modena
city of media arts

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MODENA
FUTURA
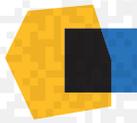CREATIVA

UNESCO CREATIVE CITIES NETWORK

The Candidacy of Modena Media Arts Cluster

Comune di Modena

modena
city of media arts

The Path that led to the candidacy first, and then to the appointment of Modena as a UNESCO creative city was the result of a great collective commitment.

We focused on digital innovation, artificial intelligence, new cultural products and technologically-advanced projects applied to music, figurative art, theatre and training.

We have gone through this process while facing the pandemic; one the one hand by taking actions to deal with the emergency, on the other hands, by planning the post-pandemic return to "normal" life.

This designation has recognized the excellence of Modena in this sector, and first and foremost, the quality of culture widespread in our city.

Our city is made of people who do not surrender. We believe in the future, we make plans for the future, and consider culture as a factor to re-launch the city, whith a crucial strategic function to maintain a key-role in the next decades.

Gian Carlo Muzzarelli, *Mayor of Modena*

Becoming officially part of the UNESCO Creative Cities Network is an important challenge that Modena has won. Our city has a strong bond with art and history and at the same time is projected into the future, towards Digital Humanities that have already been applied to Gallerie Estensi and its archive, with a relevant exchange between humanistic and scientific knowledge. Becoming the 1st Italian UNESCO Creative City for Media Arts, which implies that culture and technology have an increasingly stronger bond, with engineers interacting with artists and IT people interacting with the creatives, has even a greater value in the framework of Modena's active transformation and innovation process in the field of culture.

The Emilia-Romagna region strongly supports Modena in this commitment which, I am sure, will drive the entire region towards the most advanced creation and artistic experimentation.

The Emilian Cities are used to confront with Europe and being part of the UNESCO Creative Cities Network is that plus that will make them open the whole world. After the designation of Parma for Gastronomy and Bologna for Music, now it is Modena's turn for Media Arts: a real challenge, maybe complex, in innovation that will definitively give Modena and the Region plenty of satisfaction.

Mauro Felicori, *Head Officer of the Department of Culture and Landscape*
of the Emilia-Romagna region

Past. Present. Future.

Three words that explain how much it means to Modena to have been designated a UNESCO Creative City for Media Arts: the first Italian city to achieve this award.

"Past" stands for Modena's history, artistic and cultural heritage, "present" reflects the presence of cultural and creative industries, and "future" means innovation and experimentation.

The digital and technological innovations applied to cultural languages: the digitalization of the cultural heritage, the research field of Digital Humanities, the experimentations in visual art, electronic and digital arts, the development of cultural and creative industries have found in our city a favourable environment for their growth and development: a challenge that is also connected to the important steps made in urban regeneration.

Modena is a city that decided to invest in urban regeneration with a strong cultural vocation: new places and spaces, where human and scientific know-how interact to create an innovative and cultural ecosystem leading to innovation and sustainability.

Andrea Bortolamasi, *Head Officer of the Department of Culture, Youth Policy,*
University city of the City of Modena

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WITH THE COOPERATION OF
Vittorio Salmoni, Coordinator of the Italian UNESCO Creative Cities

WITH THE PARTICIPATION OF
AGO Modena Fabbriche Culturali
ART-ER
DHMoRe, Interdepartmental Research Centre on Digital Humanities of the University of Modena and Reggio Emilia
ERT Fondazione Emilia Romagna Teatro
FEM Future Education Modena
FMAV Fondazione Modena Arti Visive
Fondazione Collegio San Carlo
Fondazione di Modena
Fondazione Teatro Comunale Pavarotti Freni
Gallerie Estensi
Laboratorio Aperto di Modena
University of Modena and Reggio Emilia

For the City of Modena
Department of Culture, Sports, Youth and City Marketing
City Marketing and Tourism Service
Municipal Libraries and Archivio Storico Comunale
Centro Musica, Music Hub
Civic Museum
Smart City Palestra Digitale Makeitmodena
Department of Communication and Participation
Department for European Projects, International relationships and Coordination of Complex Projects
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COORDINATED IMAGE
Cinzia Casasanta, Department of Communication, City of Modena

Memorandum of Understanding - Signatories:

For the City of Modena
Town Councillor *Andrea Bortolamasi*

For Fondazione di Modena
President *Paolo Cavicchioli*

For University of Modena and Reggio Emilia - DHMoRe Centre
Director *Matteo Al Kalak*

For Fondazione Modena Arti Visive
President *Gino Lugli*

For Fondazione San Carlo
President *Giuliano Albarani*

For Fondazione Giacomo Brodolini srl (Laboratorio Aperto di Modena)
Director *Manuelita Mancini*

For Gallerie Estensi
Director *Martina Bagnoli*

For Art-ER Soc. Cons. p.a.
President *Giovanni Anceschi*

For Wonderful Education s.r.l.
(FEM - Future Educational Modena)
Legal Representative *Damien Lanfrey*

For Fondazione Teatro Comunale Pavarotti Freni
Director *Aldo Sisillo*

For Fondazione ERT Emilia Romagna Teatro
President *Giuliano Barbolini*

UNESCO Application Form

In the following pages you can find the main topics of the form submitted for the Call for Applications on June 24, 2021. Each topic had to be presented concisely, by using 1,000 or 2,000 characters in some cases.

