

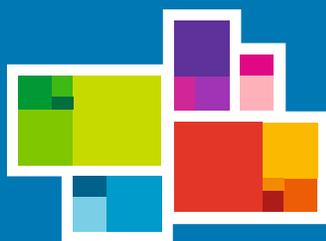
MATERA 2019
OPEN FUTURE

MATERA
EUROPEAN
CAPITAL
OF CULTURE
— 2019



MATERA 2019

LEGACY PATHWAYS



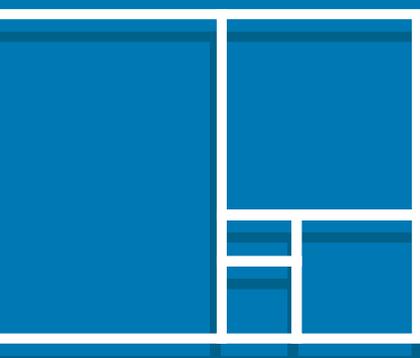
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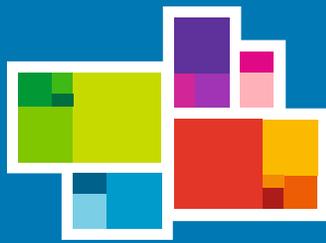
MATERA
EUROPEAN
CAPITAL
OF CULTURE
—2019



«It is important to project into the future what Matera 2019 has meant for Europe. Matera's experience can and must be considered as a model for future European capitals of culture, for everything it has brought into play, in particular the involvement of the population and the concepts of inclusion and the awareness that culture must be accessible to all.»

SABINE VERHEYEN
CHAIR OF THE EUROPEAN PARLIAMENT'S
COMMITTEE ON CULTURE





MATERA 2019
OPEN FUTURE

MATERA
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The Matera2019 journey continues

In these ten years of work we have built an experimental platform that we're making available to everyone today, the city, the region, Italy and Europe. It is a toolbox from which each citizen can freely take what they need to face the challenges that lay ahead with a new approach. They are tools that are not used to build bricks, but to strengthen skills. This was the mission that we set ourselves with the 'Open Future' dossier, and this is the goal we believe we have achieved. Less bricks, more brain has been our slogan over these years as we believe that the development of a city is based not only on traditional infrastructures but also, and above all, people and their skills.

That's why we entrusted to 27 cultural associations of the Basilicata region, through a public notice, the production of approximately a third of the programme of this special year. The artists, the creatives of Basilicata have always been at the centre of this journey, perhaps coming across errors or

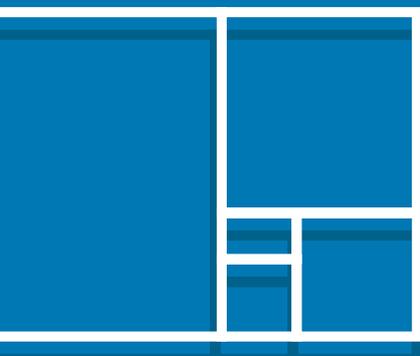
dystopias in the process, which have always been overcome by thinking about the common good.

It was all written in the candidacy dossier. And all the work done in 2019 has remained loyal to the commitment made first and foremost to the citizens and to the European Commission in demonstrating that a city in the South is more than capable of respecting agreements not only by adhering to deadlines, but also by saving resources.

As has been repeatedly acknowledged by external observers, thanks to the work carried out both during the candidacy phase and during the year as capital, Matera 2019 has become a model for European capitals of culture because it is the city that has been able to get involved more than others through multidisciplinary activities, through solid citizen participation and through a cultural programme that was 85 percent their own original projects. What's more, Matera 2019 has also been recognised as exemplary in terms of communication. We are leaving the legacy of a city that is certainly better known and appreciated in Italy and Europe. We have sown the seeds, we have watered the soil and the tree is starting to grow with strong roots that we wanted to call: Co-creation, Inclusion, Expansion of the City, Remoteness.

This is our legacy that we must continue to water.

