



**Bologna**  
**UNESCO Creative City for Music**  
**since 2006**

**Monitoring report period 2016-2019**

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## 1. EXECUTIVE SUMMARY

Bologna was nominated UNESCO City of Music in 2006, thus it is one of the first members of UCCN, having fully understood the value of this network since the very beginning.

The UNESCO network has been successfully used to enhance relations among cities of the Music Cluster as well as with other cities belonging to different creative clusters.

After coordinating the Music cluster (2014-2016), during **the years 2016-2020**, Bologna has promoted and led the **Coordination of the Italian UNESCO Creative Cities** that consider creativity and innovation as key tools for the cultural, social and economic development of their territories.

Such collaboration aims to support the development of the UNESCO Creative Cities Network both at national and international level, to develop an integrated connection between culture, economic development and tourism, and to become a platform of reflection and research in the area of new economies.

After the most recent designations in Autumn 2019, the 11 Italian Creative Cities are:

Bologna and Pesaro > Cities of Music; Fabriano, Carrara and Biella > Cities of Folk Art; Parma, Alba and Bergamo > Cities of Gastronomy; Rome > City of Film; Turin > City of Design; Milan > City of Literature.

One of the main novelties in the Municipality of Bologna during the period 2016-2019, that shows the relevance of the local Music sector, has been the recent creation, within the Culture and City promotion Department, of the **Music Office**, in order to meet the needs of the local music community.

The new office has also taken on the representation of Bologna City of Music within the UNESCO programme, whereas this role was previously part of a different service.

In the four years covered by this report, the rich creative fabric of the city of Bologna has had the opportunity to interact more than usual with the international level, by hosting foreign professionals or by giving local professionals the possibility to travel abroad and to offer their cultural products on foreign markets. Mutual learning has also been a key characteristic of the various exchanges that were carried out. Bologna's key initiatives for cultural and creative industries, ***IncrediBol!*** and **the public call for young creative professionals to go international**, offered the needed support to creative professionals, thus allowing the sector to grow.

## 2. GENERAL INFORMATION

- 2.1. Name of the city: Bologna
- 2.2. Country: Italy
- 2.3. Creative field of designation: Music
- 2.4. Date of designation: 2006
- 2.5. Date of submission of the current report: December 2020
- 2.6. Entity responsible for the report: City of Bologna
- 2.7. Previous reports submitted and dates: February 2016 for the years 2006-2016
- 2.8. Focal points of contact:

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### 3. CONTRIBUTION TO THE PROGRAMME'S GLOBAL MANAGEMENT

#### 3.1 Number of UCCN Annual Conferences attended in the last four years:

- 2019: Fabriano Annual Conference held in Fabriano (Italy)
- 2018 Annual Conference held in Krakow and Katowice (Poland)
- 2017 Annual Conference held in Enghien-les-Bains (France)
- 2016 Annual Conference held in Östersund (Sweden)

#### 3.2 Hosting of a previous or future UCCN Annual Conference

Bologna hosted the Annual meeting from 19 to 21 September 2013, open also to local and international creative industries that could meet and discuss possible collaborations during the open-to-the public workshop entitled "Makers in the creative city".

#### 3.3 Hosting of working or coordination meeting(s) addressed to one or more UCCN creative field representatives

Being the leader of the UCCN Italian cities Coordination, between 2016 and 2019 Bologna promoted 15 meetings of all the Italian members of UCCN, representing different creative fields and 5 of them were hosted in Bologna (others in Rome, Turin, Fabriano).

The first meetings were held to define the objectives of the Italian Coordination and the following to work for their achievement. Among the identified objectives were active support to the UCCN, promoting its development both at the national and international level, to reach the targets set by UCCN *mission statement*; to develop cooperation between member cities, to become reference points and hubs for creativity at national level; to become a platform for reflection and research in the field of new economies and to support the integrated connection between culture, economic development and tourism; to strengthen the relations with the Italian national UNESCO Commission and with the permanent representation of Italy at UNESCO and to help other Italian cities join the UCCN, especially cities belonging to those creative fields not yet represented in the Italian Coordination.

