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The Culture and Creativity Sectors and Industries in Emilia-Romagna region play a key role in the development and quality of life of the local community and are considered an important catalyst for innovation with a high-growth potential. The sectors involve cultural and artistic enterprises, media and digital industries, communication services, cultural heritage. This also comprises the economics of creativity concerning high-tech companies, fashion and furniture industry, and all other products connected with design.

INNOVATION ECOSYSTEM

- Clust-ER Create, Clust-ER Innovate, Clust-ER Build -Associations including research centres, companies and training institutes
- Business creation: spaces, funding and accompanying actions for start-up and acceleration
- Positioning on the main European research and innovation networks (e.g. EIT Culture & Creativity)
- Stimulation of citizen and business participation in innovation processes and territorial regeneration paths (e.g. Open Laboratories, EROI – E.R Open Innovation, NEB – New European Bauhaus)

INTERNATIONAL TRADE FAIRS

Artefiera, Bologna Children's Book Fair, We Make Future, and many others (see page 6).

CULTURAL OFFER

The region also boasts a strong offer of cultural festivals ranging from classical and electronic music to theatre and movies. Among the excellences well-known at global level: Cineteca - Centre for audiovisual development and technological innovation with top skills in restoration; the Fellini Museum in Rimini, the largest ever named after a film director, Ferrara Busker Festival, one of the most important worldwide (see pages 5-6).

FASHION

See the specific fact-sheets "Invest in fashion in Emilia-Romagna"



KEY FACTS

106,809 employees

(2021, source: Infocamere)

43,385 local units

(2021, source: Infocamere)

276 million € export

(2022, source: Istat Coeweb)

169 million € import

(2022, source: Istat Coeweb)

Data processing by ART-ER

SOME BRANDS



Videogames



IT, software & consulting LUTECH



Advertising



Design



Entertainment 301VEILE





Film industry



Restoration
Leonardo

And many others

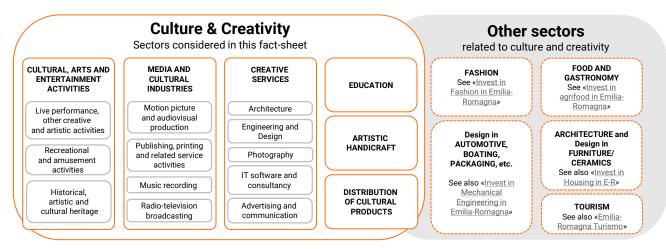




SECTORS & VALUE CHAINS

Source: Infocamere 2021 / Istat Asia 2020 Data processing by ART-ER

The Culture and Creative industry in Emilia-Romagna has many connections with other regional value chains, especially when we consider design and computer science. Fashion represents an important sub-sector and is analysed in another specific fact-sheet.



Cultural and Creative Industries	N. Local Units	N. employed
Cultural, artistic and entertainment activities	3.042	10.927
Recreation and entertainment	1.299	4.407
Historical, artistic and cultural heritage	141	1.211
Live entertainment and other creative and	1.602	5.309
artistic activities	1.002	3.309
Media and cultural industries	4.018	13.928
Cinema - audiovisual	1.012	2.715
Publishing and printing	1.040	3.111
Printing related to the press	1.572	7.440
Music	261	144
Radio and TV broadcasting	133	518
Creative services	28.305	65.111
Architecture	4.367	4.768
Graphic and technical design	1.653	2.538
Fashion and industrial design	2.285	4.241
Photography	995	1.247
Computer science: software and consulting	9.646	36.571
Publishing of computer games and other		
software publishing	121	530
Engineering	6.462	9.595
Advertising and communication	2.713	4.924
Social science	63	697
Education	2.671	7.582
Education	2.671	7.582
Distribution of cultural products	2.583	4.407
Distribution of cultural products	2.583	4.407
Artistic crafts	2.766	4.854
Trade of artistic crafts	2.178	2.945
Handicrafts	588	1.909
Total for the cluster	43,385	106,809

See also: CULTURE AND CREATIVITY OBSERVATORY



An integrated tool designed to monitor the CCIs sector of the Emilia-Romagna region. Link: www.emiliaromagnaosservatorioculturaecreativita.it