**SALVATORE ADDUCE
PRESIDENT OF THE MATERA-BASILICATA 2019
FOUNDATION**



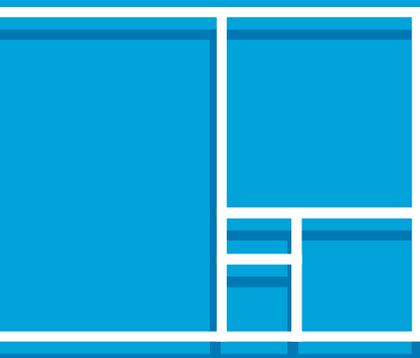
5
Data 2019

20
Budget

22
Legacy
Pathways

- 6** Matera the culture producer
- 7** A large international network
- 8** Who are the producers?
- 9** Open Design School, Pillar of Production
- 10** The citizens at the centre of the cultural production
- 11** Access to culture
- 12** Impact on tourism
- 13** Regional dimension
- 14** Media
- 16** The social networks of Matera 2019

MATERA 2019



DA

TA

82%

**ORIGINAL
PRODUCTIONS**

30%

**OF THE CULTURAL
PROGRAMME
CAME FROM
THE REGIONAL
CREATIVE SCENE**

**EUROPE
ASIA
AMERICA
AFRICA**

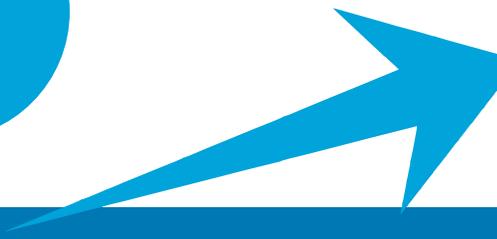
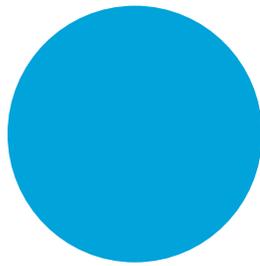
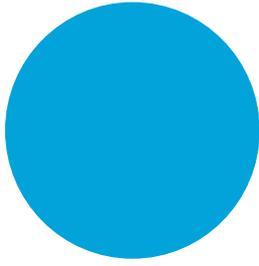
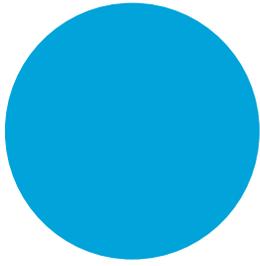
193

**ARTISTS FROM
ALL OVER
THE WORLD**

5

**ORIGINAL AUDIOVISUAL CONTENT
[FILMS - DOCUMENTARIES - VR]**

**MATERA
THE CULTURE
PRODUCER**



55%

ITALIAN

45%

FROM THE REST
OF THE WORLD

35%

EUROPE

482 ARTISTS

1000
EXCHANGES

NATIONAL
INTERNATIONAL

600
ARTISTIC
RESIDENCIES

55
COUNTRIES
INVOLVED



**A LARGE
INTERNATIONAL
NETWORK**

WITH THE PARTICIPATION OF

MAKERS
GRAPHICS DESIGNERS,
CARTOGRAPHERS, PHOTOGRAPHERS,
VIDEO-MAKER, INTERPRETERS
CODERS
EDITORS, TYPOGRAPHERS,
CURATORS, EDUCATION AND PUBLIC
ENGAGEMENT EXPERTS,
FUNDRAISERS, PROJECT MANAGERS,
ARCHIVISTS, **ANTHROPOLOGISTS,**
AGRONOMISTS, TOUR GUIDES, **SOUND**
AND LIGHT (DESIGNERS, TECHNICIANS
AND ENGINEERS), SCIENTISTS
ASSASSINATORS
HISTORIANS, RESEARCHERS, ENGINEERS
SICUREZZA, METAL WORKERS, CARPENTERS,
SET DESIGNERS, CERAMIC ARTISTS,
DESIGNERS, COSTUME DESIGNERS, PAPER MACHE ARTIST
SCENOGRAPHERS, REVIEWERS, ARCHITECTS
ADMINISTRATIVE AND LEGAL WORKERS.