The Italian Creative Cities are: Fabriano, Carrara and Biella for Crafts and Art, Parma, Alba and Bergamo for Gastronomy, Rome for Film, Turin for Design, Milan for Literature, and Pesaro for Music.

Also meetings with the Italian UNESCO National Commission were organised and one of the meetings held in Rome was the participation in the annual meeting of Italian UNESCO sites of the World Heritage List to favour the interaction between the activities of Creative Cities and those of UNESCO sites, opening up to the opportunity to develop innovative projects combining cultural heritage with creativity.

Furthermore, Bologna hosted meetings with cities candidating to become UCCN members who had asked for support to better understand the objectives of the network and to prepare a comprehensive candidature dossier, like for example the French city of Metz and the Spanish city of Liria, that are now full members of UCCN.



### *3.4 Hosting of International conference or meeting on specific issues salient to Creative Cities with a large participation of members of the Network*

In the period 2016-2019 Bologna didn't host international conferences specifically aiming at the members of the network, but it promoted, together with the Music city of Pesaro the event **yoU COME - Unesco Cities Of Music Event** in Fabriano, on the occasion of the XIII annual UCCN meeting, as mentioned further on in this report.

### *3.5. Financial and/or in-kind support provided to UNESCO in order to strengthen the sustainability of the UCCN in different areas including management, communication and visibility (dates, types of contribution, factual or estimated amounts, main objectives, etc)*

Although Bologna has not had the possibility to support UCCN financially, a lot was done in terms of promotion and contribution to its activities.

The Coordination of the Italian UNESCO Creative Cities was of course the most powerful tool to promote UCCN at the Italian and international level.

Furthermore, Bologna has created a network of creative professionals linked to its main project INcrediBol! (see below) and they are informed about all the initiatives and opportunities from the other Creative cities around the world through the IncrediBol! website and social networks, as well as on the "Bologna UNESCO City of Music website), that is our main promotion tool about activities developed locally and internationally within the framework of UCCN.

### *3.6 Serving as cluster coordinator or deputy coordinator and period*

Bologna was Coordinator of the Music cluster from September 2014 to 2016.

Furthermore, Bologna has led for 4 years the coordination of the Italian Creative Cities as mentioned above.

### *3.7 Participation in the evaluation of previous applications (number of applications evaluated per Call for Application), of previous Membership Monitoring Reports (number of reports evaluated per reporting exercise)*

Bologna focal point has often been available for candidate cities from different creative clusters and countries to provide information and suggestions to prepare their applications the best possible way, so as to stick to the UCCN mission and objectives.

Bologna was also active in all evaluations processes of the Music cluster in the considered period.

## **4. MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL AND CITY LEVEL TO ACHIEVE THE OBJECTIVES OF THE UCCN**

### **IncrediBOL!**

The Municipality decided to invest in the Incredibol! project, later become a regional initiative, as CCIs are considered drivers of future growth. INCREDIBOL! (Bologna's Creative Innovation) is a project started in 2010 to promote creative and cultural activities (CCIs) in the Emilia-Romagna region. Coordinated by the Municipality of Bologna and supported by the Emilia-Romagna Region in conjunction with public and private players, it includes:

- a recurrent call to promote the creation of start-ups in the creative and cultural sector
- a recurrent call to foster the internationalization of regional creative companies
- a consulting desk service (upon appointment only)
- premises and venues owned by the Municipality of Bologna and given on gratuitous loan to cultural entities and creative professionals
- info and opportunities published on the official website [www.incredibol.net](http://www.incredibol.net), on the Facebook page and under the “creative” section of [www.emiliaromagnastartup.it](http://www.emiliaromagnastartup.it)
- organization of free workshops, public meetings, networking and b2b events, etc
- special and pilot projects and participation in European projects, networks and international activities about CCIs.