The City

Founded in 183 BC, Modena is an Italian city of 186,200 inhabitants, located in the Emilia-Romagna region. It is governed by a Mayor, and executive body, and a Council of elective representatives. At the centre of 6 manufacturing districts of international relevance, Modena is the first Italian province in terms of added value in 2021, with an estimated growth of +6.6%.

Modena has a valuable artistic, cultural, and historical heritage, and is an important tourist destination. Major car manufacturers, like Ferrari and Maserati, are based in or nearby the city, which is indeed at the centre of the Motor Valley. Located in the heart of the Food Valley, Modena is known for food products like Parmigiano Reggiano and balsamic vinegar, for a very old culinary tradition, and for its "La Francescana", best restaurant in the world in 2018.

Modena hosts many important museums, such as Gallerie Estensi - a leading national museum - several theatres, and a century-old university. Its Romanesque cathedral, The Ghirlandina Tower and Piazza Grande are listed among the UNESCO World Heritage Sites since 1997.

It is universally known as the "city of Belcanto" thanks to opera-singers Pavarotti, Freni and Kabaivanska.

It hosts Data Center, which is a reference big-data innovation hub at European level.

It has a strong network of international relationships: it is twinned with Novi Sad (Serbia) Benxi (China), Almaty (Kazakhstan), Saint Paul (USA), Londrina (Brazil), Linz (Austria) and is member of 15 European and international networks.

Culture and creativity as a driver for action: opportunities, actions, and challenges to face

The digital literacy policies driven by the City of Modena, together with corporate-driven digital innovation, has generated a favourable environment for Media Arts. A full productive chain has been developed in this field over the years, from training to research, from production to consumption.

Then, the pandemic has sped the various digitalization processes up, even those already in progress in the field of art.

Establishing a system which included every single action in the field of Media Arts and enhancing every segment of the chain will enable the city to be more competitive, inclusive, and smart: through training and production, new professionals will have more opportunities to work, thus generating new and good employment.

Digital products connected to art and cultural heritage will be accessible at a universal level, with the fundamental dimension of human relationships at its core, which is the basis of every kind of knowledge, every art, and every digital product.

Global development strategies and policies of the city, particularly those in line with the 2030 United Nations Agenda

The political strategies and those for the city development are expressed in several documents, including the "Indirizzi di Governo 2019-24", the Agreement for the City development and welfare named "Modena competitiva, sostenibile, solidale" and the "Next Generation Modena" action plan. They are inspired to the main international agendas, such as Next Generation EU, the European Green Deal and the United Nations Agenda 2030.

These documents guided the government's actions towards the enhancement of culture and creativity as a tool for sustainable development, employment, innovation and social inclusion.

In particular, the Sustainable Development Goals of the 2030 Agenda that guide the policies of the city are:

4 - quality education;
8 - decent work and economic growth;
9 - industry, innovation and infrastructure;
10 - reduced inequalities;
11 - sustainable cities and communities;
16 - peace, justice, and strong institutions;
17 - partnership for the goals.

Impact on the sustainable development of the city, particularly in the 4 years following the designation

Modena is a smart city, speaking digital languages. Media arts have been at the core of the City strategies since 2014.

The creative industry is widespread, and creativity is an integral part of local business (from the Motor Valley to the Food Valley), as well as education and didactics (Future Education - FEM).

The city is investing in smart infrastructures: its Data Center is an international hub for big-data processing; its "Centro di Ricerca Internazionale in Visione e Intelligenza Artificiale" and its Artificial Intelligence Academy are a reference for artificial intelligence at European level.

Modena hosts high-profile centres for research, training, production and dissemination of art and culture in the field of Media Arts:

- DHMoRE, Interdepartmental Reseach Centre on Digital Humanities of the University of Modena and Reggio Emilia;
- Fondazione Modena Arti Visive (FMAV);
- Centro Musica 71 Music Hub;
- Teatro Comunale Pavarotti Freni;
- ERT, Emilia-Romagna Teatro.

Modena, city of knowledge and know-how, intends to evolve into a great hub of "phygital knowledge": data and their declination into art are part of the urban identity and tools for transmitting knowledge.

