



Past - Present - Future



SMART PRESENTATION "INDUSTRY GOES PUBLIC"

Thematic - Concept

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PP 6, Camera di Commercio Padova



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1. Project Context

[InduCult2.0 project](#), financed by the Interreg Central Europe cooperation programme, establishes the idea of Living Industrial Culture in Central Europe and as such reveals, strengthens and utilizes the unique cultural spirit of industrial regions.

The underlying basic concept is innovative by itself: Living Industrial Culture goes far beyond heritage preservation and utilization. Instead, past, present and future cultural and creative assets related to industry are combined into one powerful package. This is achieved by cross-sectoral cooperation set up by the partners, bringing together their museums, companies, schools and creative communities. In this way, Industrial Culture becomes a living and dynamic concept mirroring the ongoing transformations of industrial economy and shaping the cultural sphere of the affected communities.

The InduCult 2.0 thematic work package 2 “Priming Industrial Culture as a unique feature of Regional identity” compiles a range of awareness-raising activities: (1) promoting cultural resources of industry: ‘industry goes public’, (2) industrial tourism combining heritage and present, (3) image-shaping through industry-related cultural events, interlinked with an eye-catching transnational feature.

All WP activities are laid out to connect industrial heritage and current/upcoming cultural resources.

2. Introduction/Objective

Within the InduCult2.0 project, Industrial Culture is understood as a variety of both tangible and intangible heritage (buildings, traditions), as well as contemporary assets, such as specific mind-sets, and skills, as well as referring to the reservoir of cultural meaning and practices actors construct in contemporary and active industrial production units.

As stressed in the Research Input Paper “INDUSTRIAL CULTURE, LABOUR FORCE AND COMPANIES - Academic recommendations for practical intervention on how to deploy Industrial Culture for securing labour force and strengthening the regional ties of companies”, published within InduCult 2.0 project, these assets can be used to strengthen both internal, as well as external perception - breaking the negative stereotypes. In this way, project partners understand Industrial Culture as a reliable and authentic common ground for an internal reference point of industrial communities.

Being a place-based concept - as tied to specific placebound tangible and intangible attributes of industrial production - it is a unique feature of old industrialised regions, often providing a link between different generations of people, linking past, present and future.

In the framework of InduCult 2.0 thematic workpackage 2 Padova Chamber of Commerce aims at conceive and prepare a smart presentation “Industry goes public” with an innovative presentation of industry, aiming at raise awareness in the general public of the Industrial Culture concept, and of its relevance in Veneto Region past, present and future.

Another objective is to highlight the peculiar features of Veneto and North-East Italy Industrial model and how it has been significant in the definition of today’s Venetian culture, stressing the cultural aspects of Industry and the assets industrial past and presents brought to the Region, highlighting in the same time the positive aspects and the trends for a further development of the Region, keeping its industrial character.

3. Applied Approach - Our concept for a Smart Presentation “Industry goes public”

In the Veneto Region Padova Chamber of Commerce established a focus group with local stakeholders which dealt in the first months of 2017 with the task to define the strategies to conceive and then implement the action foreseen in InduCult 2.0 project. In the same time a useful peering action with international initiatives and project partners gave hints and ideas for the development of our applied approach.

Analyzing experiences and actions abroad (e.g. the Metal Fest in Croatia, the Days of Industrial Culture in Germany, the Rostfest in Austria) and in Italy (e.g. the Cartiera di Vas and the project “Made in Padova” we propose to involve Social Artistry as a mean to raise awareness in Industrial Culture.

Social Artistry can be defined as the attempt to address or recognize a particular social issue using art and creativity (source <http://pyeglobal.org/social-artists/>).

Social artists are therefore people using their creative skills to work with people or organizations in their community and facilitate change.

Social artistry can incorporate several different art forms including theatre, poetry, music and visual art.

Social artistry can therefore be a powerful mean to support awareness of local industrial culture, and of the cultural aspect of industry in the industrial Regions.

Confindustria Veneto, with the project “alchimie culturali” stressed the cultural aspect of the industrial production, and help as well the companies to discover a new dimension of their industrial work.