SOCIAL MEDIA MANAGERS
PRODUCERS
ASSESSORS
ACCOUNTANTS
CHEFS
PRESS OFFICERS

WHO ARE THE PRODUCERS?

SET DESIGN FOR

3 SHOWS

6 EXHIBITIONS

1 TEMPORARY THEATRE

22

SPACES REIMAGINED AND TRANSFORMED

10

NEW SET-UPS IN PUBLIC SPACES

34

**WORKSHOPS WITH 400
CITIZENS INVOLVED**

45

PROFESSIONALS INVOLVED

15

TALKS GIVEN BY DESIGNERS AND ARTISTS
FROM ALL OVER THE WORLD

400

PLACES WHERE IT IS POSSIBLE TO ENJOY
CULTURE MAPPED OUT IN BASILICATA AND
IN MATERA AND AVAILABLE IN OPEN DATA

**OPEN DESIGN
SCHOOL**

PILLAR
OF PRODUCTION

**THE CITIZENS
AT THE CENTRE
OF CULTURAL
PRODUCTION**

17.000*

STUDENTS

1.500

VOLUNTEERS

18.000*

CITIZENS DIRECTLY

INVOLVED IN

CULTURAL PRODUCTION

37

COMMUNITY PROJECTS

70%

of the cultural programme saw
the active participation of
citizens through co-creation
activities.

74.000

PASSPORTS SOLD

OF WHICH 54% WERE PURCHASED BY 'PERMANENT CITIZENS'
AND 46% BY 'TEMPORARY CITIZENS'