Moreover the project is based on a regional public/private network offering guidance, training, ad-hoc consulting services according to the needs of the winners of the call.

The CCIs sector plays a more and more important role in our area, not only in terms of

economic development and job creation, but also in terms of social innovation, urban rehabilitation and life quality improvement.

The Emilia-Romagna Regional government acknowledged its importance by including this development strategy within the broader 'smart specialization strategy' 2014-2020, known as "S3", underscoring its partially still unleashed potential and launching new policies and supporting actions.

Acknowledgments (from 2016): 2017, URBACT Good Practice; 2018, one of the 4 projects that led Bologna to win the international Engaged Cities Award promoted by Cities of Service, the international network created by Bloomberg Philanthropies; 2019, International Award for 'United Cities and Local Government – MEXICO CITY – Culture 21' Good Practice.

Through a call, the best creative projects in their start-up phase are selected by the network partners and are supported through a tailor-made support. Each partner of the network contributes according to its own peculiarity, in a win-win approach able to create a big positive effect with a small budget, also thanks to a dedicated staff and a strong communication campaign. The project is also less dependent on high budgets and can be adjusted on different territories and communities (the initial budget of the project in 2010 was around €16,000 which increased to around € 150,000 in 2019); the global value of the project in the same year was estimated at € 500,000 thanks to in kind resources.

From 2010 to 2019, IncrediBOL! has launched **8 calls**, selected **124 winners** out of 707 applications and involved over 2,000 people; the support of Emilia-Romagna Region has made the Call to **raise to a stronger regional dimension** .

**39 public buildings** have been **assigned to creative professionals and companies** and the network of **partners** has reached the number of **24**, including the Regional, Metropolitan and City government (the latter being the coordinator), the main training institutions in the area, the Chamber of Commerce and private partners like entrepreneurs, consultants, incubators, training providers.



### Conventions with festivals

As another way to strengthen the cultural productive system, the Municipality of Bologna activates different forms of support to festivals, always trying to value both the experience as well as the generation turnover. For instance, the City activates conventions with local actors that organize festivals and it offers financial support to those projects or productions it considers particularly relevant for the city. An additional form of support is the use

of open calls to assign parts of the municipal real estate – buildings, flats, etc. – for them to have a place where to implement their activities.

Currently 46 festivals have ongoing conventions with the City, 14 of which work in the musical field. Among them, it's worth mentioning Angelica Festival, Bologna Festival, Musica Insieme, Bologna jazz festival.

### **Support and coordination of summer events (BolognaEstate)**

A rich programme of cultural events, promoted by the Municipality, held between June and September (Bologna Estate in fact means “Bologna in Summer”). The events, which are mostly free and normally involve a large number of people, are selected throughout a public call by the city administration, sometimes supporting the organizers with grants. The venues are mainly outdoor and scattered both in the town center and in the city outskirts.

Some figures from the latest edition of Bologna Estate (2019): along the four summer months, Bologna Estate involved almost 2,000,000 spectators (over 1,600,000 in Bologna and about 300,000 in the Metropolitan City), with over 3,200 events, mostly musical (2,600 in Bologna , 650 in the metropolitan area).

Almost 400 the venues, 172 in Bologna (76 in the center and 96 in the neighborhoods), 200 in the Bolognese Apennines and in the plains.

220 leading operators of projects within institutions, associations and private operators (138 in Bologna and 82 in the Metropolitan City) and 53 the municipalities involved.



## Il Mercato della Musica

Several seminars dedicated to music as a creative sector of the City, carried out by the Municipality of Bologna through the collaboration of the IncrediBOL! project.

The topics of the lessons are selected by considering those that are most relevant for participants and stakeholders: communication and training on how to manage an enterprise, how to fundraise and protect intellectual property. The Seminars are led by trained professionals, such as accountants, journalists and experts boasting years of experience in cultural enterprises, taxes, start-ups, fundraising, no profit and IP as well. The project started in October 2017 and, until the end of 2019, promoted 22 events.



