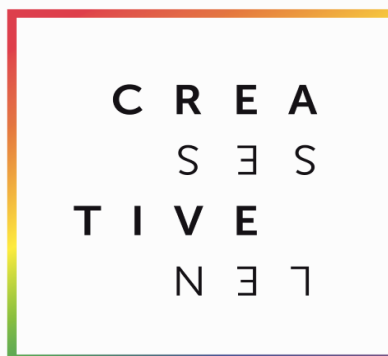


# CREATIVE LENSES SEMINAR

*Developing sustainable cultural organisations as catalysts for local development and positive change in society*

**3.04.2019**

**MATERA**



Co-funded by the  
Creative Europe Programme  
of the European Union



LE MONACELLE

Wednesday 3 April 2019

9:00-10:00

**Registration and Welcome Coffee**

10:00-10:30

**Opening Institutional Remarks and Speeches**

Introduction and facilitation - Antonio Lerro, *University of Basilicata, Responsible Officer of the Creative Lenses project, University of Basilicata*

Aurelia Sole - *Rector, University of Basilicata.*

Raffaello De Ruggieri - *Mayor, City of Matera*

Patrizia Minardi - *Cultural Systems and International Cooperation Office, Basilicata Region*

Giovanni Oliva - *General Secretary, Matera-Basilicata 2019 Foundation*

10:30-13:15

**Plenary session “Translating passion and social values into sustainability and impact: experiences in cultural organisations”**

Introduction and facilitation – Antonio Lerro, *University of Basilicata*

Amelie Snyers – *Village Underground, UK*

Robert Blasko – *Stanica, Slovakia*

Gabriella Antezza – *MateraHub - Industrie Creative e Culturali, Italy*

Gianluca Elia - *University of Salento, Italy*

**Open discussion**

13:30-14:30	<b>Lunch and Networking</b>
14:30-15:45	<p><b>Thematic Sessions</b></p> <p><b>Theme A</b> - “Project Management Canvas: applications to cultural organisations” Speaker: Gianluca Elia - <i>University of Salento</i></p> <p><b>Theme B</b> - “Inspiring and stimulating innovation and business opportunities in creative and cultural industries” Speakers: Daniela Carlucci and Francesco Santarsiero - <i>University of Basilicata</i></p> <p><b>Theme C</b> - “Creating partnerships between cultural organizations and traditional business: the platform Slowfunding” Speakers: Domenico Dimichino and Lia Brisacani – <i>Slowfunding</i></p>
15:45-16:15	<b>Coffee break</b>
16:15 – 17:45	<p><b>Round Table “Role and impact of cultural organizations for local development and communities: opportunities and challenges”</b></p> <p>Introduction and facilitation - Vincenzo Scalcione, <i>Communication Expert</i></p> <p>Giovanni Pompeo - <i>LAMS Laboratorio Arte Musica Spettacolo</i>, Michela Appio - <i>Casa Buffalmacco Cultural Center</i> Amelie Snyers - <i>Village Underground, UK</i> Robert Blasko - <i>Stanica, Slovakia</i> Fausto Villani - <i>Cluster “Basilicata Creativa”</i> Andrea Paoletti - <i>Casa Netural</i> Cinzia Lagioia - <i>Distretto “Puglia Creativa”</i> Roberto Linzalone - <i>IKAM</i></p> <p><b>Open discussion</b></p>
17:45 – 18:00	<p><b>Closing Remarks</b></p> <p>Antonio Lerro - <i>University of Basilicata</i></p>

Creative Lenses is a four-year (2015-2019) project that seeks to make arts and cultural organisations more resilient and sustainable by improving their business models and developing their long-term strategic and innovation capacities. Read more: [www.creativelenses.eu](http://www.creativelenses.eu).