328.000*

ATTENDEES
AT EVENTS

80%

OF CITIZENS
BELIEVE THAT
THE PASSPORT
HAS DIVERSIFIED
AND EXPANDED
AUDIENCES
AND ACCESS TO
CULTURE

ACCESS TO CULTURE

**MATERA ECOC #1
FOR PERCENTAGE OF
TOURISM GROWTH IN
THE HISTORY
OF THE EVENT**

+44%

**PRESENCE OF
FOREIGN
TOURISTS**

+34%

**PRESENCE IN
BASILICATA**

865.000*
OVERNIGHT STAYS IN 2019

**IMPACT ON
TOURISM**

410 EVENTS

ORGANISED IN THE MUNICIPALITIES
OF BASILICATA OUT OF THE

1228 TOTAL

130

MUNICIPALITIES THAT WERE
'CAPITAL FOR ONE DAY' IN 2019

60 SCHOOLS HERITAGE IN PLAY

INVOLVED THROUGHOUT ALL OF BASILICATA

28

MUNICIPALITIES INVOLVED IN
THE GARDENTOPIA PROJECT

11

MUNICIPALITIES INVOLVED IN
THE ALTOFEST HOME
FESTIVAL PROJECT

10

ARTISTIC RESIDENCIES
SET UP IN JUST AS MANY
MUNICIPALITIES OF
BASILICATA

**REGIONAL
DIMENSION**

RADIO AND TV SERVICES

1.304

PRESS CLIPPINGS

57.981

**TOTAL OTS
(OPPORTUNITY TO SEE)**

3.201.398.000

**TOTAL AVE
(ADVERTISING VALUE EQUIVALENT)**

**116.607.700
Euro**

MEDIA

**NATIONAL
NEWSPAPER
HEADLINES**

RADIO, TELEVISION AND IN-DEPTH COVERAGE SERVICES

approx.
200

PRESS CUTTINGS / WEBSITES

approx.
300

MAIN HEADLINES

**JAPAN
UNITED STATES
GERMANY
FRANCE
SOUTH AFRICA
ENGLAND
SERBIA**

41

**COUNTRIES IN THE WORLD
THAT HAVE TALKED ABOUT
MATERA 2019**

MEDIA

**INTERNATIONAL
NEWSPAPER
HEADLINES**

2.982.061 unique views

**MATERA
EVENTS**

from January to December 2019

353.279 unique views

**WEBSITE
FOR
MATERA
2019**

from January to December 2019

20.668

subscribers to the
NEWSLETTER

**THE DIGITAL
PLATFORMS OF
MATERA 2019**

fans

86.376

FACEBOOK



followers

29.656

INSTAGRAM



253216

posts with the hashtag #matera2019

22536

posts with the hashtag #openfuture



19.544

TWITTER
followers



YOU TUBE



774.681 minutes watched
1.230 subscribers

**THE SOCIAL
NETWORKS OF
MATERA
2019**

85%



OF HUMAN RESOURCES COME FROM THE SOUTH OF ITALY

70%

ARE FROM BASILICATA

45%

UNDER 40 YEARS OLD

12%

25 - 29 YEARS OLD

57%

EXPERIENCES ABROAD

16

HAVE RETURNED FOR MATERA 2019

**HUMAN
RESOURCES**

3553

CONTRACTS SIGNED BETWEEN 2018 AND 2019

76%

OF THE VALUE OF SUPPLIES
FROM SOUTHERN ITALY SUPPLIERS

71%

OF THE VALUE OF SUPPLIES
FROM BASILICATA SUPPLIERS

PROCUREMENT

BU

DG

ET

BUDGET

2020

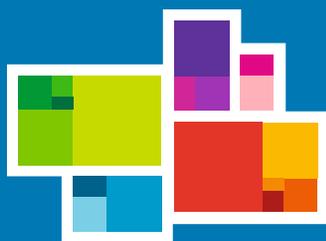
6 M€

BUDGET

2015-2019

49 M€

REVENUE	National Government (Mibac e Dep. CoE)	33.250.000 €
	Basilicata Region	10.800.000 €
	Municipality of Matera	1.038.718 €
	European Commission	1.500.000 €
	Private sector	2.065.143 €
	Ticketing and merchandising	730.697 €
	TOTAL	49.384.558 €
OUTPUTS	Cultural Programme	30.947.411 €
	Communications	6.586.154 €
	General costs	11.850.993 €
	TOTAL	49.384.558 €



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MATERA 2019

LEGACY PATHWAYS

1

CO CREA TION

KEY ASSET OF THE CULTURAL PROGRAMMING OF SMALL AND MEDIUM-SIZED CITIES

In the hefty tome on European cultural productions, Matera wrote a very important chapter that is already stimulating discussions and will continue to do so, regarding the main European Institutions.

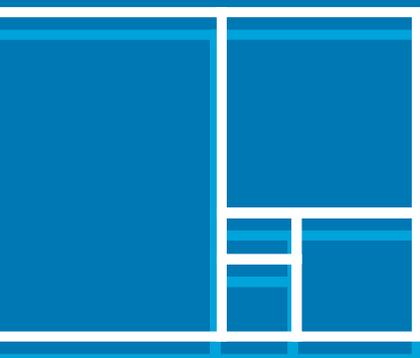
This chapter is called Co-creation.

The complexity of the time in which we are immersed and the avalanche of data and information that we have to deal with every moment of our lives forces us to face the trials in front of us with equally complex answers and by designing new challenges.

Going right back to when it submitted its candidacy application for the European Capital of Culture, Matera 2019 has always strived to build a new relationship, a new rapport between artistic work and spectators, between cultural production and citizens, but also between cultural production and cultural institutions.

Esemplare il ruolo svolto dal Polo Museale della Basilicata come nuova casa della cultura aperta a tutti. The role played by the Basilicata Polo Museale as the new home of culture open to all is nothing short of exemplary.

Co-creation is the response we have wanted to give to the challenges of our time. A process that brings together different subjects and languages and that has led to the removal of barriers between artists and spectators. It has mobilised a large number of people of different abilities, ages, backgrounds, professions and places to reinvent new roles for themselves to then participate in the great game of cultural production. It is an open field that Matera 2019 -a symbol of the smallest towns too- has just finished ploughing and which must now be watered and cultivated, aware of how it represents the new challenges raised by European cultural strategies.