Our concept moves from the idea to launch a competition, open to artists not only from InduCult 2.0 participating Regions, to present an original display of the concept of “Industrial Culture”. The call has been already prepared in Italian Language (see annex 1) and will be launched in Autumn 2017.

The “art masterpieces” which will be selected will be the core of an installation (namely the Smart Presentation “Industry goes public”), which will be presented for the first time during the fair “Arte Padova” in an area dedicated to the Industrial Culture and composed by: the artistic works participating in the competition; different posters explaining what is industrial culture and the patterns of industrial culture in Veneto Region - from the beginning with Murano Glass district and the Arsenal of Venice, until today’s developments through Industry 4.0; a multimedia show (with screens and 3d printers) highlighting examples and best practices of local industries. Startupper and members of the network Padova Innovation Hub will set up an area where visitors will have the possibility to perform virtual visit in industrial plants, using new technologies.

The organizers of the International Art Fair “Arte Padova”, as well as the Industrial Companies Association Confindustria are available to cooperate in the fine-tuning and implementation of the concept.

A document containing a first draft of the exposition concept is attached as Annex 2).

About the funding, the cost foreseen are:

- overall concept: € 2.000 (Padova Chamber of Commerce)
- elaboration of the social art competition call: € 1.500 (Padova Chamber of Commerce)
- fair booth: € 2.000 (Padova Chamber of Commerce)
- elaboration and setting up of the display, in cooperation with companies: € 2.000 (Confindustria and participating companies)
- event about Industrial Culture in Veneto Region (launching the social art competition): € 1.500 (Confindustria and participating companies)
- promotion of the social art competition: € 3.000 (Padova Chamber of Commerce, Consorzio DMO Padova, Confindustria, PadovaFiere, Arte Padova organizers)

Total foreseen budget: € 12.000

This path requires a commitment of the involved stakeholders and companies.

4. Results

The steps for the realization will be:

- defining the frame conditions: geographical covering, subjects, dedicated team, Industrial Culture related event or festival which the companies are participating in; (done)
- define the call to the artists (done);
- define the procedures for the promotion (negotiating with Entrepreneurial Associations, DMO Padova, PadovaFiere and Arte Padova team, to be defined within September 2017);
- realization of the poster (content already defined, in elaboration with external experts, to be defined within September 2017);

- define the ways to involve the industrial companies and industrial sector professionals; (negotiating with Entrepreneurial Associations, DMO Padova, to be defined within September 2017);
- public call to select the companies which will participate in the exhibition; (preparation phase. to be defined and launched within September 2017);
- set up a specific display during the Arte Padova exhibition, also using the new technologies and visual arts tools; (appointment foreseen in September 2017);
- organization of a specific meeting about Industrial Culture and InduCult 2.0 project during the Arte Padova fair (due in November 2017);
- set up the awarding ceremony; (foreseen during the Arte Padova fair in November 2018).

The result will be an innovative presentation of Industrial Culture.

The innovation aspects are related to:

- the framework: an international art exhibition, with visitors from many European countries;
- the concept: a specific display of Industrial Culture related art works has never been implemented in Veneto Region, and invite artists to express the positive values of industrial culture and reality has equally never been done before;
- the mixité among new communication technologies and tools, like multimedia and virtual reality, physical installations, artworks and poster

5. Outlook and sustainability

The competition will be open to all artists willing to participate.

The visitors will be asked to evaluate the installation with comments (a specific digital form will be established) and the focus group will then discuss the installation and the visitors evaluation.

The partners of InduCult 2.0 project will be asked to promote it to their contacts.

The installation will be used in the further project's pilot actions, and Padova Chamber of Commerce will explore the possibility to export it in other Industrial Culture related events performed in the partner Regions.

The smart presentation will be property of Padova Chamber of Commerce. It will be used in future events related to Industrial Culture in the Region. Padova Chamber of Commerce will discuss with Destination Management Organization Padova and Veneto Region the possibility to transform it in a permanent installation, to be presented to tourists and visitors.

