



REPORT OF PILOT ACTION FOR INTEGRATION OF CREATIVE SCENE GODEGO: CULTURE HUB

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1. Introduction

1.1 Project index number and acronym	CE1013 REFREsh
1.2 Name and number of responsible partner	MUNICIPALITY OF CASTELLO DI GODEGO - PP8
1.3 Number of deliverable and title of the pilot action	D.T.3.4.5 REPORT OF PILOT ACTION FOR INTEGRATION OF CREATIVE SCENE GODEGO: CULTURE HUB
1.4 Investment location (country, region, town, municipality)	Italy, Veneto Region, Treviso Province, Municipality of Castello di Godego
1.5 Period of testing	June 2020 - September 2020
1.6 Delivery date	September 2020
1.7 Project website	https://www.interreg-central.eu/Content.Node/REFREsh.html

2. Description of the pilot action

The Pilot Action carried out by the Municipality of Castello di Godego is the testing of the reutilization concept of an old store (warehouse) to a cultural hub for the community. This testing was carried out by means of three types of activities:

- A. a transnational photo exhibition;
- B. an art/workshop exhibition from traditional crafts;
- C. a music workshop.

The objective of the testing was to show that the restored building could become a cultural hub, a place where many types of cultural activities could be carried out and where the local cultural tissue could find new way and opportunities to share initiatives, ideas and projects.

A. TRANSNATIONAL PHOTO EXHIBITION

After the lockdown period, the rooms restored thank to the REFREsh project came to life by hosting the first cultural initiatives. An international photographic exhibition has been set up with the participation of 30 works from the 5 European partner countries of the project (Italy, Germany, Hungary, Croatia and Slovenia). The aim of the exhibition, presented in each of the partner countries, is to take visitors on a discovery of old crafts, artistic work, abandoned industrial sites and traditions of work. A small journey through the eyes of craftsmen who perpetuate ancient crafts, through the colors and details of local crafts and "know-how" that have left a deep mark on people's lives, a journey through abandoned places and buildings waiting to offer new spaces for culture, aggregation, exchange and mutual enrichment. For the Municipality of Castello di Godego, three photographers took part in the exhibition following a selection made in a competition between November 2019 and January 2020. Fabio D'Arسيè, Carlo Maria Corradin and Sabrina Bortollon represent with their photos the Veneto region in this exhibition and also in the other countries of the REFREsh Project. The 2nd July 2020 there were the film making of the exhibition that is



now available on the Municipality website, facebook page and on you tube. In the video there is an overview of the exhibition and an interview to the 3 photographers and to the Municipality of Castello di Godego's Mayor. In addition, a catalogue of the exhibition (both in English and Italian language) was carried out with the contribution of all partners involved in the photo exhibition implementation.

Problems/deviations from AF: the only deviation from the AF is the fact that the Transnational Photo Exhibition was not presented to the local community by means of a public event but a video was made and disseminated by means of the social media and the institutional webpage (The video, at the end of September has a number of more than 1360 visualizations). Moreover, by means of a Press Release the Municipality of Castello di Godego gave visibility to the exhibition and an article was published in 2 local online newspapers and in other websites.

B. ART WORKSHOP-EXHIBITION FROM TRADITIONAL CRAFTS

In the setting of the permanent international photographic exhibition set up in the REFREsh rooms, the 9th July 2020 the artistic craftsmanship of Castello di Godego gave citizens a taste of the potential of this new location as a hub for the promotion of local culture and craftsmanship and beyond.

In fact, two workshops-exhibitions were set up, one of restoration held by M^o Ugo Gazzola of the Barco Mocenigo workshop-school of restoration and artistic techniques and one of jewelry with creative reuse of cutlery and guitar strings conducted by Monica Piotto Paquita Upcycle during which it was possible to admire the creative moment of the two masters.

During the exhibition there was also the film making of the craftsmen at work, with the addition of an interview to the artists and also to the Deputy Mayor. The video is now available on the Municipality website, facebook page and on You tube.

Problems/deviations from AF: the only deviation from the AF is the fact that the Craftsmen Exhibition/Workshop was not open to public (excepted some visitors who attended the event as they were passing by) and accompanied by a public event. Nevertheless, a video was made and disseminated by means of social media and the institutional webpage (The video, at the end of September has a number of more than 750 visualizations). Moreover, as for the Transnational Photo Exhibition, by means of a Press Release the Municipality of Castello di Godego gave visibility to the Craftsmen Exhibition and news were published in the FB page of the Municipality and in the institutional website.