## Buskers

In May 2019 a new regulation for street artists was approved by the Municipality: the goal is to protect the artists, their more balanced distribution on the territory, and respect the right of the rest of the city. The revision of the operating methods was decided after an in-depth study conducted by a technical panel. A special area called "Bologna city of music for street art" in the main square Piazza Maggiore has been established: here street artists, selected with an annual public call, may perform also with amplification and drums. A new website will be created to enhance the communication with all the music stakeholders and the citizens; it will have a special section for the online reservations of buskers.





50,000. For the years 2017/2018, other 19 projects were granted a contribution for an overall amount of € 50,000 and 18 projects for a total of 37,000 for the years 2019-2020.

For the City of Bologna, musicians and artists around the world are true **city ambassadors**, and the call in favour of internationalization is an important means to create several occasions of exchange and cooperation between cities, as well as to promote music and art products from Bologna, thus supporting creativity and innovation of this sector.

### **3. Collaborative projects within the Music Cluster**

- A duo from **Liverpool** formed by the clarinetist Sacha Rattle and his wife, pianist Zeynep Özsuca, has taken part in the Bologna Festival, May 2017. As a return match, the young Italian pianist Pietro Fresa joined the Liverpool's orchestra-in-residence at St George's Hall, the Orchestra dell'Arte - September 2017
- The ensemble Atse Tewodros Project was selected by **Katowice**, to perform on August 26 at Before Womex, a preview of the main event scheduled in October 2017.
- In Nov. 2017 at the Auditorium Manzoni in Bologna, the concerts of *Musica Insieme* hosted the *Arturo Toscanini Philharmonic Orchestra* and one of the greatest pianists of our time, Krystian Zimerman from **Katowice**.
- The Bolognese Blue Penguin ensemble was selected to join the A Cappella Woche Festival in **Hannover** - May 2018.
- The Euridice Choir performed with Norddeutscher Figuralchoir in the framework of Nacht der Chöre event, entirely dedicated to choral music - **Hannover**, June 2018
- The Festival Eco della Musica collaborated with the Conservatory of **Bogotá**, hosting Colombian musical excellences – August 2018
- The Belgian musician Johan Fostier, teacher at the conservatory of **Gent**, gave a masterclass at the Claxica edition festival , an International Festival of Classic Guitar – September 2018
- The Chamber Orchestra Kammerorchester **Hannover** with the conductor Hans-Christian Euler and the oboist Jury Schmahl from Hanover performed in the framework of the Bologna Festival, October 2018
- Participation of violinist Nicola Manzan, together with Tinatin Tsereteli (voice) from Hannover in 2 concerts at the **Brno** Marathon Hudby Festival - August, 2019.

### **4. Collaborative interdisciplinary projects:**

- Participation of the Erika Deak Gallery from **Budapest** at the Set Up Contemporary Art Fair – Bologna. Budapest is city of Design– January, 2017.
- Bologna Children's Book Fair, the world's largest trade fair of its kind, hosted a booth of the city of **Dunedin** (New Zealand), City of Literature - April, 2017.

