, Munich and Back (opening to the public of Guglielmo Gonzaga's apartment with a hologram reproduction, using the latest digital techniques, of the eight pictures from the Tintoretto Cycle; "Pisanello Rediscovered" Conference;
- date and place: 2019 (Spring and June), Mantua, Palazzo Ducale;
- project partners: Superintendency for Historical, Artistic and Ethno-Anthropological Assets for the Provinces of Mantua, Brescia and Cremona;
- funding 900,000.00€

### **Miticomito! Europe and the myths of Europe**

(THE GOOD AND THE BEAUTIFUL TO ATTRACT TALENTS - THE JOYFUL CITY)

- description of the event: a children's festival across the city bringing artists and kids from all over Europe to interact and work together on a new founding myth of European identity;
- date and place: November 2019, Mantua;
- project partners: Segni d'Infanzia;
- funding: 482,000.00€





### **Festival of the Wetlands**

(TIME FOR THE SUSTAINABILITY - THE GREEN CITY, THE CITY OF WATER)

- description of the event: a huge festival devoted to various kinds of wetlands management, focusing on living alongside water systems, farming and craft industries linked to the presence of water, and bird migration;
- date and place: 2019, Mincio Regional Park;
- project partners: Mincio Park;
- funding: 255,000.00€



### **National Virgil Academy**

(KNOWLEDGE FOR THE ATTRACTION OF TALENTS – THE CITY OF KNOWLEDGE)

- description of the event: 2019 marks the climax of many years' work by the academy on the “New European Court – Smart Human City” project with a timetable of events in three areas:

#### **1) Music**

Project Virgil: multimedia presentation of early and new music inspired by Virgil; Project Orfeo: performance of Orfeo by Claudio Monteverdi (new Monteverdi singers, costumes by a young stylist); Project Mozart: inauguration of the exhibition “Music in the Schools of Mantua and Europe”.

#### **2) Figurative arts**

Cycle of conventions, conferences, documentary films, workshops for specialists and the general public, with particular focus on opportunities for schools on the theme: “Techniques of wall decoration. Reports and documentation on the most important examples in Mantua and Northern Italy (Milan, Cremona, Brescia, Verona, Padua, Parma). Problems of preservation, conservation, restoration.”

#### **3) Ethics**

Conference on culture and university in Mantua  
Exhibitions of materials belonging to the Academy  
International Virgil Prize – Special Edition

- date and place: 2019, Mantua;
- project partners: National Virgil Academy;
- funding: 200,000.00€

**Feel, Communicate, Create**

(COURTIERS AND CITIZENS FOR SOCIAL INCLUSION - THE CITY OF DIFFERENCES)

■ description of the event: a cultural, educational and rehabilitative resource for the public designed to promulgate a new way of viewing and understanding the condition of disability. This involves the promotion of awareness of the body, alternative communication and the creative act, through courses, workshops and initiatives for children and families in partnership/twinning with Italian and foreign cultural and artistic associations.

Symbolic events will be staged 2019 to present the city and Europe with the results of the courses and workshops.

- date and place: 2019, Mantua;
- project partners: Casa del Sole;
- funding: under discussion

For an extensive list of projects included so far in the cultural programme, see APPENDIX 1 - MANTOVA2019 PROGRAMME.

**3**

How does the city plan to choose the projects/events which will constitute the programme for the year?

Mantova2019 will continue to apply the method of public engagement to build the programme, which has already begun with “progettiamomantova2019”.

The collective call will be extended to all cultural, social, sports, environmental and religious organisations, associations and operators in the greater Mantua area encompassed within the ECoC Bid (macro-region and European partner operators).

All submitted projects will be evaluated and selected for the 2019 programme on the basis of well defined criteria:

- Artistic value;
- Originality of the themes, means of expression and formats;
- Alignment with the themes and four strategic objectives of the ECoC Bid;
- Proposal of diversified activities that are attractive to all project target audiences, who are not viewed merely as users, but most importantly as actors and active participants;
- Attractiveness to both local and international audiences;
- Capacity for activating and expanding local and international partnership networks.

All projects will be submitted to the Artistic Director and to the dedicated team to be examined and perhaps recalibrated within a framework of constructive feedback.

## ORGANISATION AND FINANCING OF THE EVENT

### 1.

#### Organisational structure

Mantova2019 has a multilevel structure of governance, management and control, institutional relations, public-private partnerships and project management (progress monitoring, crisis management, goal verification and measurement of results) resting on protocols and agreements between public and private stakeholders.

##### 1) The Foundation

The development and realisation of Mantova2019 is entrusted to a Foundation created via the rationalisation of existing Public-Private structures combining the management skills, assets, resources and cultural activities of the city and the area. The city and local authorities who currently belong to the foundations undergoing the rationalisation process shall remain partners in the Foundation.

The Foundation is led by a Coordination Committee responsible for the New European Court-Smart Human City project, direct heir to the Mantova2019 Sponsor Committee which it will replace once the European Capital of Culture 2019 is awarded.

The Coordination Committee's task is to guide, sustain and support the cultural planning process for the Smart Human City which Mantova2019 is helping to realise, taking into account the cultural identity and historic importance of the city's monuments and museums, to foster the proliferation of cultural and artistic enterprise, to raise and appropriate funds, monitor priorities, establish qualitative and quantitative standards, areas of intervention, roles and responsibilities.

##### 2) The "Pact for Mantua" Memorandum of Understanding

Mantova2019 operates according to a Memorandum of Understanding between the Ministry for Arts and Culture, Region of Lombardy, Province of Mantua, Mantua City Council and the Foundation. Specific protocols have been signed with the local authorities and associations across the extended Mantova2019 macro region and territory.

1.1  
What kind of structure is envisaged for the organisation responsible for implementing the project? What type of relationship will it have with the city authorities?

1.2  
If an area around the city is involved in the event, how will the coordination between the authorities of the relevant local and regional authorities be organised?

The Memorandum of Understanding, which will come into effect with the award of the title of European Capital of Culture 2019, was drafted in concert with the European Union along the lines of the MIBAC-Region of Lombardy-City of Milan-EXPO SpA Protocol of 2011 (which is still in effect and provides the guiding cultural criteria for Expo Milano 2015) and the previous “Pact for Milan” of 24.11.2008.

The “Pact for Mantua” Memorandum of Understanding sets out to engage all public and private bodies operating in the territory in the realisation of Mantova2019 through multi-year partnerships (2014-2019) to facilitate events and projects and exploit the cultural riches of the province to project its cultural, artistic, architectural and natural assets on the international stage, reinforcing and supporting Mantua’s mission as a ‘Capital of Culture’ and increasing its tourist appeal.

All signatories of the “Pact for Mantua” Memorandum of Understanding undertake to engage with the best known and most prestigious Italian and European cultural institutions, to promote thematic shows and exhibitions, to invite proposals from young Italians and Europeans for Mantova2019 initiatives and events and to cooperate in the promotion of major international cultural events to be held in Mantua in 2019 and in the preceding years.

The “Pact for Mantua” Memorandum of Understanding fosters synergic agreements between the authorities aimed at welcoming differently-abled visitors and families in accordance with articles 13, 24, 28 and 39 of Agenda 21 for Culture, signed in Barcelona (Spain) on 8/5/2004.

A Coordination Committee has been set up between the parties to establish the reciprocal spending obligations within the limits of the available resources. The Committee will meet at least twice a year once the title of European Capital of Culture 2019 has been awarded.

### **3) The Cultural Districts model**

Mantova2019 has developed a model of cultural governance built on a decade-long museum and art system which connects the city with the surrounding territory. The current Cultural District project (Gonzaga Palaces and Dominus) is a paradigm for a mechanism which brings together under a single direction the various (public and private) levels of participation and funding, managing flows and processes, planning of arts and culture, and the tools and channels of communication.

Mantua is unique in the Cultural Districts scheme in hosting two districts:



DOMINUS - Distretto Oltrepò Mantovano per l’Innovazione, l’Unicità e lo Sviluppo (Oltrepò Mantovano District for Innovation, Uniqueness and Development) and Le Regge dei Gonzaga (Gonzaga Palaces), both co-financed by Cariplo Foundation. Sponsored by partnerships of public and private bodies (Region of Lombardy, Consortium of Oltrepò Mantovano Municipalities, the Province and City of Mantua, Mantua Confindustria, Milan Polytechnic-Mantua Regional Campus), the purpose of the districts is to provide new opportunities for jobs and growth by exploiting the cultural and natural assets of the territory.

#### **4) ‘Ordinary’ instruments**

Mantova2019 is armed with a full range of policy instruments and administrative controls (either prevailing or used with past success). These include the current Framework Agreement for Territorial Development and the Mantua-Pavia-Cremona-Lodi Agreement of 2004 for development of the Po Valley which led to the “Po di Lombardia” tourism system—Italy’s biggest tourist network covering an area of around 8000 square kilometres and 436 municipalities.

These routine programming and planning instruments interact with the multilevel governance model laid down by the “Pact for Mantua” Memorandum of Understanding, adopted in concert by the European Union, MIBAC, Region of Lombardy, Province of Mantua, Mantua City Council and the Foundation.

#### **5) Interoperability**

Mantova2019 is model of a smart city with multiple and widely engaged stakeholders (from both the public and private sectors), whose interaction is facilitated by a process of interoperability between the 4 pillars of the Smart Human City project (cultural tourism, sustainability, social inclusion and attraction of talent) which represents one of the 3 enabling factors of smart European models, together with multilevel governance and PPP.

Mantova2019 operates on an increasingly popular model which introduces unifying procedures of interchange and interaction in the various aspects of the Smart Human City to foster cooperation and a more reliable exchange of information between different projects and an optimisation of resources.

In this way Mantova2019 is achieving a high degree of synergy between the different organisations (tour operators, universities, social enterprises, authorities and cultural associations) offering new services or functionality.