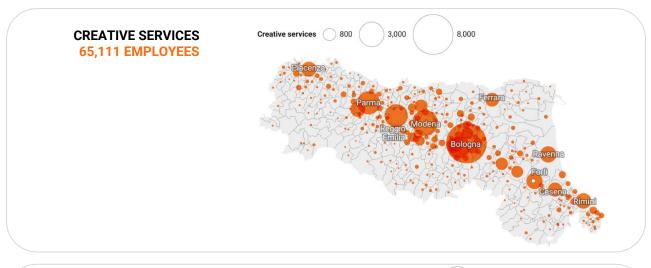


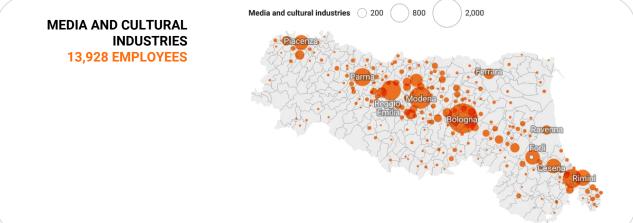
TERRITORY

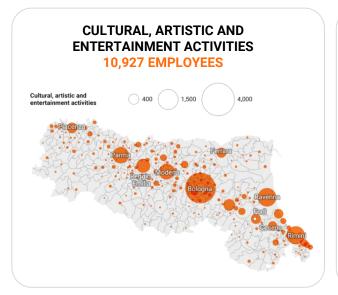
Sources: Infocamere 2021 (integrated with Istat Asia 2020)

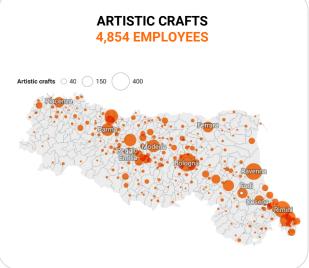
Data processing by ART-ER

The territorial data show that the companies in the Culture and Creativity sectors are widespread on the whole regional territory, also in mountain areas, even if the higher concentration of employees is in the main cities. "Creative services" represent the main macro-sector.













FOREIGN TRADE

Source: Istat Coeweb Data processing by ART-ER

Total C&C international trade in Emilia-Romagna - 2022

Value in euros

EXPORT 276,230,006

12.9% vs the Italian value

IMPORT 169,106,077

Focus on sub-sectors (Value in euros)

Sector	import 2022	export 2022	% vs Italian value
Total C&C	169 million	276 million	12,9%
Books, periodicals and other publishing products	77.656.710	239.222.328	18,1%
Creative, artistic and entertainment products	13.159.000	17.046.457	3,4%
Film, video and television products	61.055.517	10.152.486	5,7%
Press products	2.664.821	3.210.894	8,2%
Computer games and other packaged software	951.610	3.197.576	42,6%
Music publishing products and sound recording media	3.495.277	1.873.007	7,5%
Products of libraries, archives, museums and other cultural activities	10.108.038	1.387.810	4,3%
Products of photographic activities	15.104	139.448	0,4%

The Culture and Creativity sectors are often based on intangible goods, so figures in import and export are not particularly relevant with some exceptions such as books and other publishing products.

However, Emilia-Romagna represents 12.9% of the national export in CCIs – Cultural and Creative Industries - that is an important result considering that the regional population counts about 7.5% vs the Italian value.

TOURIST FLOWS & HERITAGE

- In 2022, in Emilia-Romagna there have been 13.7 million arrivals (+32% vs 2022) and 60.6 million overnight stays (+21.3% vs 2021). Source: Unioncamere Emilia-Romagna
- The region boasts 12 Unesco heritage sites of which 5 World Heritage sites (see also the map).
- The Network of Natural Parks: 2 National Parks, 1 Interregional Park, 14 Regional Parks, 17 Natural Reserves, 158 Sites of European Nature 2000 Network.
- Emilia Digital Library: <u>link</u>





IVP

www.ivproductions.it

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FOCUS: VIDEOGAMES

Sources: IDG, 2022 Bologna Game Farm, 2021-22

The regional videogame industry is very promising and strategic.
According to the census in the "Report on videogame industry in Emilia-Romagna" (IDG, 2022), the region is second in Italy for number of game development studios representing 18% vs the national value. 86% of the employees is under 36 years-old. The regional sector is mainly focused on games published for mobile devices. Main markets are North America, followed by Europe.