- Twenty-two students from the high-school *Liceo Musicale Lucio Dalla* in Bologna have had a one-week exchange student programme with their counterparts at the Department of Music of Cègèp de Saint-Laurent in **Montreal**, Canada - September, 2017. Canadian fellows returned the visit in Bologna in May-June, 2018. Montreal is City of Design
- The Creative Cities Southern Hui (Dunedin-NZ), a multiple day collaborative event, welcomed Prof. Anna Maria Lorusso, Director of the Masters in Publishing at the University of Bologna and a member of the Board for the Libraries of Bologna Municipality, as guest speaker at *Creative Connections*, and special delegate for the duration of the Hui – **Dunedin-NZ** is City of Literature Nov/Dec, 2017.
- The MOG (Molinella Ocarina Group) tour in Poland with its Christmas concert in **Krakow**– City of Literature - December, 2017.
- The project *Shooting Stars* of the Bolognese duo *Antonello Ghezzi* was selected to participate in the Sound Design Festival of **Hamamatsu** - Dec2017
- Participation in “**Breads of the Creative Cities**”, the project promoted by ITKIUS foundation, the City of Krakow (Poland) and the City of Tucson (Arizona, USA) in 2018 and addressing all UCCN thematic clusters. The aim of the project was to tell about the traditional poor dishes that are common to all creative cities, like those created with only flour and water. Bologna contributed with its typical bread recipe and in **May 2019** hosted the visit of a representative of ITKIUS foundation that was welcomed by the Deputy Mayor for International Relations, Mr Marco Lombardo and the Chair of Bologna’s Bakers association, Mr Thomas Giardini.
- “A gaze over Bologna”: Upon a Call for an illustrator from the **UNESCO Chinese Creative Cities in all disciplines**, the illustrator Zouchao Zuo – better known as Daisy Zuo - was selected for a 2- week residency aimed at the realization and printing of a little Artist’s book on Bologna - Sep/Oct, 2018.

During her stay, she pictured the city selecting a few places, known but also unknown, choosing special views and iconic sights, observing the town in its everyday life flow. The result was an artist’s booklet in black and white, named “Bologna a Testa in Su” (Bologna with my head up). The original illustrations especially made for the book, together with the sketches and the notes, were exhibited in the rooms of the *Davia Bargellini Museum*, from April 2 and until May 5, 2019, a very special location, hosting a picture gallery and a wide collection of applied art works. For this occasion, the Chinese artist’s drawings were matched with a few pieces of the museum collection, so that they also became a tool to let the Chinese public and the curious Bolognese citizens discover one of the most peculiar and enchanting places in town.

## 6. PROPOSED ACTION PLAN FOR THE FORTHCOMING MID-TERM PERIOD OF FOUR YEARS

*6.1 Presentation of a maximum of three main initiatives, programmes or projects aimed at achieving the objectives of the Network at the local level, while highlighting expected outcomes and impacts*

Besides carrying out the actions described in paragraph IV (IncrebiBO!, Conventions and Festivals, support and coordination of summer events, seminars “Il Mercato della Musica”, Buskers), the following new projects are planned in the next period:

### **Sala della Musica**

Sala della Musica is a brainchild of Paolo Fresu, the renowned Italian jazz musician based in Bologna, and is intended to become one of the music institutions in town, so as to complete the tale of Bologna music history by adding the time-fragment from the 1940s to the present. Sala della Musica will open in 2021 at the second floor of Salaborsa Library, right in the heart of the “Quadrilatero della Cultura”, the Culture District of the City.

The project of the Sala is run by Diverserighestudio Consulting under the scientific supervision of Prof. Gianni Sibilla.



A timeline will guide visitors into a journey through the music genres and personalities that made Bologna a reference point in Italy and not only, and give an overview of the music industry and non-academic music practices.

Beside hosting the permanent exhibition, the Sala will act as

a lab for dissemination, informal learning and meetings, available for citizens and tourists from different age groups: a place for listening, viewing, reading and experiencing, in synergy with the culture operators of the City. The aim is also to deepen the knowledge of specific topics through exhibitions and thematic focus meetings, in a dialogue with music industry professionals and the Ufficio Musica, the Music Office of the Municipality of Bologna.

The Sala della Musica is part of Laboratorio Aperto, the project developed within the 2014-2020 ERDF Programme – Priority Axis 6 – Attractive and Participative Cities, which involves a network of open labs from the 10 major towns in the Emilia-Romagna region.

### **Call to support new music productions**

This is the new tool that the City of Bologna has conceived to give support to the operators of the music sector in realizing a new music production, during a period when concerts and performances are interrupted due to Covid19 crisis.