### 6) Public-Private Partnerships (PPP)

Mantova2019 addresses a number of emerging needs made urgent by global changes, including the new dimensions of cultural tourism, sustainability, social inclusion and the attraction of talent. The smart, human model sets out to satisfy the sophisticated needs of global cities through public-private partnerships designed to deliver a range of contributions from funding to technology to strategic, managerial and organisational skills.

Mantova2019 is adopting the public-private partnership (PPP) as a form of long-term cooperation between the public and private sectors to realise the foundations of the Smart Human City. Resources are managed jointly and the risks distributed proportionately among the partners according to their respective capabilities.

The aim is to provide the business environment with a tool to recognise and exploit the opportunities offered by Mantova2019 by participating in this innovative financing mechanism which is backed by the European Union.

Through PPP Mantova2019 will help to:

- facilitate the realisation of public projects;
- achieve a fairer distribution of risk and reduce the costs of restoring historic buildings and monuments normally borne by the public sector alone;
- encourage cultural tourism, social inclusion, sustainable development and the attraction of talent with the involvement of private business;
- increase the market share of Mantua's cultural enterprises.

### 7) Measuring the impact and knock-on effects

Mantova2019 will monitor the impact and knock-on effects of its initiatives in terms of economic, social, environmental, cultural, educational and urban transformation, modernisation and regeneration, as well as growth in tourism and jobs and gains for the image of the city and the territory.

Influential studies (Myerscough 1994, Antonis 1998, Richard and Wilson 2004) of mega cultural events, such as the European Capital of Culture, have confirmed the strategic importance of cultural programmes as critical success factors.

Mantova2019 is turning to Milan Polytechnic to provide the instruments, methodologies and procedures to measure the changes over the time horizon at least to 2020. See SECTION VI, question 1.

**ε) Audit**

One of the fundamental governance objectives for Mantova2019 is adherence to, and monitoring of, the principles of transparency in economic and financial management.

Mantova2019 is subject to both an internal and an external audit.

Internal auditing is performed by the Finance Department which reports directly to the Mantova2019 Foundation Coordinating Committee. It is responsible for control of all financial transactions as well as approving the budget and annual financial statements.

Internal monitoring and control is backed by an annual financial management assessment by external and independent auditors.

Mantova2019 has appointed an innovative, high profile Artistic Director who is internationally recognised but not part of the celebrity star system. She is an expression of deepest European culture with extensive experience of genuine dialogue between different cultures.

Mantova2019 appointed its Artistic Director in 2014 for the entire 5-year period leading up to 2019.

Mantova2019's Artistic Director comes from European theatre, or at any rate from the performance arts, and brings an anthropological vision of culture, that is she is able to thematise, specialise and coordinate the programme and integrate it within the social context, turning it into an opportunity for cultural barter, continual exchange with the local community and with Europe, and a physical space for dialogue and interaction.

Mantova2019 has an Artistic Director with the skills required to stage and direct the programme of events, and experience of artistic creativity and cooperative management. She brings an interdisciplinary approach as well as expertise of scenography, multimedia installations and choreographic events.

Mantova2019 expects its Artistic Director not simply to put on shows and events but to orchestrate an artistic and cultural offering that can uncover the secrets of the Mantua Renaissance and reveal an unseen and in many ways invisible city that is rooted in the memory of its inhabitants and which will reawaken their sense of belonging by uniting the identity of the Renaissance Court with the contemporaneity of the Smart Human City.

## 1.3

According to which criteria and under which arrangements has or will the artistic director of the event been chosen?

What is or will be his/her profile? When will he/she take up the appointment? What will be his/her field of action?

**2.****Financing of the event****2.1**

What has been the usual annual budget for culture in the city over the last 5 years (excluding expenditure for the present ECoC application)?”

YEAR	USUAL ANNUAL BUDGET FOR CULTURE IN THE CITY (IN EUROS)	ANNUAL BUDGET FOR CULTURE IN THE CITY (IN % OF THE TOTAL ANNUAL BUDGET FOR THE CITY)
2009	€ 10,608,166.38	15.67%
2010	€ 8,614,902.17	12.45%
2011	€ 8,721,627.28	13.22%
2012	€ 8,290,831.82	12.84%
2013	€ 6,189,340.00	9.61%

**2.2**

Please explain the overall budget for the European Capital of Culture project (i.e. funds that are specifically set aside for the project). Please fill in the tables below.

TOTAL EXPENDITURE (IN EUROS) IN THE BUDGET	OPERATING EXPENDITURE (IN EUROS)	OPERATING EXPENDITURE (IN %)	CAPITAL EXPENDITURE (IN EUROS)	CAPITAL EXPENDITURE (IN %)
€ 300,325,170.00	€ 70,000,000.00	23.3%	€ 230,325,170.00	86.7%

TOTAL INCOME IN THE BUDGET (IN EUROS)	OF WHICH: FROM THE PUBLIC SECTOR (IN EUROS)	OF WHICH: FROM THE PUBLIC SECTOR (IN %)	OF WHICH: FROM THE PRIVATE SECTOR (IN EUROS)	OF WHICH: FROM THE PRIVATE SECTOR (IN %)
€ 300,325,170.00	€ 185,725,690.00	62%	€ 114,599,480.00	38%

INCOME FROM THE PUBLIC SECTOR	IN EUROS	IN %	PLEASE SPECIFY: AMOUNT PLANNED, SECURED.
National Government	€ 11,410,000.00	3%	planned
City of Mantua	€ 59,437,190.00 (€ 42,046,670.00 secured)	20%	planned
Lombardy Region	€ 66,188,563.14	22.1%	planned
UE	€ 18,805,000.00	6.3%	planned
Province of mantua	€ 21,424,936.86	7.2%	planned
Chamber of Commerce of Mantua	€ 8,460,000.00	3%	planned

## a) Overall operating expenditure

OPERATING EXPENDITURE (IN EUROS)	PROGRAMME EXPENDITURE (IN EUROS)	PROGRAMME EXPENDITURE (IN %)	PROMOTION AND MARKETING (IN EUROS)	PROMOTION AND MARKETING (IN %)	WAGES, OVERHEADS, ADMINISTRATION (IN EUROS)	WAGES, OVERHEADS, ADMINISTRATION (IN %)
€ 70,000,000.00	€ 45,500,000.00	65%	€ 14,000,000.00	20%	€ 10,500,000.00	15%

## 2.3

Please explain the operating budget for the ECoC project. Please fill in the tables below.

## b) Planned timetable for spending operating expenditure

TIMETABLE FOR SPENDING	PROGRAMME EXPENDITURE (IN EUROS)	PROGRAMME EXPENDITURE (IN %)	PROMOTION AND MARKETING (IN EUROS)	PROMOTION AND MARKETING (IN %)	WAGES, OVERHEADS, ADMINISTRATION (IN EUROS)	WAGES, OVERHEADS, ADMINISTRATION (IN %)	OTHER
2014	€ 924,000.00	66%	€ 252,000.00	18%	€ 252,000.00	18%	
2015	€ 1,375,500.00	65.5%	€ 399,000.00	19%	€ 325,000.00	15.5%	
2016	€ 2,282,000.00	65.2%	€ 535,500.00	15.3%	€ 654,500.00	18.7%	
2017	€ 4,515,000.00	64.5%	€ 1,295,000.00	18.5%	€ 1,190,000.00	17%	
2018	€ 9,334,500.00	63.5%	€ 3,160,500.00	21.5%	€ 2,205,000.00	15%	
2019	€ 22,575,000.00	64.5%	€ 7,875,000.00	22.5%	€ 4,550,000.00	13%	
2020	€ 2,814,000.00	67%	€ 336,000.00	8%	€ 1,050,000.00	25%	
Later	€ 1,680,000.00	80%	€ 147,000.00	7%	€ 273,000.00	13%	

## 2.4

## Overall capital expenditure

CAPITAL EXPENDITURE (IN EUROS)	FUNDING OF NEW CULTURAL INFRASTRUCTURE OR UPGRADING EXISTING FACILITIES (INCLUDING MUSEUMS, GALLERIES, THEATRES, CONCERT HALLS, ARTS CENTRES ETC.) (IN EUROS)	URBAN REVITALISATION (RENOVATION OF SQUARES, GARDENS, STREETS, PUBLIC SPACE DEVELOPMENT, ETC.) (IN EUROS)	INFRASTRUCTURE (INVESTMENT IN THE UNDERGROUND, RAILWAY STATIONS, DOCKYARDS, ROADS, AIRPORTS, ETC) (IN EUROS)
€ 230,325,170.00	€ 86,287,670.00	€ 7,360,670.00	€ 136,677,500.00

## 2.5

Have the public finance authorities (city, region, State) already voted on or made financial commitments? If not, when will they do so?

Public finance authorities will make formal financial commitment as soon as Mantua is officially awarded the title European Capital of Culture 201, even if a share of the Capital expenditure is already secured. Currently, operating expenditure can't be formally secured by public finance authorities but it is commensurated with their spending power according to a verified trend

## 2.6

What is the plan for involving sponsors in the event?

A sponsorship/partnership plan has been drafted which fills out and brings up-to-date the existing sponsorship and partnership agreements between Mantova2019 (sponsor and rights owner) and potential sponsors and partners (private individuals, institutions and businesses).

Sponsors and partners differ according to the duration and size of the contractual commitment: sponsorship is an occasional commitment, of short and known duration; partnerships represent a long-term relationship, a strategic alliance involving greater expenditure and carrying more lasting benefits (e.g. from 2015 to 2020).