Preparation process for the application and the involvement of stakeholders in the creative field concerns, drawn from the private and public sectors, academia and civil society

"Modena Futura Creativa": is a concerted candidacy. At the heart of this process is the "Comitato Promotore", which unites the local cultural players: the City; Fondazione di Modena; Fondazione Brodolini; Fondazione Modena Arti Visive; Gallerie Estensi; the University of Modena and Reggio Emilia; Future Education Modena; Emilia-Romagna Teatro; Fondazione Teatro Comunale Pavarotti-Freni; Art-ER; Fondazione Collegio S. Carlo; AGO and other 61 institutions.

The project is supported by the "Tavolo per la crescita intelligente, sostenibile e inclusiva" establised in 2014 by the city together with 36 economic organizations, trade unions, the University, The Chamber of Commerce, major banks, Modena Fiere, Fondazione Democenter and Agenzia per l'Energia e lo Sviluppo Sostenibile, Forum del Terzo settore and Centro Servizi Volontariato, consumers' associations, Rete Studenti Medi and Unione degli Universitari.

Young creatives designed the candidacy logo under an open call.

The Candidacy was announced to the city on 19/12/20, presented to the press on an online event on 12/2/21, and more in details on an event held at Laboratorio Aperto on 19/4/21.

Cultural heritage in the framework of Media Arts at a local and international level to be made available to the UNESCO Creative Cities Network

1) Media Arts in Modena's history and city development

Since 1994, Centro Musica 71 Music Hub has converted Modena into the regional reference point for training and production in the field of music and Media Arts.

The first international Media Arts events hosted in Modena date back to 2008, with the NODE festival organized by Galleria Civica – an institution of excellence for contemporary art, now converged into FMAV together with Fondazione Fotografia – and VIE, and avant-guard theatre festival organized by ERT.

Since 2018, AGO has converted the former Ospedale Sant'Agostino into a High-Tech cultural production hub, in cooperation with DHMoRE and, since 2019, with FEM. The Laboratorio Aperto, an international reference centre for experimentation, innovation, and research in the field of creativity, opened in 2018.

In its 2021-23 provisional budget, the City of Modena approved a 3-year investment plan focusing on urban regeneration, education, and smart city – for a value of 183 million Euros.

2) Current economic importance and dynamism in the field of Media Arts

In the field of Cultural and Creative Industries (CCI), the Modena territory is home to 5,2 thousand local businesses, with more than 13 thousand employees, i.e., approximately 15% of the regional number.

Modena has a particular vocation for "Creative Services", thanks to the contribution of the design and IT sectors. Besides the specialization in "Creative Services" – with 63.9% of the local units in the CCI sectors in the province and 53.6% of employees versus a regional average of 62.2% and 52.3%, respectively, it is characterized by a significant presence of "Media and cultural industries", accounting for 12.3% of the total number of local units in the CCI sectors in the province and 26.1% of employees versus a regional average of 11% and 19.2%, respectively. The Province of Modena accounted for more than a half of the total 2017 Emilia-Romagna exports in the CCI sector (52.8%). As for Media Arts, there are 1,000 businesses with over 3,000 employees.

3) Communities and groups engaged in the field of Media Arts

Thanks to policies aimed at developing the applied technology supply chain, Modena has been home since the late '90s to growing communities and groups working in Media Arts. The Region and the City themselves, along with private companies, have invested in the field, fostering the creation of new cultural institutions.

The sector is still expanding, with start-ups and associations converting into business companies and creating a widespread favourable and solid environment focused on innovation. Among small and medium-sized enterprises, as well as more structures bodies, highly qualified subjects, with a national and international profile, are based in the territory.

The area is home to at least 15 publicly owned or managed institutions (including Ater, Art-Er, Centro Musica); 15 associations and cultural foundations (including Lemniscata, Fondazione Brodolini, Stoff), and 10 business companies (including Ammagamma, Fuse actory, Apparati Effimeri).

4) Major fairs, conventions, congresses, and other national and/or international events organized by the city over the past 5 years, aimed at professionals and practitioners in the field of Media Arts

Modena Smart Life is the annual festival of the digital culture. Since 2016, its program is rich in initiatives aimed at showing how data change our life, job, and knowledge.

Since 2020, Modena hosts the events organized by "DIG, Documentari, Inchieste e Giornalismo" network, which operates across Europe collaborating with professionals of quality journalism.

During the Virtual Reality Movie Festival, the Laboratorio Aperto turns into a space devoted to storytelling in virtual and augmented reality, where to explore real and imaginary worlds, and fully living stories through cinematographic works from all over the world.