The budget is 200,000 euros.

### **New conventions with music clubs**

The scene of music cultural operators affiliated with the Municipality of Bologna expanded in 2020: as a matter of fact, it is planned to sign new conventions with live music clubs.

The choice to forge relationships with new cultural operators through the instrument of the convention aims to be a concrete sign to recognize the importance of the activities that keep the city alive, and to give them continuity and perspective for the future.

#### *6.2 Presentation of a maximum of three initiatives, programmes or projects aimed at achieving the objectives of the Programme on an international level, particularly those involving other member cities in the Programme*

The City of Bologna is currently working on the development of a new programme in collaboration with the Rotary clubs of all the Italian UCCN member cities, that will offer funding to support projects shared with the other creative cities of the Network: these will be scholarships or co-organised initiatives to support the creative professionals and to foster national and international cooperation in all creative fields.

#### *6.3 Estimated annual budget for implementing the proposed action plan*

A yearly budget of about 1.215.000 euro is foreseen for the next four years, articulated in the following activities:

description	estimated annual cost
IncrediBO! (co-funded by Emilia Romagna Region )	€ 500,000
Call for new music production	€ 200,000
Il Mercato della Musica	€ 20,000
Sala della Musica (European Regional Development Fund)	€ 100,000
Conventions with music festivals and clubs	€ 320,000
Exchanges projects	€ 5,000
Staff (3 people full time, 1 part time)	€ 70,000

#### 6.4 Plan for communication and awareness

All activities relating to Bologna UNESCO City of Music are promoted on an *ad hoc* **website** (<http://cittadellamusica.comune.bologna.it/en>) and on a specific **Facebook and Instagram page**. The website is a tool designed to ensure dissemination of music and cultural most innovative activities and to stimulate the growth of Bologna's music production by creating connections with other cities of the UNESCO network. It also aims at offering to local operators an international platform to promote the music industry in general. The web pages include a mapping of the most significant music institutions and actors, divided into venues, festivals, research and training centres, museums. Each profile includes a short description and contact information, so as to foster the collaboration between professionals and to make it easy for the other UCCN member cities to find information and partners.

An additional tool is **bolognagendacultura.it**, the communication channel of the City of Bologna dedicated to the promotion of all cultural activities since the end of 2013. It collects and presents, day by day, information on the city's cultural activities promoted by the local institutions and by the main cultural professionals of the territory.

Events are organised from time to time, accompanied by the distribution of information material, to celebrate the nomination as creative city and to strengthen the awareness of what this means among cultural professionals and in general among citizens. Furthermore the City offers the use of the "Bologna City of Music" logo, following a specific regulation that was conceived to assure the good use of the logo and that it is given only to music events of greater quality.

### 7. INITIATIVES UNDERTAKEN IN RESPONSE TO COVID-19 (OPTIONAL)

As a response to the epidemiological crisis, the activities of the Culture and city Promotion Department of the Municipality have been consequently reorganized to adjust to the emergency situation, supporting operators in the closing phase and rethinking alternative ways to offer culture and entertainment.

During the so-called phase 1, the Culture and Promotion Department of the City dealt with the phase of closure of cultural activities by monitoring the stability of the city system, favouring opportunities for listening and relating to operators, also activating innovative tools and services. In particular, a document was drawn up on the cultural consequences of the COVID emergency which focuses on the effects of the lockdown in Bologna with regard to theaters, live music, cinemas, museums and libraries, published on the institutional website [www.comune.bologna.it/culture](http://www.comune.bologna.it/culture)

In order to give financial support to the cultural and creative sector which have realized a

specific project to Covid19, a special edition of the IncrediBOI call was launched, offering an extraordinary budget of 500.000 euro; this amount being added to the call for new music productions (200,000 euros) described above.

In addition, the Municipality has confirmed the economic contribution to the affiliated operators, even in case of a reduction of their activities due to the health emergency.