6. Annexes

[Annex 1: call for social art competition](#)

[Annex 2: concept of the display](#)



Past - Present - Future



Competition Notice

“Industrial Art and Culture – InduCult2.0”.

Part 1 - PREMISE

Padova Chamber of Commerce, Industry, Crafts and Agriculture, located in Piazza Insurrezione 1/a - Padova, Italy, in collaboration with Arte Padova, announces the contest "Industrial Art and Culture - InduCult2.0".

The competition is part of the "InduCult2.0 project - Industrial Culture in Central Europe", funded by the Interreg Central Europe Cooperation Programme (Axis 3: Cooperating in Natural and Cultural Resources for Sustainable Growth in Central Europe; Specific Objective: 3.2 - Improve the capacities for the sustainable use of heritage and cultural resources).

The overall objective of the project is to promote the valorisation of industrial culture as a cornerstone of the social and cultural asset of Central Europe and as a development driver for Central European Regions.

Part 2 - COMPETITION OBJECTIVE

In this context, the competition aims at stimulating and promoting the use of art as an innovative tool for disseminating the concept of "industrial culture", with particular reference to Central European Regions, expressing the artist's vision of industrial culture, its peculiarities, and in particular its strengths, with a view that, from the present, takes into account the past and the value of industrial culture for future development and the identity of the territory involved.

Participants are required to present an artistic work (painting, sculpture, photography), which expresses the concept of "industrial culture" with reference to the reality of Central Europe and the strengths that can be the driver of future development.

(Please note that the concept of “industrial culture” has to be checked on the project website reading the publication [“Strategic potential of industrial culture for regional development “](#))

Part 3 - TYPOLOGY OF WORKS REQUIRED

Accepted mediums: painting, sculpture, photography (both manual and digital).

PAINTING - all techniques are allowed (for example: oil, acrylic, industrial paint, ink, vinyl, watercolor, graphite, pastel, illustration, printing of various types, etc.). There are no limits on the material used to support the work (eg canvas, paper, cardboard, wood, plastic, metal, etc.).

SCULPTURE - Approved installations for sculptures: use of any transportable and nonperishable material.

PHOTOGRAPHY - Approved techniques: digital photography, analogue photography, computer graphics, net / web art and software art presented in 2D, or works performed by various techniques, such as digital manipulations (including painting or other forms of manual expression) polaroid, mobile photo, photocollage, etc.

The work size is 100x200cm maximum; sculpture h 100 cm. maximum, with a maximum weight of 10 Kg, in order to allow an easier transportation to the various exhibitions which the Chamber of Commerce and InduCult2.0 project partners will participate to.

Part 4 – PARTICIPATION ARRANGEMENTS

This context is open to all artists or groups of artists and professionals from any country: artists from all ages and nationalities can participate in the competition, individually or in groups, There are no special qualifications required for entry. Groups present their own project on behalf of the group; the application for participation is nevertheless filled in by a single artist (as a spokesman / referent).

Each candidate can only submit one work.

For the purposes of the application, each participant (individual or group) must send its APPLICATION DOSSIER , in Italian or English, in digital format, complete with all the documents listed below.

Submission deadline:xxxxxx

Files should be gathered into a single compressed folder in .zip format reporting the name of the candidate. This compressed ZIP folder should not exceed 10 MB in total.

The APPLICATION DOSSIER is composed of:

1. Application form completed in full according to the standard form attached to this notice, accompanied by a copy of a valid document.

2. Professional-artistic curriculum with focus on the work performed over the last two years +

any low resolution images (max 5)

3. Presentation of the proposal using the technical data sheet here attached, with particular reference to the caption of the work, specifying the name and surname of the artist, work title, date, technique, size (base x height)

4. JPG image of the proposal max 2Mb

The documents of the dossier must be written in Italian or English. Material that comes in another language may not be taken into consideration.

Participation in the competition is free.