The process is split into 4 phases

- **Slicing:** the basic method for calculating the monetary value of the agreements. It allows sponsors and partners to apportion specific value to the potential benefits through the acquisition of rights, either temporary or perpetual, on the use of specific assets belonging to the institution seeking the sponsor or partner.
- Specification of the benefits to the sponsor and partners of the rights acquired. There are various benefits associated with rights ownership, falling into distinct categories: visibility, advertising exclusives, restricted access to the public, entertainment of customers, etc.
- Pricing of rights, based on an estimate of the value of the benefits. Pricing is part of the contracting of the sponsorship relationship. The client company/institution recognises that the cost and the value of the deal can be worked out precisely from the benefits of holding the rights to the particular use of an asset. The sponsorship value is calculated as the sum of the value of the benefits accruing to rights ownership. The final value may work out higher than the outlay (cost of the deal) by the sponsor/partner.
- **Packaging** of rights into various cost and value bundles corresponding to the various levels of corporate membership / partnership. At this stage the packages are graded in value according to the outlay of each class of sponsor/partner. Sponsor and partners are ranked to establish a correspondence between the amount paid and the value of the rights package acquired.

## 2.7

According to what timetable should the income be received by the city and/or the body responsible for preparing and implementing the ECoC project if the city receives the title of European Capital of Culture? (please fill in the tables below)

## a) Income to be used to cover operating expenses

SOURCE	YEAR -5*	YEAR -4*	YEAR -3*	YEAR -2*	YEAR -1*	YEARECoC
UE						
National government						
City						
Region						
Sponsor						
Other						

## b) Income to be used to cover capital expenditure

SOURCE	YEAR -5*	YEAR -4*	YEAR -3*	YEAR -2*	YEAR -1*	YEAR ECoC
UE						
National government						
City						
Region						
Sponsor						
Other						

*This question will be answered at a later date.*



Mantuan institutions have proven over the years the ability to define strategic projects to attract regional, national and European financial resources.

Mantova2019 replicates this financial approach by finding funds from different active financing sources and burdening Mantuan, Italian and European citizens.

Mantova2019 is part of a **long-term strategy of economic and social development** pursued by the city council and the provincial and regional governments, with the collaboration of bodies and associations that have worked to create the multi-year programme on the basis of joint strategic goals.

Mantova2019 is making substantial **capital expenditures** for infrastructure and restoration projects which, while connected to the ECoC bid, do not depend on it but are financed by funds already set aside for the preservation of historic buildings and monuments and for reconstruction after the 2012 earthquake.

The Mantova2019 budget is an exhaustive and transparent reflection of the many projects for culture, education, sports, social inclusion, sustainability, environment, innovation and attraction of talent planned by the City, Province and Region independently of the European Capital of Culture bid.

The operating and organisational **budget** for projects specifically created for 2019 is zero, in the sense that the costs and revenues balance. It is fully self-financing without additional public funding because:

- the activities will be realised through exchanges, barter, itinerant exhibitions, co-productions and partnerships;
- income is expected to accrue from the commercialisation of the Mantua brand that already has a high profile in Italy and abroad;
- international rights will be generated from sales in Italy and abroad of events, exhibitions, productions and co-productions realised for 2019;
- a crowdfunding platform will be operative worldwide to raise funds for Mantua cultural businesses and projects;
- a European Culture Exchange or electronic marketplace will be set up to bring together supply and demand, and facilitate the search for sponsors and co-producers;
- entities, associations, cooperatives, cultural and social enterprises will be invited to tender proposals for European programmes in culture, education, protection, digitalisation, social inclusion and environmental protection;
- public-private partnerships will be signed between local, domestic and international companies and the Mantua banking foundations.

### European structural funds

In developing the Smart Human City model, Mantova2019 will have access to EU 2014-2020 structural funds in line with the EU 2007-2013 framework:

- Regional Development Fund, including:
  - POR - ‘Lombardia’ Operational Programme
  - POIN - ‘URBACT II’ Operational Programme
  - POIN - ‘Central Europe’ Operational Programme
  - POIN - ‘South East Europe (SEE)’ Operational Programme
  - POIN - ‘Mediterranean Programme’ Operational Programme
- European Agricultural Fund for Rural Development (EAFRD),
  - Social Funds (SPF)
  - Special Support Instruments: Jessica
  - Solidarity Funds

In addition, access is foreseen to the new EU Structural Funds 2014-2020 plans to rationalize the EFRD, EDF and EAFRD programmes.

### Banking foundations

#### Cariplo Foundation projects

Each year, Cariplo Foundation, in collaboration with the Region of Lombardy, sets asides funds and extraordinary resources for flagship projects in two Lombardy provinces. In 2012 Cariplo-which has invested more than 63 million euros in Mantua and the Province over 20 years-set aside funding of 7.5 million euros for the city, with 1.3 million euros coming from the Region for initiatives and projects with a high degree of organisational, structural and economic complexity:

- Associazione Famiglie di Disabili Intellettivi e Relazionali - ANFFAS (National Association for the Families of People with Learning and Social Disabilities) to complete work on the “Il parco” community healthcare centre for the seriously disabled, together with an independent housing unit in Ostiglia (300,000 euros from Region of Lombardy);
- Cooperativa Sociale onlus La.Co.Sa. (charity foundation cooperative) for the “Trestelle” Mantua welfare programme for disadvantaged persons in the workplace (400,000 euros Cariplo, 100,000 euros Region of Lombardy);

- Speranza Social Cooperative for the “Hand in Hand” project for the reconstruction of a building to be used as an integrated kitchen / day centre for the elderly and sheltered housing (300,000 euros Cariplo, 300,000 euros Region of Lombardy);
- Luigi Boni Foundation for the completion of an 80-bed residential healthcare unit (1.1 million euros Cariplo Foundation);
- University of Mantua Foundation for the project “Mantua International University - Planning, Valorisation and Architectural Conservation in the World Heritage City” (900,000 euros Cariplo Foundation, 100,000 euros Region of Lombardy);
- Sant’Andrea, Mantua for restoration of the vault over the nave, the cupola with lantern and the two large chapels in the Basilica of Sant’Andrea, Mantua (2 million euros Cariplo Foundation, 500,000 euros Region of Lombardy);
- Province of Mantua for the project “Il tempo dei giovani. Territori e lavoro per lo sviluppo e la crescita” to promote local government policy to support young people and more robust services to be replicated permanently over the entire Province (600,000 euros Cariplo Foundation);
- Province of Mantua for the project “Nel segno mantovano. Progetto di governance per lo sviluppo delle identità territoriali” aimed at conserving the historic, cultural and environmental patrimony of the Mantua area (2.2 million euros Cariplo Foundation, 300,000 Region of Lombardy).

Mantua and the Province will also access special funding in 2018.

#### Cultural Districts

Through the Cultural Districts scheme Cariplo Foundation is intending to create new opportunities for jobs and social development, by taking advantage of the enormous cultural and natural resources which the area has to offer.

The Province of Mantua already has two cultural districts:

- DOMINUS - Distretto Oltrepò Mantovano per l’Innovazione, l’Unicità e lo Sviluppo (Oltrepò Mantovano District for Innovation, Uniqueness and Development)

The project is run by a consortium of Oltrepò Mantovano municipalities plus the Province of Mantua, Milan Polytechnic, Mantua Agrotourism Consortium, Chamber of Commerce, GAL Oltrepò Mantovano and the Mantua library circuit.

The project has an overall value of 18.4 million euros, to which Cariplo Foundation has provided co-financing of 3,168,000 euros.

- Le Regge dei Gonzaga (Gonzaga Palaces)

This is sponsored by a partnership between Mantua City Council (leader), Province of Mantua and the Municipalities of Bozzolo, Comessaggio, Gazzuolo, Marmirolo, Motteggiana, Redondesco, Revere, Rivarolo Mantovano, Roncoferraro, Sabbioneta, San

Martino Dall'Argine, Villimpenta, Region of Lombardy, Confindustria Mantua, Chambers of Commerce, Mantua European Capital of Show Business Foundation, Milan Polytechnic-Mantua Regional Campus, Segni d'Infanzia Festival, Verdi Terre d.'Acqua Agrotourism Consortium, Amici di Palazzo Te Association, API.

The project has an overall value of 6,911,677 euros and has received funding of 3,455,000 euros from Cariplo Foundation.

### **European Culture Exchange**

Mantova2019 intends culture to become a driver of business and economic growth, a factor for competitiveness to create jobs and income.

Mantova2019 is therefore realising the European Culture Exchange, an electronic marketplace for exchange and interaction between the worlds of business and culture, a platform for the proposal, production, co-design, sale and purchase of cultural projects.