The AFOr project by Ovestlab (Civicwise Italia Network and Collettivo Amigdala, Istituto Storico di Modena and UniMoRe), is a collection of on-line stored video-interviews retracing the history of the "Villaggio Artigiano", artisanal area of Modena, through the stories of those who lived there.

5) **Festivals, conventions, and other large-scale events organized by the city over the past 5 years, in the field of Media Arts aimed at the general audience at the local, national, and/or international level**

VIE Festival, organized by ERT since 2005, focuses on contemporary creation in live entertainment, and explores the points of contact between performing arts, as well as theatre interactions with dance, music, visual arts, and cinema. NODE is the biennial festival dedicated to the encounter of visual arts with music, cinema, and new technologies, designed to get the public closer to digital arts. It brings to Italy the most interesting projects from the world.

Effimera is the festival devoted to new art trends in the field of art, technology, and communication. The 2016 and 2017 editions were organized in Modena and offered exhibitions of multimedia installations, video projections, performances and next art contents.

AGO Modena Fabbriche Culturali hosts classes, laboratories, art installations, experimental prototypes. In AGO different cultural institutions are brought together, focusing on the dialogue between scientific and liberal knowledge.

6) **Main curricular paths, courses and programmes aimed at promoting culture and creativity, as well as arts education in the field of Media Arts across different educational levels**

Idea Cinema 3, by Istituto Comprensivo 3 of Modena, uses the creative practice of the cinema to encourage primary school students to explore their district, focusing on direct experience as an educational function.

FEM is the first EdTech hub in Italy. It is specialized in teacher training and brings innovative education in schools at all levels, especially Primary schools.

Istituto Superiore di Studi Musicali "O. Vecchi - A. Tonelli" is a higher training school for music production and scientific research. DHMoRe is the Interdepartmental Research Centre on Digital Humanities of the University of Modena and Reggio Emilia.

Centro Musica 71 Music Hub organizes "Urban Video", a free course for filmmakers, "Multimedia on – Soundtracks", a residence program on music and technology for artists producing original pieces, and "Sonda", which supports young musicians and their new productions.

7) **Lifelong learning, tertiary education, vocational schools, training centres, residencies and other complementary education institutions specialized in the field of Media Arts**

DHMoRe is a unique place for interdisciplinary and applied research, fostering collaborations with professionals working in the arts and culture fields. The Polo Bibliotecario, create in 2002, coordinates the 102 libraries of the province of Modena. As member of the "EmiLib" regional digital library, they develop computer literacy activities for all targets.

The Scuola di Alta Formazione FMAV, within its Master Course on Contemporary Image, offers a module on the History of New Technologies, involving artists whose exhibitions are hosted by FMAV.

8) **Research centres, specialized institutes and programmes that focus on research and development in the field of Media Arts**

The University of Modena and Reggio Emilia offers a research grant in Computing, Culture and Society, as well as study and training programs focused on the age of digital Humanism. It also recently created the Laboratorio Materiali Audiovisivi (LAMA) to consolidate research on/with audiovisual material.

The "Contamination LAB", known at national level as a space for technological innovation and transfer dedicated to universities and business companies.

The Game Science Research Centre is an inter-university research centre that promotes, supports, and spreads research on game science and its relationship with other subjects and forms of expression.
FEM is the main national centre for research and training on the relationship between technologies and educational innovation.

9) **Recognized infrastructure for the creation, production and dissemination of activities, goods and services in the field of Media Arts, at the professional level**

Laboratorio Aperto is a training and innovation hub for citizens, schools, universities, businesses and professionals of the cultural sector.
Centro Musica 71 Music Hub supports creativity in the field of music, providing services for the incubation and development of innovative project ideas.
In collaboration with DHMoRe, Gallerie Estensi has launched the project "Estense digital library", an innovative platform for the Biblioteca Estense collections, providing services for enhancing its valuable artistic and cultural heritage by means of the Internet.
Makers Modena Fab Lab is a public space where citizens and businesses are actively engaged in digital production and computer literacy activities.
Il Dondolo is the City of Modena digital publishing house, supporting writers in publishing their works on the online platform "MLOL".
Modena Fiere hosts "Play", the annual major game fair in Italy, with a program of meetings and conferences on digital and smart gaming.

10) **Main facilities and cultural spaces dedicated to practice, promotion and dissemination in the field of Media Arts and aimed at the general public and/or specific audiences**

Media arts can rely on different structures and spaces in Modena:
AGO – Fabbriche Culturali now home to DHMoRe and FEM, leaders in innovative education, and soon to FMAV, specialized in contemporary art. It also will host MuFi OFF Digital, the digitalized collections of the "Panini Museum of Figurina".
Laboratorio Aperto is the reference point for technology dissemination.
La Torre and Centro Musica 71 Music Hub, hosted in a former industrial building, are dedicated to youth training programs, music research and activities at the interconnection between music, sound, and image.
La Tenda is a space for live performances, especially targeted at youngsters.
Ex Diurno is an immersive space located in the heart of the city centre, particularly devoted to cultural tourism. Other structures include: 3 theatres, 2 auditoriums, 2 art cinemas: spaces where art meets new technologies.