C. MUSIC WORKSHOP

The third and final test of the use of the renovated premises consisted in an afternoon dedicated to all-round music thanks to the Godego Musica association, which offered an open guitar lesson followed by a full performance of the song "High Hopes" accompanied by a dance-movement performance. The workshop was held on 7th August 2020 and once again, the versatility of the premises and also good acoustics have shown that these new rooms lend themselves very well to hosting events characterized by musical performances and therefore represent an excellent opportunity to develop ideas and cultural proposals related to sound and dance.

Due to the COVID19 pandemic, a restricted list of invitations was sent and a number of 27 people participated to the event even if the restrictions due to the COVID-19 emergency have significantly limited the capacity of the room.

Thanks to these 3 testing activities, the new premises were evaluated for their final use, it is to say the realization of different types of cultural events, and their flexibility and good performances confirmed the destination of cultural hub. Moreover, besides this testing, the new REFREsh rooms, being part of the whole building restored, started to offer local Associations new spaces for the everyday associations' life, it is to say meetings, places to organize activities for children before and after the school. The innovative aspect of the Pilot Action implemented is focused on the versatility of the rooms thanks to their structure but also to their position, close to the school and the main aggregation points of the Municipality. For Castello di Godego this a starting point from where to build up a wide area dedicated to culture and associations, considering also the fact that the new school area has been partially finished (the part dedicated to the primary school) and that is in course the implementation of the second part, always close to the first one and the new Centro Civico Godigese born from the REFREsh project.



3. Costs of the pilot action

In the AF the realization of the Pilot Action foresaw a budget of 5.000,00 euros. Considering that the COVID19 pandemic obliged the Municipality to carry out the activity adding the realization of 2 videos to be disseminated in the web to show the opportunity offered by these new premises, the cost of the implementation of the Pilot Action raised and the final budget needed was 6.839,00 euros. In fact, the Municipality of Castello di Godego decided to invest in the realization of the videos considering that a large number of people could have seen them and that it was important to carry out a good quality product.

The budget used for the implementation of the Pilot Action contributed to following activities:

- planning and preparation of the exhibition by an expert curator;
- printing of the pictures;
- participation of the 2 craftsmen with all the necessary equipment;
- recording, editing and English translation of the subtitles of the interview's contents for the 2 videos;
- participation of 5 artist for the music exhibition (rehearsals and performance), room preparation.

4. Impact and benefits

The Municipality of Castello di Godego has 7.081 inhabitants (2017) ISTAT, and has more than 50 associations that can profit of this new location. Considering these data, the new Civic Centre will impact to the majority of the population with high benefits especially for youngsters and their families, elderly and the local cultural life's actors.

Pilot Actions implemented have been disseminated by means of newspapers, social media, public events and the Municipality's institutional website. Thanks to this large communication campaign showing the process and the results produced by the whole project implementation and in particular by the restoration and consequent Pilot Action realization, the idea and added value of reutilize industrial heritage to promote and support the local cultural life but also to start building new perspectives of collaboration between public and private subjects, cultural and productive sector has been significantly sustained and promoted.

Pilot actions implemented demonstrated that local industrial heritage can become a great resource for the local and regional community. Form the experience of the Municipality of Castello di Godego it emerges the added value of using old industrial buildings to give new spaces and opportunities to local cultural tissues.

5. Sustainability and transferability

The Municipality of Castello di Godego has already planned the everyday use of the new rooms during which many activities will be carried out.

Just to cite the main ones:

- music lessons;
- cultural events in general (presentation of books, etc);
- periodic meetings of local cultural associations;
- etc.

So, actually, the pilot action will continue during the whole year long with the perspective of set up both spot events and periodic ones.

The aspect which has to be further discussed is the financial management: the Municipality of Castello di Godego will manage the everyday maintenance of the premises but an additional budget could allow to buy more equipment and furniture available for the users.