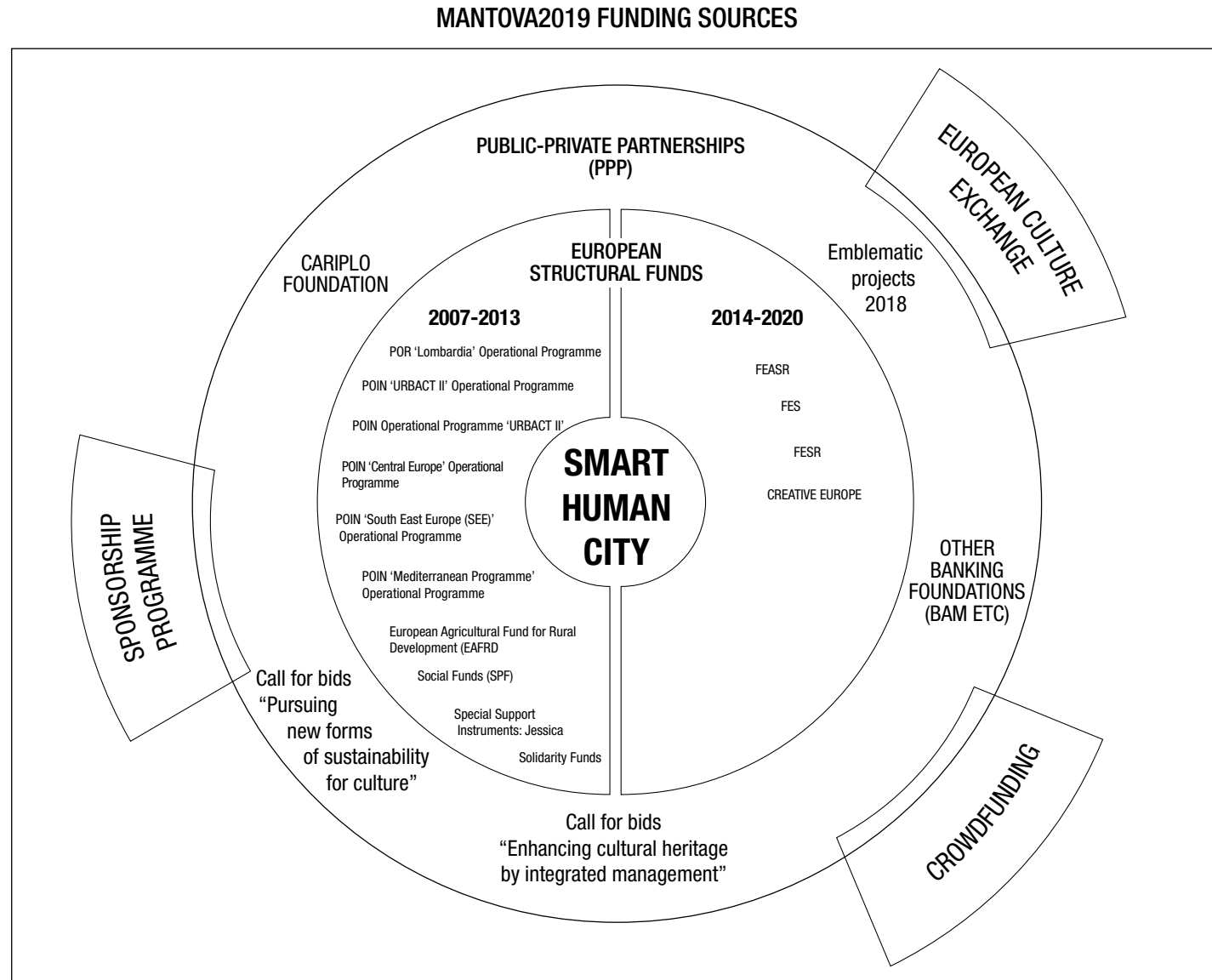
The exchange will become a virtual meeting place for professionals, events organisers, curators, entrepreneurs, associations and representatives of major national and international cultural institutions.

### **Crowdfunding Platform**

Mantova2019 expects to gather resources through a crowdfunding platform to be used as a tool for the collective construction of the project. The platform is designed to engage the public and raise funds for individual projects belonging to the main cultural programme.

2.8  
Which amount of the usual overall annual budget does the city intend to spend for culture after the ECoC year (in euros and in % of the overall annual budget)?

In the years after 2019, the City of Mantua Culture plans to spend for culture a share of 13% of the annual budget, returning to the values recorded in the period that preceded the last crisis and the subsequent spending review.



## 1

What are the city's assets in terms of accessibility (regional, national and international transport)?

## CITY INFRASTRUCTURE

**Road infrastructure**

The main highway through the Province consists of the A22 Brenner - Modena motorway linking the A1 Autostrada del Sole (Milan-Florence-Rome-Naples) to the Austrian border and the A4 Milan - Venice motorway, carrying high volumes of fast moving international, national and regional traffic.

The city and adjacent provinces are linked by the current and former state highways listed below:

- ex SS 236 Goitese (Brescia-Castiglione delle Stiviere-Goito-Mantua)
- SS 62 della Cisa (Parma-Guastalla-Mantua-Verona)
- ex SS 420 Sabbionetana (Cremona-Casalmaggiore-Sabbioneta-Mantua)
- ex SS 10 Padana Inferiore (Cremona-Mantova-Padua)
- ex SS 413 Romana (Mantua-Carpi-Modena)
- ex SS 482 Alto Polesana (Mantua-Rovigo)
- ex SS 12 Abetone-Brennero (Verona-Revere-Modena)
- ex SS 496 Virgiliana (S.Benedetto Po-Poggio Rusco-Ferrara)

**Rail infrastructure**

Mantua lies on several main railway links:

- Milan - Cremona - Mantua
- Mantua - Suzzara - Ferrara
- Pavia - Mantua - Monselice - Padua
- Verona - Mantua - Modena

By rail Mantua is 45 minutes from Verona, 55 minutes from Modena and 2 hours from Milan. Mantua FS station is situated at the heart of the city within easy walking distance of the town centre. On the Monselice line there is a second station, Mantua Frassine, which has a branch line for the port of Valdarò.



Several major European high speed links go through the Province of Mantua:

- the pan-European Corridor 5 linking Lisbon and Kiev (along the Milan-Venice line)
- the pan-European Corridor 1 linking Berlin to Palermo (along the Verona–Bologna line)
- the high speed Milan to Bologna line. On 8 June 2013, Reggio Emilia AV Mediopadana station was opened, the only mid-line station on the Milan-Bologna AV line, served by NTV and Italo cutting the Rome to Mantua journey-time by 78 minutes.

### Airport infrastructure

The airport nearest to Mantua is Catullo at Villafranca di Verona, 33 kilometres from the city. Catullo is the seventh biggest airport in Northern Italy and handled more than 3 million travellers in 2012.

Since March 2013 Verona airport has been linked to the city by the Mantua-Verona Airport Express, a daily shuttle service operating weekdays and weekends with eight buses a day, four from Mantua and four from the airport. The shuttle is run by Mantua City Council, the Province and the Chamber of Commerce of Mantua, in conjunction with Garda Aeroporti and APAM and co-financed by the EU.

Verona airport has connections to around a hundred destinations, with direct and connecting flights to major European and intercontinental cities.

Other airports are: “Gabriele D’Annunzio” in Montichiari, Brescia (60 km ), “Giuseppe Verdi” in Parma (60 km ), “Borgo Panigale” in Bologna (100 km ),”Orio al Serio” at Bergamo (100 km ).

### Local public transport

The public transport network covers the entire Province of Mantua, reaching many little towns, and is used each day by thousands of travellers. The public transport service, run by APAM, comprises 11 urban lines, and 16 lines serving the suburbs and the municipalities of Curtatone, Porto Mantovano, San Giorgio and Virgilio.

The service also includes alternative means of sustainable mobility transportation:

- **Taxibus:** to the Destra-Secchia Consortium towns, reaching villages outside the main centres;
- **Bicibus:** for lovers of bike tours and cycling, linking Mantua to Peschiera del Garda;
- **UNESCO 2013 Line:** linking Mantua and Sabbioneta, both World Heritage Sites. The service includes a steward who can provide practical and tourist information.

### Cycling infrastructure

Mantua and the land of the Gonzagas have 36 main cycle routes: over 2,000 km of cycle paths running out of Mantua to the neighbouring provinces of Pavia, Lodi and Cremona, offering endless eco-tourism possibilities, a slow and sustainable way to discover the historic/artistic and natural sights of the territory.

The cycle network includes the Alto Mantovano (Upper Mantua) tour (Castiglione-Pozzolo, Mantua-Peschiera and Cavriana-Ponti through the morain corridor), paths along the banks of the Po, Secchia and Oglio rivers and through the Mincio Park and the UNESCO cycle path, a tour of the beautiful lowland countryside.

Mantua Province is also crossed by 2 of the 12 EuroVelo routes (EU project of the European Cyclists' Federation designed to establish a complete network of cycle paths across the whole of Europe).

- EuroVelo 7 - the Middle Europe Route from North Pole to Malta

- EuroVelo 8 - the Mediterranean Route from Cadiz to Athens

Mantua also runs BICINCITTÀ, a bike sharing scheme to encourage sustainable mobility in town. Available to citizens, commuters and tourists, it consists of 8 bike distribution stations located at car parks near the entrances to the city and in the old centre.

### Riverway infrastructure

The Mantua area has its own Port System which extends along the national waterway network and comprises the Mantua - Adriatic waterway (CEMT Class V) and the rivers Po and Mincio.

Mantua Port System consists of several fully equipped commercial (Mantua Valdaro, San Benedict Po, Revere, Viadana, Governolo di Roncoferrato, Ostiglia) and tourist docks (Rivalta sul Mincio, Mantua Fiera Catena (6 public and 6 private) (\*), Mantua Belfiore, Borgoforte, Viadana, Grazie di Curtatone) for a total 2.2 km of quayside and around 360,000 sq.m of surviving docklands.

- Mantua - Adriatic Waterway

Mantua accesses the Mantua-Adriatic Waterway (a.k.a. the Fissero-Tartaro-Canalbianco-Po di Levante waterway) at Valdaro and allows CEMT Class V craft to navigate 136 km directly to the Adriatic, 365 days a year. The waterway runs parallel to the Po, starting from the siphon lock at Formigosa, crossing the Basso Mantovano (Lower Mantua) and ending in Venice.

- Rivers Po and Mincio

Access to the Rivers Po and Mincio, and thus to the Polesine and the Venetian lagoon, is at Conca di San Leone, between Mantua and Trevenzuolo.

(\* ) *Mantova Fiera Catena or Porto Catena is Mantua's original commercial dock, in use since 1200, now only used for tourism purposes. It is situated on a small inlet of Lago Inferiore into which flows the Rio, an artificial canal that has run through the town from the 12th century.*



## 2

What is the city's absorption capacity in terms of tourist accommodation?

### Tourist accommodation in the territory - absorption capacity

Mantua and the area provide an alternative accommodation model to traditional hotels, including B&Bs and agritourism, a versatile, sustainable and low urban / environmental impact model capable of absorbing quality tourist flows and extending across the whole province.