11) **The three major programmes or projects developed by the city in the past three years to promote wider participation in cultural life in the field of Media Arts, particularly those aimed at disadvantaged or vulnerable social groups**

The live streaming program "OperaStreaming" offered by Teatro Comunale Pavarotti Freni, and the production of plays with "ERTon air" have contributed to expand public access to opera and drama; the same occurred on social media with AGO "Trasmissione", an exhibition of artistic experiences and performances aimed at promoting the dissemination of artistic heritage and memory.
In each of the three editions of "Sognalibero" held so far, up to 17 prisons were involved, over one thousand books were distributed, and tow prizes were awarded: for the best work written by a prisoner, selected by a jury of famous authors.
Within SHAMED, a multicultural project on the use of audio-visual material for promoting personal narratives, interactive workshops were organized by DHMoRe in 48 Primary school classes.
These actions were inspired to Agenda 2030 SDGs 4,10, and 16.

12) **The three major programmes or projects developed in the past 3 years in the field of Media Arts that have helped to create and/or strengthen relations of cooperation between different actors, including the city, the private sector, creators, civil society, academia, and/or other relevant stakeholders**

Festival della Filosofia, the most important philosophy event in Europe, is held yearly since 2001. In each edition, the protagonists of the international philosophical debate meet in Modena to give lectures around a common keyword. The Program of conferences and events always highlights the connections between the philosophical reflection and the artistic creation.

Lodovico is an experimental platform created within AGO and developed by DHMoRe. Its purpose is to classify and digitalize the art collections of several Italian institutions; which are made interoperable in a shared system. Launched in February 2021, it has already made the Archivio Storico Comunale collections available to the public.

NODE is the festival devoted to the meeting of visual arts with music, cinema, and new technologies. It proposes interactive installations created by videomakers and sound-designers following an in-depth search for works and artists from all over the world.

13) **Role and impact of the main professional, industrial or sectoral, and non-governmental civil society organizations that are active in the city in the field of Media Arts**

The Modena territory is rich of professionals and enterprises operating in the Media Arts fields; below are the ones that will accompany us through the candidacy process.

Ammagamma is a growing business (60 professionals and creatives working in different fields) that studies and applies artificial intelligence to different kinds of businesses in an innovative way.

Melazeta, established in 1998, is a digital agency that develops projects of technological and creative innovation for top brands. It is known for projects of on-line gamification and app development in different fields, augmented and virtual reality.

The Solo House is a start-up that creates, develops, and produces interactive videos and images with a digital-first approach, between the physical and virtual world.

Fuse Factory is an entertainment company that produces audiovisual concerts and multimedia and interactive shows, taking care also of the production of music, visual content and sceneries.

14) **Main initiatives, policies, guidelines, programmes, and measures, implemented by the city in the past five years to improve the status of creators and professionals and support creative work, particularly in the field of Media Arts.**

The City of Modena has continuously supported the whole supply chain development in the field of Media Arts.

Laboratorio Aperto, in collaboration with Cicero Platform design toolkit, organized the Masterclass "CLAP", focused on the use of platforms for cultural ecosystems.

The City of Modena organized 2 editions of "DAM-Design and museum", a competition for under 35 creatives aimed at developing new communication models for the city cultural heritage, service, and public reception, using also digital opportunities, augmented reality and emotional experience.

Teatro Comunale organized courses on video communication for live shows, to train professionals that can engage the public through audio-visual means. The project was realized in collaboration with EDUNOVA centre of the University of Modena and Reggio Emilia, a national leading player in the field of e-learning and video production.

15) **Main initiatives, policies, guidelines, programmes and measures, implemented by the city in the past five years to support and enhance local cultural industries in the field of Media Arts.**

The Municipality of Modena has been implementing an ambitious urban regeneration process, since 2015.

The former power station of the city tram network is now home to the Laboratorio Aperto, the space of innovation where culture meets digital, and cultural and creative businesses can find acceleration, incubation, and training services.

In the same area, a former power plant will be soon home of ERT, with two theatre halls equipped with innovative technological solutions that facilitate dialogue between performance arts and the digital world. The 18th Century complex of Sant'Agostino-Estense, currently under redevelopment, will become a centre for cultural connectivity.

In the immediate outskirts of the city is the Data Centre, a reference point for research in cybersecurity, automotive and applied design.

The Casa delle Idee Digitali will be build nearby, for the development of cybersecurity, big data and Artificial Intelligence projects.