For any information, please contact the Organizational Secretariat:

Padua Chamber of Commerce - Special and EU Projects Office

Piazza Insurrezione 1A - 35137 Padua - ITALY

E-mail progetti@pd.camcom.it

Part. 5 - EXCLUSION AND INCOMPATIBILITY

The members of the jury, their spouses and their relatives and affiliates up to the third level of separation may not participate in the competition, as well as all those who have continuous working relationships with member(s) of the jury.

Part 6 – SUBMISSION

The Application Dossier may only be sent using one of the following methods:

- as attachment to the PEC address:

progetti@pd.legalmail.camcom.it

- in a closed envelope (it will be possible to include computer media such as USB, CD) by registered post described as “ registered” signed for delivery”, or private courier with proof of delivery, or by hand at the address:

Padua Chamber of Commerce

Protocol Office

Piazza Insurrezione 1A - 35137 Padua

BEGINNING - Opening Application dossier Collection: xxxxxxxxxxxxxxxx

END - Closing Application dossier collection: xxxxxxxxxxxxxxxx

For all submissions, please note that the application deadline will be confirmed by the date and time of receipt by the Secretariat of the Competition (they will not be credited with the date of posting and / or postmark).

The subject of the mail and the envelope must be: "InduCult2.0 -CE31- Art Contest Project"

Incomplete applications or incorrect documentation or those that do not comply with the technical specifications hereunder will be excluded from the competition and applications will not be considered.

Part 7 – PRE-SELECTION OF CANDIDATES

The first selection will be made by verifying the compliance of the concept with the objectives of this competition and will be based on the APPLICATION DOSSIER.

Do not ship the work.

Any exclusion will be communicated and justified to the direct parties by e-mail.

Those who pass the first selection phase will be required to ship the work for evaluation by the jury. Artists take the whole responsibility for costs of transportation and the possible insurance of the works they will send.

Part 8 - CRITERIA OF WINNER SELECTION

1. Content consistency with the theme of the contest, concept evaluation.
2. Consistency with the requirements of this call (in terms of size, weight, etc.)

Part 9 - JUDGING CRITERIA

The selected projects will be evaluated by a special Technical-Artistic Jury that will judge the work, taking into account:

- Elements of innovation and originality in the proposal and in communication (up to 5 points)
- Consistency with the theme of "Industrial Culture in the Central European Regions" (up to 5 points)
- Effectiveness of communicative (up to 5 points)

MAXIMUM SCORE: 15

The score will be from 0 to 5 points for each criterion, where the minimum for each one will be 0 corresponding to "insufficient" and the maximum score will be 5 for each criterion. Each member of the Jury may, at its discretion, assign intermediate scores.

Part 10 – COMPETITION JURY

The Jury will be composed as follows:

- 1 representative from the Padua Chamber of Commerce
- 1 representative from Arte Padova
- 3 industrial culture and art experts

The Chairman is appointed by the Jury itself.

A member of the Organizational Secretariat shall act as secretary, with no voting rights

The Jury selects the top five proposals and among them the winner.

The judgments of the Jury are decided by the majority vote; in the case of a tie, the President's vote shall prevail.

Part 11 - AWARDS

The jury will select the 5 best works (Awarded artists) regardless of the technique proposed, based on the criteria described in Part 9.

There is a special prize dedicated to the best interpretation of industrial culture in the Veneto Region, and its peculiarities, and a special award for the artists / groups under 30.

In addition to the Awarded artists, the Jury, at its discretion, may recognize one or more "Recommendation".

Money prizes are not expected. The winner will be offered a free stand at Arte Padova 2018 fair.

The winners and other awarded will be granted visibility through:

- the exhibition of the work at Chamber of Commerce of Padua premises, Piazza Insurrezione 1/A;
- the exhibition at ARTE PADOVA 2018 event (to be held in the period xxx November 2018);

- the recommendation to international partners of the InduCult2.0 project and the publication of works photos in Chamber of Commerce website and in the project website ;
- potential exhibition to initiatives (workshops, events, etc.) which Padua Chamber of Commerce and international partners of the project will participate to or organize under the actions provided in the InduCult2.0 project (in Germany, Austria, Belgium, Poland , Slovenia, Croatia, Czech Republic).