#### PROVINCE OF MANTUA

2012

TYPE	ESTABLISHMENTS TOTAL NUMBER	BEDS TOTAL NUMBER
Hotel	97	3,615
Comp. facilities	225	3,431
Bed & Breakfast	135	739
Non - hotel	360	4,170
Total	456	7,785

2012 hotels by star rating

STAR RATING	BEDS
1/2-star hotels	759
3/4/5-star hotels	2,856
Total	3,615

**MUNICIPALITY OF MANTUA**

Although the absolute figures are modest, the non-hotel sector in Mantua has grown steadily to reach 545 beds in 2012. However hotels provide 68% of the beds in the town, or 58.5% of hotel beds in the Medio Mantovano (Middle Mantua) area and nearly 32% in the whole Province.

2012

TYPE	ESTABLISHMENTS TOTAL NUMBER	BEDS TOTAL NUMBER
Hotel	18	1,148
Comp. facilities	31	365
Bed & Breakfast	34	180
Non - hotel	65	545
Total	83	1,693

The city of Mantua accounts for 18.2% of hotel and non-hotel accommodation in the whole Province, and 21.7% of the beds (31.8% hotel and 13.1% non-hotel accommodation).

Thanks to the bid and the movement it has prompted, the Mantova2019 area will see numerous urban and tourism infrastructure works between now and 2019, including renovations. The projects scheduled concern transport as well as strictly cultural infrastructure.

**ROAD INFRASTRUCTURE****Mantua North Circular**

A bypass will be built linking the SS62 (former SS 236), SS 10 and SS 482 highways and the motorway system and links with the SS 10 and the SS 482 will be renovated.

**Link road from the Mantua North A22 toll booth – Valdaro industrial district**

A link road will be built connecting the Mantua North motorway toll booth with the Valdaro intermodal exchange;

**3**

What projects are to be carried out between now and the year for which the city is applying for the title of European Capital of Culture in terms of urban and tourism infrastructure, including renovation? What is the planned timetable for this work?

**Porta Cerese underpass**

- An underpass will be built allowing traffic from the south to enter Mantua safely;
- Marmiolo bypass;
- Gronda Nord on the former SS 420 - Sabbionetana;
- Breda Cisoni to Sabbioneta alternative route;
- Roverbella bypass;
- Calza connection between Asola and Casaloldo;
- Marmiolo alternative route;
- Link road from Poggio Rusco to the Pegognaga (Po.Pe) toll booth;
- Oltre Po axis to Quistello;
- 2nd stretch at San Benedetto;
- completion of the bypass south of Quistello.

**AIRPORT INFRASTRUCTURE****Catullo airports at Verona Villafranca and Brescia Montechiari**

Catullo SpA, the company which operates the two airports, approved its Industrial Plan 2013-2022 on 5 July 2013 containing plans to invest 50 million euros over the next 3 years to expand the two airports in view of the following forecasts:

- for Verona airport, over 4 million passengers in 2018 and 5 million in 2020 with the acquisition of a new basic carrier to develop the domestic and international markets, opening new routes through the Staralliance eSkyteam network and new Oneworld flights;
- for Brescia airport, a complete overhaul to absorb surplus traffic from Bergamo airport, partly due to the temporary closure of Bergamo for six weeks in 2014, and the switching of charter flights from Verona to Brescia.

**WATERWAYS****Milan – Adriatic Waterway**

As part of plans to stimulate intermodal goods traffic, a waterway link from Milan to the Adriatic is foreseen using funding from a European tender for the Regulation of the River Po and the Milan - Cremona - Po Canal.

**Mantua Port System**

The following works are foreseen:

- Conca di Valdaro - links from the Mantua lakes areas to the Fissero - Tartaro - Canalbiano Canal connecting the Padana Plain

with the Adriatic and the Venice Lagoon;

- Reclamation and refurbishment of Porto Catena - Redevelopment and reclamation of Porto Catena for tourism purposes and the realisation of transport connections with the city;

## **INTERMODALITY**

### **Mediopadano Intermodal Node**

A planning option is being examined to create a Mediopadano (Mid-valley) Intermodal Node connecting the Autostrada del Sole directly and exclusively with the area of the Reggio Emilia AV Mediapadana railway station.

Again under examination is a plan to complete the highway infrastructure (main network and basic network) for those provinces potentially revolving around the Mediopadano Node (Reggio Emilia, Modena, Parma, Piacenza, Mantua and Cremona).

**Mantua - Valdaro commercial river port:** completion of the port infrastructure (south quayside) and the construction of service infrastructure (docks, port services, industrial services) is planned for the port of Mantua -Valdaro to create a genuine intermodal commerce hub;

## **TOURIST INFRASTRUCTURE**

### **Mondadori Forum**

Developed under the supervision of the Milan Polytechnic Department of Architecture in Mantua, the Mondadori Forum is a new multifunctional town-centre development comprising housing, shops and services, a 4-star hotel with 120 rooms and a large open pedestrian area. A public parking facility for upwards of 350 cars will be built under the main square with direct access to the shops and the square, connecting the conference centre and the hotel. An adjacent residential estate will be built around a large courtyard designed to blend in with the surrounding urban fabric and architectural environment.

### **Network of youth hostels in the Province of Mantua**

The regional network of youth hotels will be expanded to allow young people to take part in various activities and make good use of their leisure time, including forms of recreation and play intended to stimulate their education, skills and abilities.

## COMMUNICATION STRATEGY

## 1

What is the city's intended communication strategy for the European Capital of Culture event?

Mantova2019 is adopting a four-pronged communication strategy to:

- realise a Mantuan, Italian and European dimension of culture as a 'common good' accessible and available to all, created through public engagement, which combines art and knowledge to generate intelligence and innovation;
- activate a vast national and international information campaign to reach an audience of millions (on traditional media and online) on smart and human themes which are currently seen as the preserve of an elite (only 1 Italian in 5 knows the meaning of "smart city"). Instead of giving a socially revolutionary connotation to the city, the campaign will offer people a chance for inclusive and participative communication, public engagement and empowerment;
- adopt a line of integrated communications developed on traditional media, social networks and the new digital media, to reach a huge audience and a range of targets exploiting content self-produced by individuals, teams, associations, public and private firms to ensure promotion and dissemination of a recognisable format;
- give hundreds of other Italian and European cities a chance to build future intellectual and cultural property rights through the cultural communities;
- generate and disseminate the symbolic and material value of the 'Mantua brand' linked to the restoration of historic buildings and monuments, the creation of an invaluable material and intangible legacy, international development of its festivals and European cooperation between its theatres, new cultural productions, major exhibitions, to support the search for partners and sponsors (visibility, advertising exclusives, restricted access), boost the commercial value of the rights generated by its cultural and artistic production, further foreign sales of events and the development of co-productions, and stimulate tourism and the hospitality sector.

Mantova2019 proposes a unique, multilingual, multi-device communication platform that is recognisable and utilisable by all Italian and European cities, an ecosystem expressing the size and hospitality through all its channels and its networks.

## 2

How does the city plan to ensure the visibility of the European Union, which is awarding the title?

Throughout the pre-selection phase Mantova2019 has activated a network of contacts with towns and cities, authorities and cultural bodies across the whole of Europe, exploiting existing relationships, partnerships and agreements with towns and regions with links to Mantua.

Mantova2019 has mobilised its 50 official partners with symbols and logos of the bid on their web sites, creating a vast network of organisations and associations allied to the project across Italy and Europe to communicate its content and goals through a ‘spontaneous’, open, platform of engagement.

Mantova2019 is devoting specific activities and actions to guarantee visibility for the European Union throughout the event itself and in the run up to 2019:

- exploiting places and opportunities to meet and talk with the various European Commissioners responsible for the various themes of Mantova2019;
- realising traditional media and online communication campaigns for the various European networks that have their centre of gravity in Mantua;
- translating this content into educational programmes for schools (primary, middle and high schools), including school exchanges with Bulgarian cities and other EU countries and a distance learning platform to spread knowledge and awareness of the founding values and multiethnic and multicultural roots of Europe;
- the creation of an itinerant digital exhibition (available over the web) highlighting the innovative nature of Mantova2019 with respect to past editions, stressing the value and importance of the European Capital of Culture.

## EVALUATION AND MONITORING OF THE EVENT

## 1

Does the city intend to set up a special monitoring and evaluation system:

- for the impact of the programme and its knock-on effects?
- for financial management?

### Evaluation of the impact of Mantova2019: a reference model

*By Michela Arnaboldi and Lucio Lamberti – Milan Polytechnic, Department of Management Engineering*

A system of indicators that track progress towards the planning targets during and after Mantova2019 is an essential part of the planning process in order to take prompt corrective action to ensure the event's success and obtain the fullest social and economic benefits for the region.

Following the bid's conceptual framework, the system will monitor the four main areas of impact (plus one). It will also adhere to the principles underlying initiatives like the City of Milan Marketing Territorial Survey, the system used to evaluate the socioeconomic effects of Expo2015 as well as the most influential international rankings of quality of life (e.g. The Economist, IISole24Ore, Mercer), economic attractiveness (Cushman & Wakefield, World Bank, OECD) and territorial wellbeing (Monocle). The four main spheres of impact are:

- Cultural tourism, the ability to attract visitors to the region and expand its tourist absorption capacity in terms of accommodation and leisure facilities to meet the demand, in view of an enduring increase in tourist flows to the area.
- Attraction of talent and development human capital, the ability of the event to attract high potential individuals either for study or work, and to help settle those already present in the territory, to bring to the region a mix of ideas, expertise and innovation as a platform for the development of intensive knowledge- or skill-based businesses over the medium-long term.
- Sustainability, the ability of the event to make a lasting contribution to the living standards, happiness, satisfaction, sustainability, health, security and wellbeing of the region's inhabitants.
- Inclusivity, the territory's ability to ensure access to services and events and a positive fallout from Mantova2019 for the broadest possible section of the population, and especially for the least advantaged. In addition, a further element generally overlooked in measures of inclusivity, but which appears to be a key issue for the success of such widely distributed events, inclusivity also comprises the level of stakeholder engagement in the decision-making processes.

The fifth area is in reality a knock-on effect of the previous four. **Economic impact** is measured in terms of financial flows to and from the region, the creation of jobs and businesses, and therefore income and prosperity for the local population.