2

NET WOR KING

PUSHING BACK BOUNDARIES AND FINDING NEW POLARITIES AND UNDISCOVERED CONNECTIONS

After 2019, both Matera and Basilicata can rely on a very different dimensional scale from the one in place when the candidacy application was designed. They have both become larger, in terms of the amount of space available to citizens and the relationships forged with other national and international communities. Its value is measured therefore not only in the authenticity of the places but by the depth of the roots and the size of its branches, which have reached creative communities all over the world.

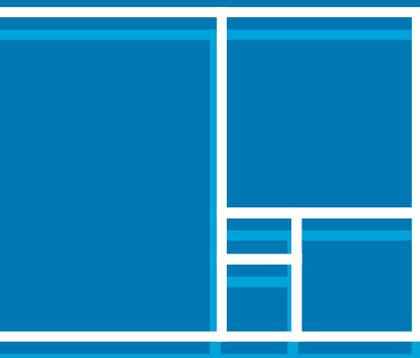
The 27 project leaders who put together 30% of the Matera 2019 cultural programme are already out in force around Italy and Europe, introducing to the world the productions they have brought from Matera. This activity will be strengthened even more thanks to the partnerships we have entered into with all Italian cultural institutes abroad.

We have built relationships with the most important European cultural institutions positioning Matera at the centre of a vast network of fundamental liaisons that will guarantee the continuation of the work carried out so far.

To this, we can also add affiliations with global platforms such as Google and Samsung, and, in particular, with major partners such as TIM, Intesa Sanpaolo and Enel.

But the city has become larger, because not only have we placed the Sassi stone districts at the centre of the cultural programme, but also the suburbs.

The front of the quarries, the opening of the historic spaces of La Martella, the mapping of dozens of useable places are opportunities to widen the reputational boundaries and perceptions of the city.



3

REMO TEN ESS

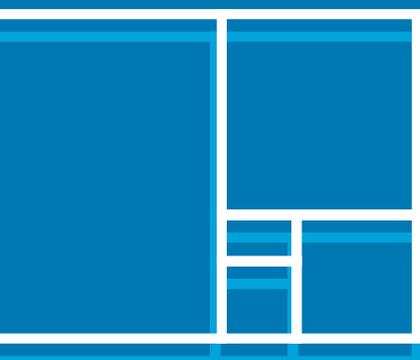
BASILICATA AS A PLACE OF DISCOVERY AND WITH OF NEW ABILITY TO MANAGE INTERNAL AREAS, A MODEL FOR THE SOUTH AND FOR THE ENTIRE COUNTRY

Culture can and must increasingly become one of the main tools for testing new models of regional development. Matera 2019 has traced out new places, redeveloped abandoned areas and instilled new purpose in spaces that were considered to have been closed down forever. And above all it has restored faith and hope for the small communities of Basilicata that -due to tragic depopulation- risk falling into absolute economic and social inconsistency.

The relationship between communities, public spaces and regional areas was at the centre of several Matera 2019 projects, from Gardentopia to Altofesto to Capital for One Day that involved all of the municipalities of Basilicata. As part of these substantial initiatives, new residency models were also trialled, bringing artists into the homes of citizens both in the production and presentation phases of their performances.

This huge amount of activity has allowed many citizens, who considered themselves excluded from the most important cultural circuits, to play an active role in a new and unprecedented resuscitation of the main territories to counter the escape of new generations from these cities and to promote new forms of socialisation.

The development of skills and attraction of talent from the University of Basilicata will also play an essential part in the process.



4

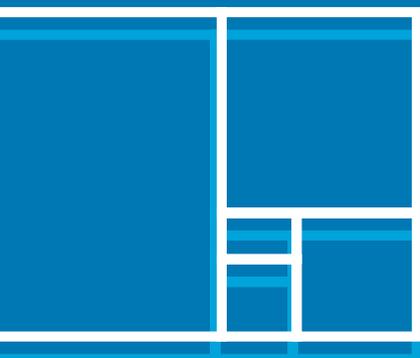
DIVERSABILITY

A NEW LAND FOR THE CREATION OF EMOTIONS AND COMMUNITY, BY REDUCING DISPARITIES AND INEQUALITIES

A linguistic crossover that in its Italian interpretation values the concept of different skills, whilst in the English version it focuses on the concept of competence. Matera 2019 has challenged ideological and cultural boundaries by approaching diversity never from a rhetorical and paternalistic angle but in an attempt to reconsider its role in the community and shake up the concepts of inclusion and integration in full consistency with the title of the cultural programme 'Open Future'.