16) **Main international and/or regional cooperation initiatives in the field of Media Arts, developed with cities from different countries in the past 5 years**

Teatro Comunale di Modena, the Landestheater of Link and the National Serbian Theatre of Novi Sad are co-producing an original opera titled "Otherness: fear and discovery" on intercultural dialogue and integration. The project, called CROSSOPERA (2019-2021) is co-funded by the EU programme Creative Europe.

The project ATLAS OF TRANSITION (2017-2021), funded by the Creative Europe Programme, involves ERT and theatres from 7 European countries. It includes performances by migrants, asylum seekers and citizens, as well as web seminars by internationally renowned scholars and artists, to explore how performative arts, intended as processes of participation and imagination of public space, create new visions of and in the cities. SPACEX (2020-2024), a project co-funded by the EU programme Horizon 2020, is aimed at studying good practices of how to use art to transform urban space, paying particular attention to the role of Media Arts. The project involves 27 entities from 10 countries, including DHMoRe.

17) **Major programmes or projects implemented in the past 3 years that directly or indirectly support and create synergies with at least one of the other creative fields in the Network**

The Motor Valley Festival, an annual event devoted to automotive innovation, creates synergies with the Design cluster.

EDUNOVA (the Interuniversity Centre for supporting innovation technology in education, communication and research of the University of Modena and Reggio Emilia) has made the operas produced by Teatro Comunale di Modena available in streaming, creating synergies between the Media Arts and Music clusters.

Connections with the Literature cluster can be found in the 2 projects of DHMore, "Le cronache del XVI secolo: progetto di edizione digitale e di indicizzazione" and "The 'Este' soundscape project: rappresentare il paesaggio sonoro storico attraverso il digital mapping", which apply digitally advanced technologies to the promotion of history-literature and music sources.

18) **Main international cooperation initiatives and/or partnerships developed in the past three years involving at least two of the seven creative fields covered by the Network (crosscutting and/or trans-sectoral projects)**

ERT produced shows (including "Vangelo 2016" by P. del Bono and "1984" by M. Lenton) that are based on the dialectic between words and video, combining different cultural languages with Media Arts.

Moreover, in the show "Tutto fa brodo" by the Belgian company Laika, literary suggestions from Cervantes's "Don Quijote" were combined with culinary experimentations: food was an integral part of the staging.

NODE, devoted to the meeting of visual arts with music, cinema and new technologies, brought to Italy – and to Modena for 9 editions – the most interesting international projects.

FEM proposes training activities that connect the Media Arts cluster with other clusters on the following subjects: Visual Art; Digital Music; Sound Design.

19) **Main facilities and infrastructure made available as well as events (fairs, conferences, conventions, etc.) organized by the city in the past 3 years aimed at promoting the creative fields covered by the Network, other than the field of Media Arts**

The Music cluster is hosted in Modena at Casa Museo Pavarotti and Teatro Comunale Pavarotti Freni, thanks to annual events devoted to opera singers Luciano Pavarotti and Mirella Freni. New music trends are hosted at Centro Musica 71 Music Hub and La Tenda.

The Design cluster can be found at Casa Museo Enzo Ferrari, a museum devoted to the founder of the famous Italian car manufacturer and the history of race cars, in particular in the pavillon designed by starchitect Jan Kaplinsky.

The Gastronomy cluster finds opportunities of continuous promotion in Modena: "La Francescana" and "Casa Maria Luigia" are international brands of the territory food-and-wine excellence; several events are organized by consortiums responsible for the protection of typical products, e.g. the festival of PGI zampone (stuffed pig trotter) and cotechino (pork sausage), whose 2019 edition saw the competition between Italian and German hotel-management schools assessed by internationally renowned Chef Massimo Bottura.

20) **City's overall proceeds and expenditures over the last 5 years, showing amounts devoted to and generated from the field of Media Arts**

The Media Arts projects developed in Modena in the last 5 years by the Institutions of the Comitato Promotore used public and private funds amounting to at least Euro 8 million, with an average of Euro 1,600,000 per year.

The trend of resources invested in these projects ranges from Euro 1,160,000 in 2016 to Euro 2,450,000 in 2020 with an increase of 210% in 5 years, showing that Modena creative supply chain of Media Arts is dynamic and promising.

Reliable studies on the economy of culture estimate that each euro invested in culture in Italy generates allied activities for at least 3 more euros: it means that in the last 5 years Media Arts generated an income amounting to Euro 4,800,000 per year in the city.

Contribution to achieving the objectives of the Network

1) **Three major projects aimed at achieving the objectives of the Network locally by enhancing the role of culture and creativity in the sustainable development of the city**

The three projects give the opportunity to create a model of urban cultural diplomacy, based on the creation of a Modenese model of Media Arts, in which history, memory, and technological evocation are inter-crossed to generate new scenarios of artistic production and consumption.