Evaluation of the outcome of the event in these five areas requires a system of precise metrics, an investigation structure/procedure, publication of the results and support for the development of eventual corrective actions in concert with the local community.

As regards the metrics, the indicator dashboard will have three levels of analysis: *input* indicators, which measure the resources consumed in reaching the results; *output* indicators, to measure the results achieved and the nature of the offering (in the broadest sense); *satisfaction* indicators, designed to measure how far the outcomes meet the stakeholders' expectations.

	INPUT	OUTPUT	SATISFACTION	OUTCOME
TOURISM	<ul style="list-style-type: none"> <li>■ Number of events offered</li> <li>■ Number of beds, number of hotels or complementary facilities, number of workers, number of bi/multilingual workers</li> <li>■ Number of trains and other forms of public transport serving the region</li> <li>■ Number of bars, restaurants and other leisure facilities</li> </ul>	<ul style="list-style-type: none"> <li>■ Number of arrivals, their origin, events which they attend, duration of stay in the region, average per capita spend, form of travel to the region</li> <li>■ Number of nights spent by visitor type</li> <li>■ Number attending the various events</li> </ul>	<ul style="list-style-type: none"> <li>■ Level of satisfaction of tourists</li> <li>■ Level of satisfaction of residents and local shopkeepers with the tourist flow</li> </ul>	<ul style="list-style-type: none"> <li>■ Jobs created by cultural tourism</li> <li>■ Number of new businesses created by the event</li> <li>■ Degree of loyalty of visitors</li> </ul>
ATTRACTION OF TALENT AND HUMAN CAPITAL	<ul style="list-style-type: none"> <li>■ Number of further education courses</li> <li>■ Number of teachers</li> <li>■ Number of graduates employed by businesses in the region</li> </ul>	<ul style="list-style-type: none"> <li>■ Number of non-local students attracted</li> <li>■ Ratio of graduates to resident population</li> <li>■ Number of businesses started by people under 35</li> <li>■ Number of newly resident graduates</li> </ul>	<ul style="list-style-type: none"> <li>■ Level of satisfaction of attracted talent</li> <li>■ Level of satisfaction of potential local talent</li> </ul>	<ul style="list-style-type: none"> <li>■ Jobs created in knowledge-intensive sectors</li> <li>■ Number of patents produced by 2024</li> </ul>



	INPUT	OUTPUT	SATISFACTION	OUTCOME
QUALITY OF LIFE AND SUSTAINABILITY	<ul style="list-style-type: none"> <li>■ Km of public transport services</li> <li>■ Number of waste collection facilities</li> <li>■ Sqm. of public green per inhabitant</li> <li>■ Doctors per 1000 inhabitants</li> <li>■ Average distance from home to nearest public transport station</li> <li>■ Km of cycle paths</li> </ul>	<ul style="list-style-type: none"> <li>■ Number of citizens with access to cultural amenities</li> <li>■ % of university/high school graduates in the population</li> <li>■ % of population under the poverty line</li> <li>■ % of accessible events</li> <li>■ Number of muggings per 1000 inhabitants</li> </ul>	<ul style="list-style-type: none"> <li>■ Level of satisfaction of citizens with the quality of life</li> <li>■ Level of satisfaction of citizens with public services</li> </ul>	<ul style="list-style-type: none"> <li>■ Quality of life ranking from 2020 on</li> </ul>
INCLUSIVITY	<ul style="list-style-type: none"> <li>■ % population disabled</li> <li>■ % population over 70</li> <li>■ % population with broadband internet</li> </ul>	<ul style="list-style-type: none"> <li>■ Number of events offered</li> <li>■ % of buses/trains available</li> <li>■ Number of visitors from the weaker sections of the population (residents and non residents)</li> <li>■ Number of free tickets to events provided to less advantaged people</li> </ul>	<ul style="list-style-type: none"> <li>■ Level of satisfaction of citizens and visitors with accessibility</li> <li>■ Level of satisfaction of citizens and visitors with inclusivity</li> <li>■ Level of satisfaction of citizens with decision making processes</li> </ul>	<ul style="list-style-type: none"> <li>■ Percentage of public decisions which (also) foresee community participation by 2024</li> </ul>
ECONOMIC IMPACT	<ul style="list-style-type: none"> <li>■ Programme budget and allocation (timescales)</li> </ul>	<ul style="list-style-type: none"> <li>■ Level of consumption of resources against budget (project control)</li> <li>■ Direct economic returns (tickets to events)</li> <li>■ Indirect economic returns (tourism and transport to events)</li> <li>■ Knock-on economic returns (consumption by Mantova2019 volunteers and workers, tax revenues generated)</li> </ul>	<ul style="list-style-type: none"> <li>■ N.A.</li> </ul>	<ul style="list-style-type: none"> <li>■ GDP generated by legacy activities</li> </ul>

For the Financial Audit see CHAPTER III, question 1.

## 1

What, in your opinion, are the strong points of the city's application and the parameters of its success as European Capital of Culture and what, on the other hand, are its weak points?

## ADDITIONAL INFORMATION

## STRONG POINTS

1. Mantova2019 is a programme constructed with bottom-up support and engagement: all the cultural, social, tourist, educational associations, bodies and operators in the Mantua area have bought into Mantova2019 and have close-knit connections across Europe;
2. Mantova2019 boasts a patrimony of monuments and museums and a broad and vibrant artistic and cultural life worthy of an authentic demographic and political European capital;
3. Mantova2019 is a '0 budget' programme, because all the projects are fully financed and do not require additional public funding; it also is a '0 impact' programme because it will regenerate and preserve its architectural and natural assets without creating permanent structures, privileging temporary buildings and organisations that reconcile nature, ecology and social goals;
4. Mantova2019 places the emphasis on the human factor rather than on technological infrastructure, on the premise that for a Smart Human City it is not size or technology, but people and intelligence that come first in guaranteeing sustainable development and the quality of life.

## WEAK POINTS

1. Mantova2019 occupies a territory that has historically relied on seasonal and local tourism, a problem which it undertakes to solve with a multi-year programme of year-round events aimed at a European and international audience;
2. Mantova2019 occupies a region whose innermost core (the City and Province of Mantua) suffers a shortage of hotel accommodation, a problem which will be tackled through partnerships and agreements with tourism sectors in neighbouring provinces;
3. Mantova2019 has a fragmentary and molecular system of cultural offerings, businesses and associations, a situation which it is already aiming to remedy during the pre-selection phase by fostering integration between initiatives, projects and operators;
4. Mantova2019 covers a territory that suffers from a deficit in major road and rail links, a problem that is being resolved thanks to the expansion of regional airports, the construction of new highways and the new Reggio Emilia Medio Padana railway station.

**2**

Does the city intend to develop particular cultural projects in the coming years, irrespective of the outcome of its application for the title of European Capital of Culture? Please comment

Mantova2019 is founded on a vision and a programme of development built on 4 pillars (attraction of talent, cultural tourism, social inclusion, sustainability) which go beyond the title of European Capital of Culture. As such cultural projects in these four areas will proceed regardless of the title.

The Mantova2019 project rests on a wealth of cultural programmes which are ordinarily worthy of a European capital and could be strengthened by the outcome of the bid.

In addition, certain projects emblematic of the bid will also go ahead regardless of the award of the title:

- the restoration of Palazzo Ducale
- the restoration of Palazzo del Podestà
- Social Impact (project for Teatro Sociale).

**3**

Please add below any further comments which you deem necessary on the subject of this application.

Mantova2019 has already been endorsed by many cultural and social associations, institutions and operators from all over Europe.

## APPENDIX - MANTOVA2019 PROGRAMME

### 1) ILLUSTRAMANTOVA

IllustraMantova - We are the future, The Italian Mantua Culture is an international competition for illustrators realised with Italian, Bulgarian and Serb partners from 2014 to 2020 and beyond. The competition is held every year from March to July generating further activities, initiatives and exhibitions through to December. 2019 will stage the first major Illustration Festival to encourage the production and circulation in Europe of works aimed at children, adults, critics and enthusiasts, literary agents and experts in the field. Festival exhibitions will tour European cities.

- Project partners: Malagutti Foundation; Alfaomega Volunteer Association of Curtatone; the “I tre Melograni” Illustrators’ Cooperative; Milan Illustrators’ Association; Child’s Friend Association (Sofia – Bulgaria); Media Education Centre (Belgrade – Serbia).

### 2) A CHORAL EXCHANGE

The Pietro Pomponazzo cultural association proposes a rich programme of exchanges, tours and residences of European choirs to and from Mantua designed to exploit the powerful socialising effects of choral activities and promote friendship and respect among singers from different countries, backgrounds and cultures.

- Project partners: Leader: Pietro Pomponazzo Cultural Association; Aula Coral Carmelitas, Leon/ Spain; Mansil Nahar Adult Choir, Manzanares/Spain; school choirs from: Poland, Germany, Spain, Slovakia, Turkey; USCI (Union of Italian Choral Societies); Zakladna Umelecka Skola Sv. Cecilie, Bratislava; Office of the Mantua and Sabbioneta UNESCO World Heritage Sites.

### 3) MANTOVA TATTILE

Mantova Tattile will realise tactile and sensory itineraries to render the cultural riches of the city accessible to unsighted children or those with impaired vision, turning culture into a tool for the integration of the differently-abled and acceptance of diversity. The scheme provides an alternative and innovative way of making Mantua available to the local public and international visitors, overcoming language barriers to exploit the city’s heritage without oversimplifying it. It allows for discovery of a world largely unexplored by tactile observation, stimulating not only those who are unable to take advantage of light and images, but also a new way of experiencing art and the world around us for those who normally rely on sight.