The concepts of inclusion and integration are referred to on a scale of values and differences. Competence puts people and their individuality at the centre so that disabled people are on the same level as the able-bodied, immigrants are welcomed for what they can do and what they could do, and cultural projects are available to all and not just a select few, which has been the case up until very recently. People's skills have become the main aspect to work with and determine new methods of artistic expression.

And accessibility becomes the object and the end goal. Not widening the gap between the poorest and richest, or between the more prepared and less prepared, but making sure that culture can keep the whole population together, creating new forms of community.



Reflect on what happened, consolidating successes and learning from mistakes		
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Relaunch the programme to start up a Co-creation Festival		
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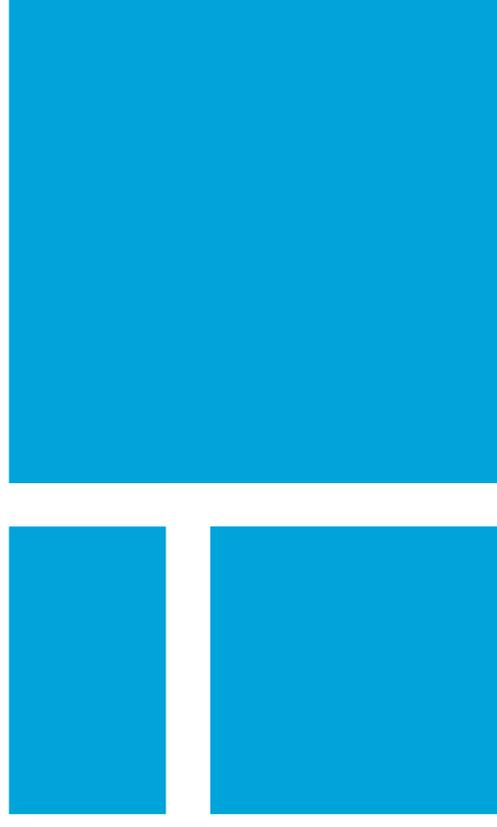
	Distribute on a European and international level the 2019 cultural products	
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Continue the Open Design School with local and global activities		
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	Combat overtourism by strengthening temporary citizenship projects	
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**THE MAIN
STAGES
OF THE FOUNDATION
IN 2020**

LEGACY PATHWAYS



Text

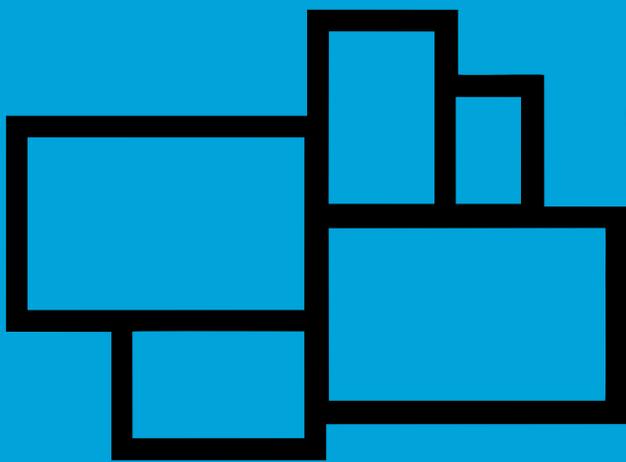
Serafino Paternoster
Rossella Tarantino
Paolo Verri

Monitoring Group

Emilio Aquino
Francesco Caldarola
Ida Leone
Raffaella Pontrandolfi

Graphic Design

Francesco Blasi



MATERA 2019 OPEN FUTURE

MATERA
CAPITALE
EUROPEA
DELLA
CULTURA
—2019



www.matera-basilicata2019.it



#matera2019 #openfuture

LEGACY PATHWAYS