Modena Immersive Reality
The project includes intervention in some important public spaces aimed at enhancing the city cultural heritage by using immersive reality technology:

● the "Ex Diurno", and historical hotel dating back to the early 19th century, will host a service structure for citizens and tourists, aimed at giving visitors an overview of the city and its history via multimedia technologies and activities;

● the new Musei del Duomo are being built, and will host a multimedia path to illustrate the UNESCO site historical, artistic and architectural key aspects;

● new spaces will be opened in 2023 at the Palazzo dei Musei, for an interactive storytelling project combining user-experience and new technologies.

Partners for these projects are: local cultural and creative businesses, Basilica Metropolitana, Museo Civico, the Coordination of the UNESCO Site, bank foundations, Gallerie Estensi, AGO and Laboratorio Aperto.

New Art Life Center

Annual events will be realized in different places of the city, with the purpose of expanding opportunities for Media Arts creatives and professionals, as well as for training and educating new audience on contemporary art avant-guards and on the contaminations between art, culture and the digital world. The initiatives will deal with topics such as the relationship between humans and machines, copy and original, the real and the virtual world, with the purpose of experimenting in the field of Media Arts and defining new aesthetic paradigms.

Partners for this project are: local businesses, experts, and professionals of the Media Art cluster, cultural associations, artists, AGO; Ammagamma, Festival Filosofia, Fondazione Collegio San Carlo, University of Modena and Reggio Emilia; Associazione Circuito Cinema, Centro Musica 71 Music Hub.

FMAV: exhibitions, training, audience

FMAV will organize at least three exhibition projects per year involving national and international artists. Starting from the issues of digital literacy and the informed use of new media, an in-depth analysis will be carried out on multimedia languages, the potential of technologies representing the state of the art and the relationship between artificial intelligence and human creativity, in synergy with important cultural and production partners.

Particular attention will be paid to the fruition in augmented reality of the Museo della Figurina in a narrative, inclusive and smart way, preceding the future multimedia reorganization of the museum at AGO. In line with these goals and the newly developed remote fruition modes, FMAV Scuola di Alta Formazione, an education centre for schools, families, and other targets, will organize digital laboratories on the occasion of the FMAX exhibitions (in collaboration with FEM) to stimulate the use of tools for reading and experimenting digital art. Moreover, the school will organize workshops and courses focused on Media Arts theoretical and practical aspects of Media Arts.

2) **Three major projects aimed at achieving the objectives of the Network on an international level, particularly those involving other member cities of the Network**

Who can touch the bottom!

A confrontation opportunity for scientists, thinkers, technicians and artists starting from philosophical suggestions. A real challenge between the ancient and the contemporary on the one hand, thought and technique on the other.

Developed by the University of Modena and Reggio Emilia, the project involves a wide international network of cultural institutions of several cities, including Braga and Linz. Taking a cue from a quote from the Confessions of Saint Augustine of Hippo – which seems to anticipate several recent reflections on the relationship between media and memory, embodied cognition, immersivity, real world and virtual world – the project partners will be asked to propose examples of works that interpret the quote depth meaning in different ways.

The works will be displayed at Laboratorio Aperto in Modena and accompanied by debates and seminars with international experts of different fields selected by AGO and DHMoRe.

MoMa – Modena and Marseilles

"Moma" is an international project of contamination between music and Media Arts to be developed in Modena and Marseilles. The project will work on the languages of improvisation, the new frontiers of instrumental sound, the interaction between sound and visual dimensions in the production of digital arts and the interpretation of contemporary works, enhancing the complementarity between artistic projects and their fruition place. The project is educational, productive, and performative at the same time.

It provides for the production of a collective work – which will be commissioned to composers and experts of sound research, instrumental improvisation and multimedia development (visual designers, video artists). Following an international call, artists will be selected to reside at Centro Musica 71 Music Hub in Modena and Centre National de Création in Marseilles, with the purpose of realizing an original work that combines music and visual arts, as well as live performances for festivals and digital platforms. The project aims at giving emerging tales opportunities of artistic growth (access to new technologies, training, collective production), and generating new employment in the creative supply chain and strengthening the economic impact of the territory creative field.