- Project partners: Teatro all’improvviso; Cuma Edizioni

#### 4) THE ACADEMY AS A MODEL FOR THE CREATION AND TRANSMISSION OF INTEGRATED KNOWLEDGE - FROM RENAISSANCE TO THE SMART CITY

In 2019 the National Virgil Academy will place itself at the service of the citizens of Mantua, Italy and Europe by reinforcing its historic role as a broad-based cultural laboratory. It will offer an opportunity to discover the city's many distinctive qualities over the centuries, turning the figures of the past into contemporary cultural experiences, fostering new cultural and tourist exchanges, fertile ideas and projects for the future. The Academy's rich archive of files and information on art, books and music will be made available online.

The 2019 programme will take form through a variety of themes. For example "The Academy and academies. Ideas and Dialogue" will explore the history and work of the various academies from the Renaissance to the present day, with particular attention to changing study resources, from networks of personal contacts and letters to today's global, multipolar web.

"The Historic and Agrarian Landscape" will explore the relationship—past, present and future— between Mantua and water, the vital element of life prized both for its natural beauty and for its utility as a means of defence, transportation and trade across frontiers.

"The Court - Relations Old and New" will explore the Gonzaga Court's dynastic, political, commercial and cultural relationships throughout Europe and the Mediterranean, and revitalise ties of knowledge and study between all points on the network.

Workshops and conferences will be held in the figurative arts on the theme "Earth and water in art: historic buildings in Roman brick, decorated plaster, frescoes and pigments made of coloured earths". In the literary field the Virgil Prize will continue and international activities intensified.

"Academy Concerts" will be organized as a concrete expression of the Academy's cultural model for the creation and transmission of freely integrated knowledge in a modern musical perspective.

■ Project partners: National Virgil Academy; 11 other national academies; MIBAC (Ministry of Culture), including its central and local agencies; Northern Italy universities with ties to the Academy which attend its meetings: Bergamo, Brescia, Salò, Venice and the Academies of Verona, Vicenza, Rovigo; Österreichische Akademie der Wissenschaften, Vienna; Bayerische Akademie der Wissenschaften, Munich; University of Innsbruck. Conferences and workshops may be facilitated through a network of universities across Europe and the world: Oxford University, London (Birbeck), Durham, Avignon, Paris (EHESS), Alcalà de Henares, Barcelona (CSIC), Innsbruck, Chicago (Loyola), Melbourne, Villa i Tatti, the Center for Italian Renaissance Studies (Harvard-Florence) and the Warburg Institute (London); the "Academy Quartet" and the "Academy Strings" orchestra.

**5) ENLIVENING MANTUA CITY OF EUROPE**

Historic birthplace of the puppet theatre, Mantua will take 2019 as an opportunity to let younger generations discover the historic and cultural roots that made the city and the area one of the key regions for the establishment of Italy's puppeteering tradition. Whole families of puppeteers and noted individual exponents who played a critical role in disseminating a knowledge of the folklore and customs surrounding the art of the puppeteer have always found a fertile terrain and prospered here in Mantua.

In 2019, through the engagement of the schools and the organisation of exhibitions and performances, public meetings and conferences, displays of historic items and theatre sets and the contribution of puppet theatres from all over Europe (France, United Kingdom, Germany, Austria and the Czech Republic) the whole city, in venues not usually used for cultural purposes, will turn a spotlight on this central feature of the city's cultural history, through the tradition of the puppet theatre and local puppeteer families.

■ Project partners: Corniani Associated Artists Theatre Workshop; Andes Navi S.r.l.; Corniani Theatre Workshop Cultural Association; EUREKA Cultural Association (organiser of shows for children and families for GENOA European Capital of Culture 2004); Municipalities of Mantua, Virgilio, San Giorgio, Porto Mantovano, Curtatone, Rodigo, San Benedetto Po, Quingentole, Schivenoglia, Poggio Rusco, Villa Poma, Ostiglia, Goito, Ponti sul Mincio, Gazoldo degli Ippoliti, Rodigo, Asola, Piubega, Canneto sull'Oglio, Rivarolo Mantovano, San Martino dall'Argine, Castiglione delle Stiviere, Marmirolo, Bigarello; Mincio Park Regional Consortium; Otello Sarzi Foundation – Reggio Emilia; Ravasio Foundation – Bergamo; Istituto Scolastico Comprensivo for Mantua and the Province; Ministry of Cultural Heritage and Activities; Navi Andes Negrini soc. coop.; Mantua Department of Education; Parishes of Mantua and Mantua Province; Libraries of Greater Mantua and others; Arlekin Theatre – Omsk – Siberia; Centre de la Marionette di Charleville Mezieres; Unima International; Unima Italy; Unima France; Unima Czech Rep; Unima Spain; Unima Bulgaria; Unima United Kingdom.

**5) MANTOVA SOUND HUB**

Mantua Sound Hub is a multi-year project (2014-2020) inspired by the figure of Giuseppe Acerbi, the Mantuan intellectual, composer, trader and explorer who travelled through Europe from the south to the extreme north at the end of the 18th century in search of new landscapes and traditions. The project consists of various activities which will be developed in 2019, including the installation in Mantua of a Finland Pavilion, a platform for artistic, visual and musical experimentation by Finnish and Italian artists.

■ Special edition of the Acerbi Award, an annual international music prize for new electronic, instrumental or multimedia compositions on the theme of travel and water, beginning in 2014 to coincide with World Water Day. In 2019 all the winning compositions will be performed.

- SUOMITALY, is an international music festival held in the second week of July at Kankaanpää, Finland, offering individual and group instrumental classes, chamber music concerts and tourist activities, plus master classes on Finnish and Italian composers.
- E\_SCAPES is a sounddesign and soundscape event to be staged in various areas of Mantua in need of redevelopment, using improvisation, electronic music and installations to suggest a new vision for the environment. E\_SCAPES will bring the latest trends in music and the associated arts to Mantua in 2019, turning the city into a huge open-air theatre, an interactive stage for artistic communication through new musical technologies and practices such as music-painting.
- Project partners: Diabolus in musica; The Mantua Youth Commission of the Order of Architects, Urban Planners, Landscape Architects and Conservation Specialists; Mask Association - Modena - Bologna - San Marino; Musica Insieme Association – Cremona; Dedalo Ensemble Association – Brescia; Conductus Ensemble; GAL PATAVINO; Ensemble Research Association – Revere; Suonala Musiikkiyhdistys RY; Aktiivinen Pohjois-Satakunta Ry | EU Programme Leader

#### **7)** PANTACON - TOURIST/CULTURAL ENTERTAINMENT PROGRAMME FOR THE UNESCO AREA

The Pantacon project will involve multidisciplinary and multimedia workshops bringing a virtual and digital dimension to live performance and the arts. Urban itineraries may be activated involving multimedia installations and the active engagement of young people from the area (high schools, local neighbourhoods) to create events and activities to welcome young people from outside the area.

- Project partners: PANTACON; Teatro Magro Theatre Cooperative; Partinverse; Zerobeat; Charta; Radiobase; Gonzaga Palaces Cultural District; Dominus Cultural District; APAM Mobility Services, other firms from the sector; Tourist guide associations and cooperatives; Local manufacturers; Mantua CCIAA; Condotta Slow Food; Mantua Tourism; the “Notturmo”, “Ca’ Gioiosa”, “Amici di Palazzo Te”, “Scarponauti” Associations

#### **8)** RETURN TO THE FUTURE: THE GONZAGA COURT IN MANTUA. CHARACTERS AND ARTISTS COME ALIVE IN 21ST CENTURY EUROPE AFTER 500 YEARS

A major exhibition distributed among several Mantua museums, presenting a virtual encounter between Renaissance patrons and artists, with loans from major European museums of portraits of the Gonzaga family accompanied by the artists’ selfportraits.

- Project partners: Friends of Palazzo Te and Mantua Museums Association; City of Mantua, Mantua State Archives, Diocesan Museum, Superintendency for Historical, Artistic and Ethno-Anthropological Assets for the Provinces of Mantua, Brescia and Cremona

## 9) VAL019 CONTEMPORARY SMART QUARTER

### A. - MANTUA STREET ART

Project partner: ARCI MANTUA

The project involves the organisation of street art events in collaboration with leading festivals in Italy and Europe. The street art festival will host internationally renowned artists and present an opportunity to launch new projects and stimulate theoretical reflection on artistic expression.

### B - THEATRICAL RESIDENCE

Project partners: Teatro Magro, Segni d'Infanzia and Mantovadanza.

The programme is intended to launch a process of dialogue and encounter on the theme of the bid and give rise to residential programmes in Italy, Mantua and various European countries for cultural inquiry and exchange, leading to new productions.

### C - CREATIVE FACTORY

Project partner: Pantacon

The aim is to create an incubator for new creative businesses, providing support for the development of new ideas, industry and products on the model of a craftsman's workshop, to spawn new start ups by young entrepreneurs.

### D- FESTIVAL OF LAKESIDE THEATRE

Project partners: Teatro Magro, Milan Polytechnic, Tea

Teatro Magro is proposing a biennial summer festival of lakeside theatre to be held from 2015 to 2019 (three years). Productions will be selected from entrants to an international competition on the theme of water. The productions will be staged on the lakeside, in existing spaces to be redeveloped, aboard specially equipped tourist craft, or on stages specifically designed for theatrical performances.

### E - OPEN AIR

Project partners: Alce Black, Arci Mantua, Teatro Magro, Milan Polytechnic, Parcobaleno

Theatre performances will be staged in public spaces and especially in the Valletta neighbourhood, designed to engage a large section of the population in the realisation and development of the S.L.U.R.P. programme.

'Self-construction' workshops will be organised to restore and redevelop abandoned urban spaces using second-hand or recycled materials to create new forms of urban furnishing.



**10) JEWISH MANTUA REVEALED**

2019 will see the opening of the Museum of Jewish Culture, the heart of the Jewish Mantua Revealed project, designed to highlight the cultural richness and diversity of the city and become a hub for initiatives, conferences, research and events dedicated to the Jews in Italy and Europe. The museum will cover a number of themes: history of the Jewish Community in the Mantua area; the Mantua Ghetto; Jewish printers and producers of books: literature and the Kaballa; the Music of Salomone Rossi and 19th century music of the Jewish Community; science: doctors and engineers; everyday religious practice; everyday life; Jewish Mantuan cooking.