The pilot action developed in Castello di Godego has a very high transferability potential. The elements giving this result are essentially based on following aspects:



A. Type of building: the old warehouse is a functional type of building and similar ones can be found all over Europe. The works carried out in the pilot area are easy transferrable. Considering that, the pilot action of Castello di Godego can be a beneficial reference point especially for all local authorities that want to change the current intended use of selected buildings.

B. Position of the building: the added value represented by the fact that all-important facilities of the town are close to the investment place so it can be connected to other “functions” of the town in a natural way. The building is situated in the heart of Castello di Godego and that makes the place well accessible. Nowadays cities have often in their centers some spaces unused and that could have high potential in terms of becoming cultural hubs or at least places where creative and cultural sector could have visibility and maybe get in contact with the economic dimension.

C. Networking with the local creative scene: the interesting aspect to be transferred is the involvement of local cultural associations since the beginning in the definition of their needs in order to plan the structural intervention considering those needs and finally providing a better service and place to associations for their daily activities. The involvement of all cultural associations of the local area within this frame is perfectly suited to build up fast a broad network of the creative industry.

In order to transfer as much as possible the successful implementation of the Pilot Action, it would be useful to share this experience with all the networks the Municipality is part of (regional, national and European ones) and to disseminate as much as possible communication materials showing project’s implementation and results.

Considering the specific case of the pilot action developed in Castello di Godego, we can affirm that it is possible to share it at all territorial level, regional, national and European too thanks to the fact that successful elements are not linked to particular aspects of the territory but are really transferable ones.

6. Good practices

The Pilot Actions’ implementation gave many interesting inputs to be taken into consideration for the future both in terms of realizing a similar project in a different place and in continuing using the new hub for the future activities.

The main lesson learned is the fact that it is fundamental for the Public Body to have a continuous and constructive dialog with stakeholders and in particular with the final users of the building. In fact, this allows to orient decisions and resources in the right direction obtaining effective results both for the promoter and for the final user.

Another important aspect is to have collaborations with subjects that deeply know the territory and are able to offer a high quality of services and performances. This allows to attract the interest of the general public and also of the neighboring areas promoting the visibility of the project and the potential repeatability in other contexts.

The exchange with the other partners allowed to better understand the importance of sharing the project implementation with the regional level in order to increase its potential and results.

7. Legislation and regulation

The Pilot Action was carried out with no legal/regulatory difficulties during the preparation and implementation.

8. Contribution to equal opportunities and non-discrimination

The Pilot Action was implemented with the widest involvement of people regardless to age, gender, cultural and ethnical background. All the activities were opened to all kind of participants with any kind of restrictions.

9. Conclusions and further suggestions

The Pilot Action implemented showed different positive aspects emerged from this experience:

- the need of local communities of dedicated spaces for the cultural activities' growth;
- the importance to connect the different cultural spaces (if possible) in order to create a kind of cultural community and allow the connection among the different activities and groups;
- the need to generate moments of dialogue and collaboration between public and private subjects to promote the cultural growth of a territory;
- the potentials, also from an economic point of view, that the culture offers to citizens and in particular to youngsters (in all the 3 testing young people have been active part of them declaring that they would have been happy to be able to live by working in the cultural field).

All these elements emerged thanks to the implementation of the REFREsh project that gave the input to reflect about old industrial heritage and integrate the urban regeneration of part of the territory giving new life to the old warehouse. Moreover, by means of the dialogue with the local cultural tissue, many ideas and proposals emerged showing the need of a coordination hopefully made by the public body in order to be effectively integrated, realized and promoted. The suggestion, at that point of the development, is the creation of a coordination table that could prosecute what already developed and give life to ideas and proposals emerged.

10. Photos and references



Fig. 1: Transnational Photo Exhibition



Fig. 2: Art Workshop-Exhibition from Traditional Crafts



Fig. 3: Art Workshop-Exhibition from Traditional Crafts



Fig. 4: Art Workshop-Exhibition from Traditional Crafts



Fig. 5: Music Workshop

Please find here after some links about the pilot action implementation:

<https://www.youtube.com/watch?v=J2WGg1sFmP4>

https://www.youtube.com/watch?v=X_epqwX1VNs

www.facebook.com/watch/?v=957596454716975

<https://www.trevisopress.it/2020/07/10/castello-di-godego-mostra-fotografica-nei-locali-dell'ex-magazzino/>

<https://www.facebook.com/watch/?v=957596454716975>