Some regional companies

DESTINY

WWW.destinybit.com

SANDBOX GAMES

sandboxgames.it

STUDIO EVIL

WWW.studioevil.com

TRINITY TEAM

WWW.melazeta.com

WWW.trinityteamgames.com



Bologna Game Farm (https://bolognagamefarm.com) is the project for videogame prototype development and product development and marketing promoted by the Emilia-Romagna Region and the Municipality of Bologna, coordinated by the Municipality of Bologna with the support of ART-ER in partnership with Incredibol! and with the technical support of IIDEA – Italian Interactive & Digital Entertainment Association.

The winners of the 2021-2022 editions are: Green Flamingo, Orbital Games, Magari, Dreambits Studio, Giant Cog Studio, Studio Pizza, Nonstudio, Kodama studio.

FOCUS: CINEMA

Film location





Emilia-Romagna Film
Commission has the task to attract national and foreign productions. It offers, free of charge, services to operators of television, motion pictures, advertisement and multi media industry. LINK

<u>filmcom@regione.emilia-romagna.it</u>

Film culture



The **Fondazione Cineteca di Bologna** is a place for archival conservation and restoration, film and audiovisual promotion and dissemination, training, research, and publishing.

fondazione.cinetecadibologna.it/en/



Fellini Museum: in Rimini is the largest ever named after a film director www.fellinimuseum.it

Some international film festivals









archivi~



Find out

https://cinema.emiliaromagnacultura.it/it/luoghi-

more: del-cinema/festival-e-rassegne/







FAIRS AND EVENTS

INTERNATIONAL TRADE FAIRS

ARTEFIERA	

ARTEFIERA – <u>www.artefiera.it</u> Modern and contemporary art fair Where: Bologna Fair

Key figures: about 50,000 visitors and 141

art galleries (2023)



BOLOGNA CHILDREN'S BOOK FAIR www.bolognachildrensbookfair.com

Where: Bologna Fair

Key figures: about 28,894 professional visitors and 1,400 exhibitors (2023)



WMF – We Make Future - www.wemakefuture.it International Trade Fair and Festival

Where: Rimini Exhibition Centre

Key figures: about 60,000 visitors and 670 exhibitors (2023)

MIR

MIR TECH - www.mirtechexpo.com

International restoration trade show

on Tech and Digital Innovation

Live Entertainment Expo

Where: Rimini Exhibition Centre

Key figures: about 57 live and virtual shows (2022)

RESTAURO - www.salonedelrestauro.com

Where: Ferrara Expo

Key figures: over 2,000 operators and 153

exhibitors (2022)



FAMAART - The Frame Place - www.famaart.it

Images, mouldings, accessories and machineries for the picture-frame world

Where: Bologna Fair

Key figures: about 2,000 operators (2022)



RIMINI AMUSEMENT SHOW - www.riminiamusement.it Show for the operators of the world of amusement

Where: Rimini Exhibition Centre



NERD SHOW - www.nerdshow.it

Comics, games, videogames, live shows, animation, cosplay, etc.

Where: Bologna Fair

Key figures: about 45,000 visitors (2023)



PLAY - www.play-modena.it

The games festival

Where: Modena Fair

Key figures: over 40,000 visitors (2023)

CULTURAL OFFER, FESTIVALS AND OTHER EVENTS

- The cultural offer includes 530 museums, 272 archaeological and monumental sites, 202 theaters.
- The region boasts a strong offer of cultural festivals ranging from classical and electronic music to theatre and movies.
- Enjoy the live streaming from the opera houses in Emilia-Romagna: operastreaming.com



emiliaromagnaturismo

www.emiliaromagnaturismo.it/en

EmiliaRomagnaTurismo website provides an **AGENDA** of **the regional events**, including Cinema, Opera, Theatre, Ballet and Music.



Statistics on the regional cultural offer are available on **the E-R Culture and Creativity Observatory**. Link: www.emiliaromagnaosservatorioculturaecreativita.it





INNOVATION ECOSYSTEM (1)

Clust-ER associations

The regional Clust-ERs are associations of public and private organisations: companies, research centres and training institutes that share skills, ideas and resources to support the competitiveness of the sector. Together with the Technopoles and the **High Technology Network** laboratories (see also page 8), they are one of the key players in the regional innovation ecosystem.