About birds
Developed by Teatro Comunale di Modena, the project is the evolution of "OperaStreaming". "About Birds" has been composed my multimedia artist Yuval Avital and uses the new media to portray the sensory experience of the lockdown caused by the COVID-19 pandemic. It is a dialogue between music – with the string quartet of Ensemble Meitar and Felicja Blumental Music Center of Tel Aviv (Israel) – and dance, with four European dancers.
"About Birds" is an innovative storytelling that combines the different languages of technology in the process of creation and performance. Both the string quartet and the four dancers will be on stage, accompanied by a wider group of performers who participate virtually.
By using new technological languages, the work intends to be a question on whether physical presence is necessary or not. Given its technological nature, "About Birds" is suitable both for theatre performance and museum display and can become a repeatable model.
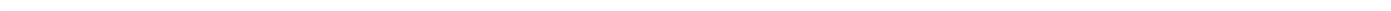
Modena's entrance in the UNESCO Creative Cities Network was made official in Paris on Monday, November 8, 2021 and announced by UNESCO General Director Audrey Azoulay during the general conference that designated 49 new Creative Cities in the world. Italian Creative Cities are now 13. The Network consists of 295 cities in total, out of which 22 cities concern the Media Arts cluster.
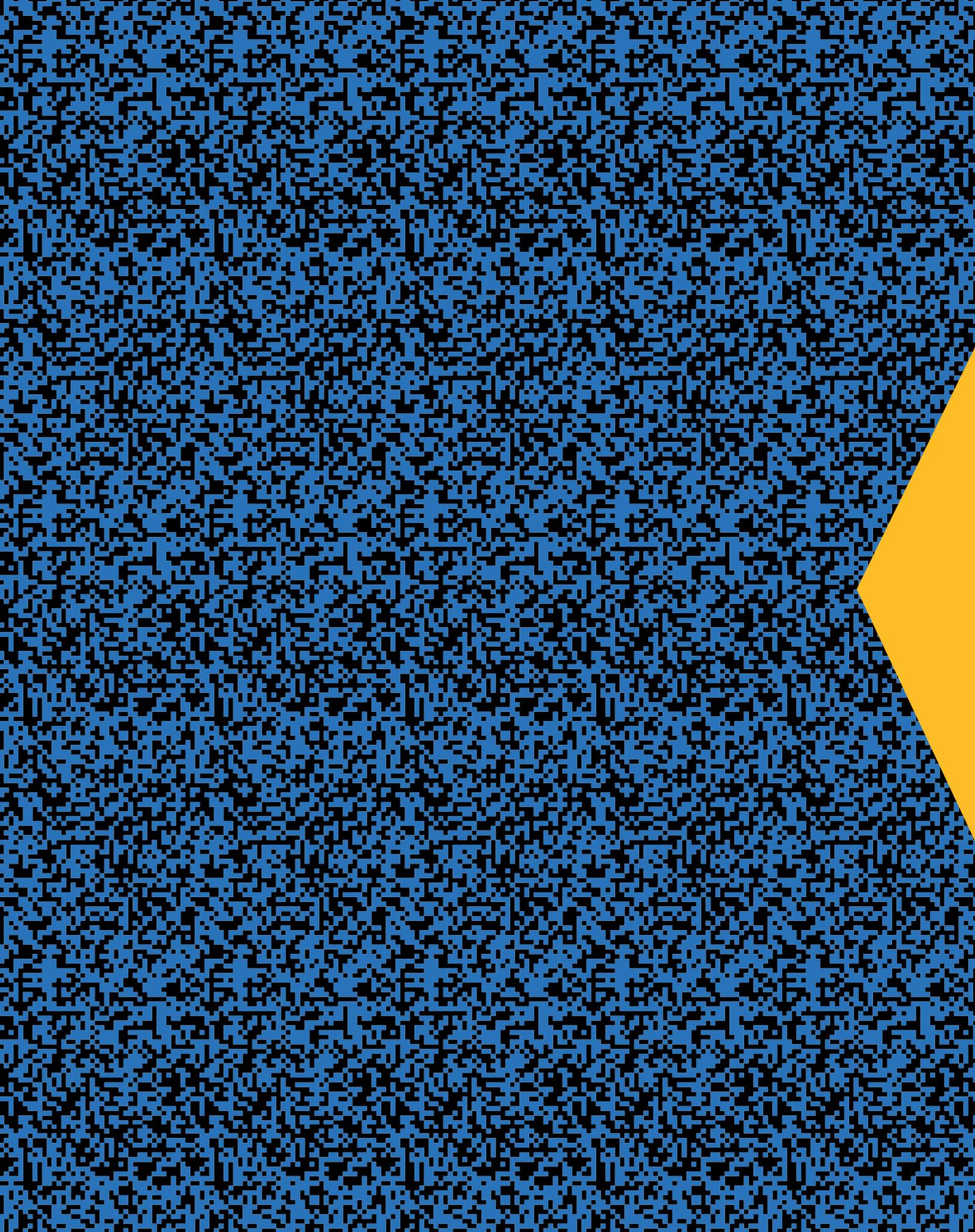
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