Workshops will be set up aimed at children or other interested visitors.

■ Project partners: Mantua Jewish Community, Giuseppe Franchetti Institute, Pietro Pomponazzo Cultural Association.

**11) RENAISSANCE OF THE PALATE: DELICACIES OF THE GONZAGA PALACES, FROM MANTUA TO MONFERRATO**

The project will present a tour of tangible and intangible culture revealing the gastronomic specialities characteristic of the Mantua area. The project is intended to recreate the splendour of the Renaissance through its glorious wine and food, tracing a “network of flavours” from the lands of the Gonzagas to far off destinations.

The project will bring alive the traditions of the Gonzaga family through the food and entertainment of court, realising a distributed museum of the palate, setting the different areas against each other in a series of cultural and culinary challenges.

■ Project partners: The Gonzaga Palaces and Dominus Cultural Districts; Webflavors Viadana (Mantua); Locanda dell’Arte (Solonghello, Alessandria) Cittadelvino National Association; Iter Vitis International Association: Cultural Routes of the Council of Europe.

**12) THE DEEP SURFACE**

The Deep Surface project will create a dispersed open-air museum dedicated to the properties owned by the Gonzaga. A singular and original tour embracing the entire territory of Mantua, allowing visitors to discover a tangible and intangible patrimony of architecture and tradition, taste and flavours.

Deep Surface will be realised exclusively through a digital catalogue of the Gonzaga properties and their location using innovative techniques and dedicated apps.

■ Project partners: The Gonzaga Palaces and Dominus Cultural Districts; Municipalities in the District (14), UNESCO office, Polytechnic Competence Centre, national and international tour operators, HUB Milan.

**13) FRIENDLY & SLOWLY: PASSIONATE MANTUA OPEN CITY FOR OPEN SOCIETY**

Through the Friendly & Slowly project Mantova2019 will present a friendly and emphatically welcoming face to the Mantuan, European and the international LGBT community. The project will involve many activities over several years, an expression of an open city and an open society which recognises and guarantees the rights of every individual.

The LGBT film festival Quasi niente: i dettagli che contano (Almost nothing: it's the details that count) sets out to establish contacts with the major European and international festivals, offering a moment of reflection on the occasion of the International Day Against Homophobia and Transphobia.

The Teatro Offset festival will turn Mantova2019 into a stage for new theatre and dance productions, and special works and projects on LGBT topics such as Chroma by Derek Jarman, The End in collaboration with Babilonia Teatri in Verona and X-Fobia. Rainbow Boat is a theme weekend dedicated to art and culture, food and nature, staged on rainbow boats on the Mantua lakes and other locations which will be redeveloped and refurbished for the event (see Forte di Pietole).

Belli da mangiare. The Beautiful Taste, by Pia Baggi Sisini and Philippe Daverio, turns goodness into beauty, an exhibition of the numerous works which explore the fertile relationship between art and food down through the centuries.

■ Project partners: Arcigay La Salamandra Mantova provincial committee; Condotta Slow Food Mantova; CIG Arcigay Milano; Arcigay provincial committee of Trento; Bilitis (Bulgaria); Cogam (Madrid, Spain); MaDo (Madrid, Spain); Verzaubert International Queer Festival (Munich, Germany); QWien Zentrum für Schwul/lesbische Kultur und Geschichte (Vienna, Austria); Arc-en-Ciel Wallonie, Walloon federation of LGBT associations (Brussels, Belgium); LOS Lebensorganisation Schweiz (Zurich, Switzerland); ILGA Europe (association of European LGBT organisations and federations of associations); Arcigay; The Huffington Post / HuffPost Gay Voices; Quiiky Travel.

**14) GORNI KRAMER**

The Gorni Kramer Mantova2019 project is a celebration of the Mantuan songwriter and band leader, the true father of Italian jazz, who managed to transfer the complicated rhythms and harmonies of Afro-American music of the '30s and '40s to the accordion.

It will partner with jazz courses from the Conservatory of Mantua, discussions, conferences and concerts around the whole area, with Italian and European guests, groups and emerging musicians.

■ Date and place: 2019, Mantua

■ Project partners: Blues Print Cultural Association; Roberto Chiozzini Jazz Circle

**15) JAZZ 2.0**

The project proposes to realise a special edition of the Mantua Jazz Festival for 2019, taking jazz outside the theatre into the piazzas, streets and places where young people normally hang out. Jazz 2.0 foresees a series of collateral activities including music workshops and showcase demos, multidisciplinary internships that can incorporate new dance productions, visual arts, dj-sets and

jazz repertoires, to support the latest work by young musicians.

- Date and place: 2019, Mantua

- Project partners: Arci Mantova; Partners: City of Mantua; Province of Mantua; Lucio Campiani Conservatory of Music, Mantua.

#### **16)** EUROPE IN MANTUA / MANTUA IN EUROPE

The project will involve the realisation of theatrical or theatre-related events designed to showcase the artistic heritage of Mantua, the city's history and its European vocation. Special attention will be paid to the Campogalliani family, puppeteers since 1700, with new material on glove-puppets and the celebrated characters of Francesco.

Francesco Campogalliani and the family are a truly European phenomenon, so much so that in 1991 they were the subject of hugely successful exhibition in Dublin, that year's European Capital of Culture.

- Project partners: Francesco Campogalliani Theatre Academy Association.

#### **17)** AMOR AND PSYCHE - DANCE FOR ISOLA DEL TE

The project will create a unique cycle of choreographic interpretations of the themes expressed by Giulio Romano in the Amor and Psyche room in Palazzo Te, offering an international breadth and variety of proposals never before realised in any city in the world. Each year the specific events will be chosen from among the most prestigious Italian and European ballet companies who will give their interpretation of the Amor and Psyche story. In 2019 six companies will be involved.

- Project partners: Mantova2019 Dance Committee; Teatro alla Scala Ballet Corps; Accademia Teatro alla Scala; Maggio Fiorentino Dance Company; Teatro San Carlo Ballet Corps; Ballet of Rome; Compagnia del Sud; Tuscany Ballet; Milan Ballet; Opera Ballet Corps of Paris; Ballet of Korea; Ballet of Lyon; Carolyn Carson Ballet Company; Kiev Opera; Bolshoi Theatre Dance Company; Opera Theatre of Vienna Ballet Company; Royal Ballet Company.

#### **18)** A PANORAMIC TERRACE OVERLOOKING THE CITY OF THE GONZAGAS

Opening of the medieval Gambulini Tower offering a panoramic lookout over the city.

- Project partners: State Archives of Mantua; City of Mantua; Province of Mantua; FAI (Italian Environmental Fund).

#### **19)** MANTUA, A DREAM. Science and nature on the wings of art.

This multi-year project springs from a mix of the science, art and culture of the Renaissance, but finds new impetus today through the contemporary languages of scientific communication and artistic expression. The project will promote co-operation between a variety of local and international cultural operators (in science, art and theatre), and conclude with the opening in 2019 of a per-

manent interactive arts and science centre including a 60-seater planetarium.

- Project partners: Non-profit association for the Park; International Art Centre of Palazzo Te; University of Modena and Reggio Emilia; University of Parma.

#### **20)** SEPTEMBER MUSIC

The music festival held over the second half of September will include eight concerts of classical and contemporary music and jazz, with the participation of students and teachers from the leading European schools of music. The festival will be a celebration of music in all its forms, performed in the Monteverdi Auditorium, as well as in new and unusual open-air venues such as cloisters and gardens.

- Date and place: September 2019, Mantua, Monteverdi Auditorium and the cloisters of the Lucio Campiani conservatory.
- Project partners: Lucio Campiani Music Conservatory of Mantua; Ministry of Education, Universities and Research (MIUR); Higher Artistic and Musical Training (AFAM); Province of Mantua; City of Mantua; Friends of the Conservatory Cultural Association of Mantua; ESMUC – Escola Superior de Música de Catalunya; The Royal Danish Academy of Music of Copenhagen; Arci Mantova.

#### **21)** SPLENDOUR OF THE RENAISSANCE

This travelling exhibition will leave Mantua in 2014 for a tour of small and medium-sized European cities to seek out the new masters of contemporary culture for the title “Maestro of the New Renaissance”. They will be invited to set up workshops and choose the “Pupils of the New Renaissance” who will come to Mantua in 2019 to contribute to the creative fervour of the New European Court.

The exhibition theme will be ceremonial court dress and the settings of court festivals. The exhibition will return to Mantua in 2019 enriched by the creations realised by the various groups during the tour.

Various areas of Mantua will be used to host the events proposed by the Masters and Pupils selected over several years to turn the city into a showcase of European excellence.

- Project partners: Leader: Invito a Corte Cultural Association - Luzzara (Reggio Emilia); King Studio – Luzzara (Reggio Emilia); Ministry of Foreign Affairs in Rome through the Office for the Promotion of Culture; Italian Embassy in Madrid for Spain; Italian Consulate in Strasbourg for France; Italian Embassy in Vilnius for Lithuania

**22) ITINERARIES OF YOUNG ART**

The project aims to promote Mantuan, Italian and European emerging artists and to discover Old Continent routes and paths in unusual and innovative artistic ways, in particular using bus-galleries.

Urban transport buses, decorated and designed by groups of young artists from different European cities, will start a journey throughout Europe that will converge to Mantua, to create an en plein air gallery of contemporary art.

The bus travel will continue towards the next European Capital of Culture.

■ Project partners: Leader: APAM.

man  
tova  
2019

candidate city for european capital of culture

[www.mantova2019.eu](http://www.mantova2019.eu) [www.facebook.com/mantova2019](https://www.facebook.com/mantova2019)