A prize-giving ceremony will be organized - to be scheduled- , where all artists who have participated will be welcome.

The list of winners will be received by a special order from the Secretary General of the Chamber of Commerce.

Part 12 - LIABILITY

The Organizing Body, while ensuring the utmost care and custody of the works received, declines any responsibility for any theft, fires or damage of any nature to work or people that may occur during all phases of the competition and subsequent exhibitions.

Part 13 – PROPERTIES OF WORKS

By subscribing the participation form, the artist accepts all the rules contained in the notice.

The artists grant to the Chamber of Commerce of Padua the use, for communication and promotion purposes.

Winning or reported works become property of Padua Chamber of Commerce.

Non-winning works may be withdrawn at the Special and Community Projects Service of the Chamber of Commerce within 20 days of the award ceremony, upon presentation of the return form duly signed by the artist. Upon expiration of this term, the works become the property of the organizing body which will be able to dispose of it using their own judgment.

In the event of any damage or loss of the work, for reasons of any kind, the Chamber of Commerce of Padua is nevertheless considered to be exempt from any obligation to compensate the artist.

Part 14 - TREATMENT OF PERSONAL DATA

According to art. 13 of Italian Legislative Decree 196/2003, we are to specify that:

- the data provided by the artists will be treated solely with reference to the competition for which they submitted the documentation;

- processing will be done on paper and / or computer;
- at any time, artists may exercise their rights to the data controller, pursuant to art. 7 of Legislative Decree 196/2003;
- The holder of the treatment is the Chamber of Commerce of Padua.

Attachments:

application for participation

data sheet

REQUEST FOR PARTICIPATION/ Application form

(fill in and return the form in pdf format, attaching the identity document)

(in Italian or in English)

Full name _____

born _____

resident in (address) _____

nationality _____

email address _____

telephone _____

declares to have read and approved the Bando and asks to participate in the "InduCult2.0 -CE31- Art Contest

Project" with a work that falls in the section:

☐

PICTURE

☐

SCULTURE

☐

PHOTOGRAPH

Attach:

- Identity document in validity
- Professional-artistic curriculum
- Data sheet
- & images of the proposed work

Date & Sign

TECHNICAL DATA SHEET

(fill in and return the form in pdf format)
(in Italian or in English)

Artist/Group _____

Candidate Work:

Title: _____

Measure (height x base) _____

Technique _____

Estimated Weight _____

Presentation text max 4000 words:

1. Description of the work presented and its meaning
2. Link to the theme of the competition
3. Technical specifications concerning the characteristics of the work (dimensions, materials, technique, etc.)

Manufacturing room

punto di contaminazione dell'arte produttiva

Dimensioni dello spazio espositivo:

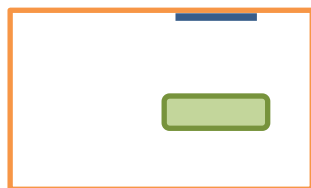


Box minimo: 4m x 2m

Box massimo: 6m x 3m

Sarebbe utile averlo d'angolo, con la possibilità di far entrare i visitatori su due lati e sugli altri due parete bianca alta min 2m.

Allestimento:



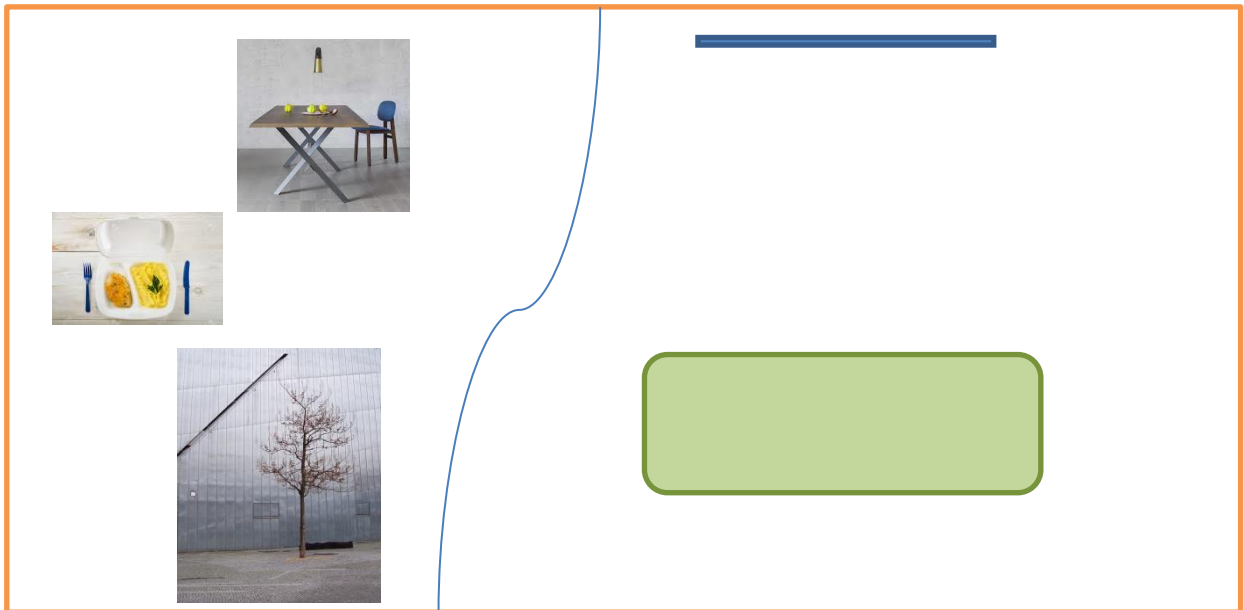
Viene posizionato uno schermo televisivo sulla parete e realizzata una seduta multipla con materiali industriali (legno, plastica, riciclato, etc.). Sullo schermo vengono proiettati appositi filmati/audiovisivi che illustrano i progetti realizzati e/o in corso, sul tema arte e industria.

Saranno inoltre posizionati pannelli illustrativi dei progetti e/o opere degli artisti che hanno partecipato ai progetti, compatibilmente con lo spazio a disposizione.

CONCEPT

L'idea è quella della "stanza", dove in un unico spazio sono presenti le tre funzioni alla base del concetto di Arte produttiva:

- Vivere
- Lavorare/studiare
- Dialogare con l'arte



Lo spazio espositivo viene diviso in due parti, separate da una sottile linea blu.

Nella parte a dx il già citato spazio divulgativo sui progetti di arte e industria.

Nella parte a sx viene posizionato un tavolo con due posti a sedere: su uno è posizionato un Pc portatile con appunti, fogli, agenda, etc., che rende la sensazione di un posto di lavoro e/o di studio, nell'altro è apparecchiato con piatto, posate, bicchiere, etc., come il posto per consumare il pasto dopo il lavoro. L'insieme rende l'idea della vita in una stanza/ufficio/studio/abitazione. Attorno e sulle pareti opere (quadri e/o manufatti) che rendono, attraverso l'arte, la visione di ciò che sta fuori della stanza (il cielo, gli alberi, etc.).

Il concept trasmette l'idea che l'arte produttiva è considerare l'arte non un fatto esterno alla vita quotidiana, ma guardare le cose che facciamo quotidianamente da un altro punto di vista. La creatività che nasce da questo esercizio ci permette di guardare più lontano di dove oggi arriva il nostro sguardo, fino a immaginare il futuro.

La sottile linea **blu**

Qual è il confine tra lavoro e dopo lavoro?

Si può esprimere solo in termini di retribuzione e tempo libero?

Se il lavoro realizza le nostre attitudini e le nostre aspirazioni , spesso il limite temporale non è delimitato dal suono della campanella .

Come è possibile abbattere questo muro che vincola la nostra libertà e creatività segnando il confine tra dipendente e libero professionista .

Come trasferire il nostro entusiasmo e passione personale nella quotidianità lavorativa , innestando un potente stimolo alle prestazioni e ai risultati , contaminando i colleghi e migliorando il clima lavorativo?

CASA

LAVORO