Clust-ER Create - Culture and Creativity create.clust-er.it/en

Among the value chains: Advanced Design & Digital Craft Technologies, Technologies for tangible and intangible Cultural Heritage, Fashion, Multimedia, Tourism and Urban reactivation

Clust-ER Innovate - Services Innovation innovate.clust-er.it/en

Clust-ER Build - Building and Construction build.clust-er.it/en

Among the value chains: innovation in construction and cultural heritage



EIT Culture & Creativity

https://eit-culture-creativity.eu

Knowledge Innovation Community with one of the 6 Co-Location Centres hosted in Bologna.

The <u>EIT Culture & Creativity Investment Club</u> aims to create an effective finance and growth ecosystem fit for companies, with a digital platform to connect innovative companies with investors and partners.



Regional support to innovative creative companies

The Emilia-Romagna Region periodically publishes call for proposals to support culture and creativity companies and is also creating a **Culture and Creativity Hub** to improve the collaboration between public and private actors in these sectors. More info; https://industrieculturalicreative.emiliaromagnacultura.it/ (in Italian)

Other innovative networks and communities

Regional innovative communities and networks foster cross-sectoral collaborations and systemic projects. Some useful links: EmiliaRomagnaStartUp (www.emiliaromagnastartup.it/en), EROI, Emilia-Romagna Open Innovation (emiliaromagnaopeninnovation.art-er.it in Italian), in-ER – Incubators Network of Emilia-Romagna (in-er.it/en).

INNOVATION ECOSYSTEM (2)

HIGH TECHNOLOGY NETWORK



www.retealtatecnologia.it/en

- Link to Technology reports in CCIs
- <u>Link to industrial research offering in</u>
 Multimedia

SOME LABORATORIES FOCUSED ON CCIs

- <u>DHMORE</u> Research on Digital Humanities
- CRICC Research on CCIs
- <u>CICCREI</u> Construction, Conservation and Regeneration of Buildings and Infrastructures

SMART SPECIALISATION

RESULTS OF THE REGIONAL SMART SPECIALISATION STRATEGY S3 – 2014-2023 (Source: Emilia-Romagna Region/ART-ER)

CULTURE AND CEATIVITY

- 2,285 funded R&D projects
- 429 m € of total investment
- 228 m € of public funds

SERVICES INNOVATION, DIGITAL TRANSFORMATION, LOGISTICS

- 716 funded R&D projects
- 198 m € of total investment
- 81 m € of public funds

NEB – New European Bauhaus



Initiative connecting the European Green Deal to living spaces and experiences, connecting science, technology, art and culture

<u>Link to the regional newsletter</u> (only IT)

○ IncrediBol



Bologna's Creative Innovation - www.incredibol.net

UNIVERSITIES

OUNIVERSITIES	
Degree courses	Link
Communication and media sciences	Parma, Modena-Reggio, Ferrara and Bologna
Drama, art and music studies (DAMS)	<u>Bologna</u>
Conservation and restoration of cultural heritage	<u>Ravenna</u>
Computer science and engineering	Bologna, Ferrara, Modena-Reggio, Parma
Master	Link
Digital Humanities And Digital Knowledge	Bologna
Advertising, digital communication and business creativity	Modena-Reggio
History and criticism of the arts	<u>Parma</u>

Knowledge	
Advertising, digital communication and business creativity	Modena-Reggio
History and criticism of the arts and entertainment	<u>Parma</u>
Digital transformation management	<u>Cesena - Forlì</u>
Cinema, television and multimedia production	<u>Bologna</u>
Master (post University)	Link
Master in Innovation in eXtended Reality (MIXR)	Bologna
Cinema and Audiovisual Management	<u>Bologna</u>

HIGHER TECHNICAL INSTITUTES

FITSTIC ITS FOUNDATION – TECHNOLOGIES FOR CREATIVE INDUSTRIES



Click to view the courses (only IT)

INTERNATIONAL TALENTS IN ER

WEBSITE INTERNATIONALTALENTS.ART-ER.IT



Click for more info on Culture and Creative international talents











