Oliviero Ponte di Pino

CULTURAL POLICIES GOOD PRACTICES FROM MILAN

March 14th, 2018

Different Approaches

Cultural Management & Cultural Policies
Creative Fields
History and Cultural History
Geography
Calendar
Good Practices
Mediation

- - -

Creative Fields | Creative Cities



Different Fields Different Formats

Fuorisalone (design): since the Eighties ("Abitare" in 1983) with Salone Internazionale del Mobile (1961)

Pianocity (music): 2012

Bookcity (books): 2012

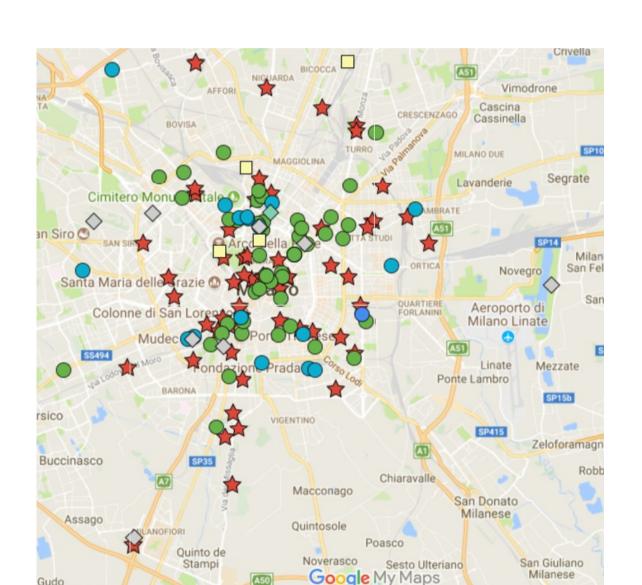
History and Cultural History Literature

Milan has always been a City of writers and readers. Writers born in Milan, who were able to share their love for their hometown, like Manzoni or Gadda. Writers coming from different parts of Italy, to find their place in a lively literary scene, as Nobel Laureates Montale and Fo. Writers coming from all over the world, to discover its discreet beauty, as Stendhal and Hemingway.

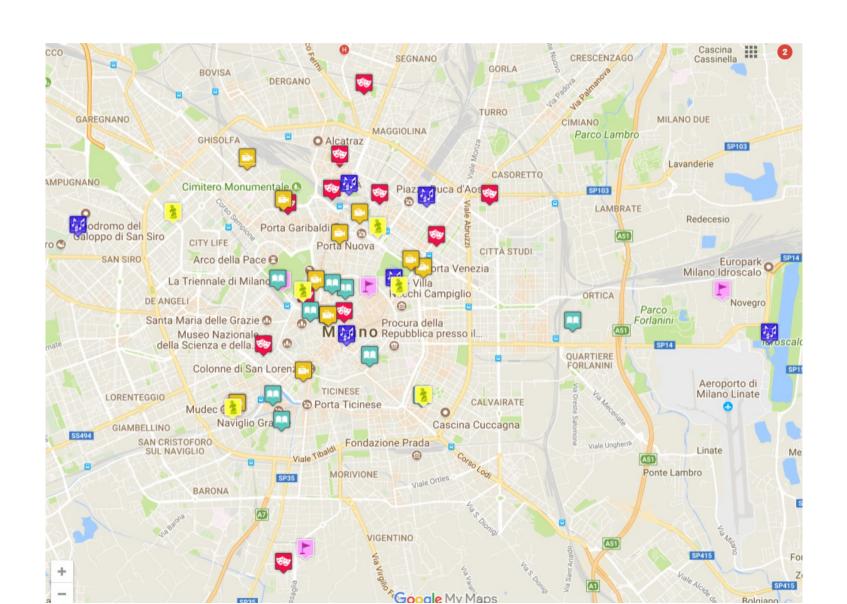
Milanese readers are curious and demanding. They rely upon a considerable presence of libraries (more than 200, public and private) and bookstores (over 400), and they crowd together inthe different literary festivals, with authors coming from different countries and cultures. And of course Milan is the capital of Italian publishing, with 500 big and small publishers, and thousands of professionals working in the field.

Geography | Milan

New Places & Spaces for a New Culture

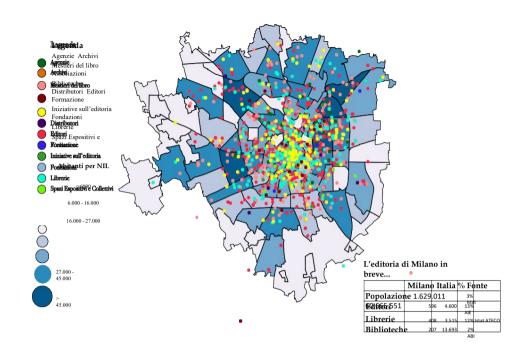


Calendar | Trovafestival | Milan Arts, Books, Cinema, Music, Theatre...

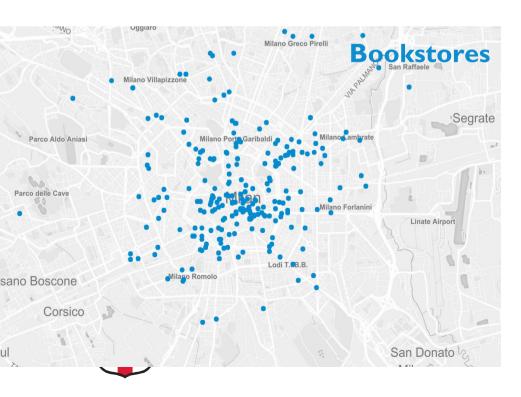


Good Practices | Bookcity Milan











Why **Bookcity** Milan?

Italian Publishing Capital
New Technologies
High Cultural Consumption

But No Big Event Focused on Books!

Il metodo **Bookcity** Milan

Collaboration between public and private sectors

The City of Milan

Comune di Milano-Assessorato alla Cultura



4 Editorial Foundations

Associazione Bookcity Milano

Fondazione Arnoldo e Alberto Mondadori

Fondazione Giangiacomo Feltrinelli

Fondazione Corriere della Sera

Fondazione Umberto ed Elisabetta Mauri











31 May 2018

September 2018

September 2018

October 2018

October 2018







Call for

Deadline for Meetings proposal Proposals with #BCM18 needing a Volonteers Space

Deadline for self produced **Proposals**

Working on the **Program**

Press Conference Program Online

#BCM18

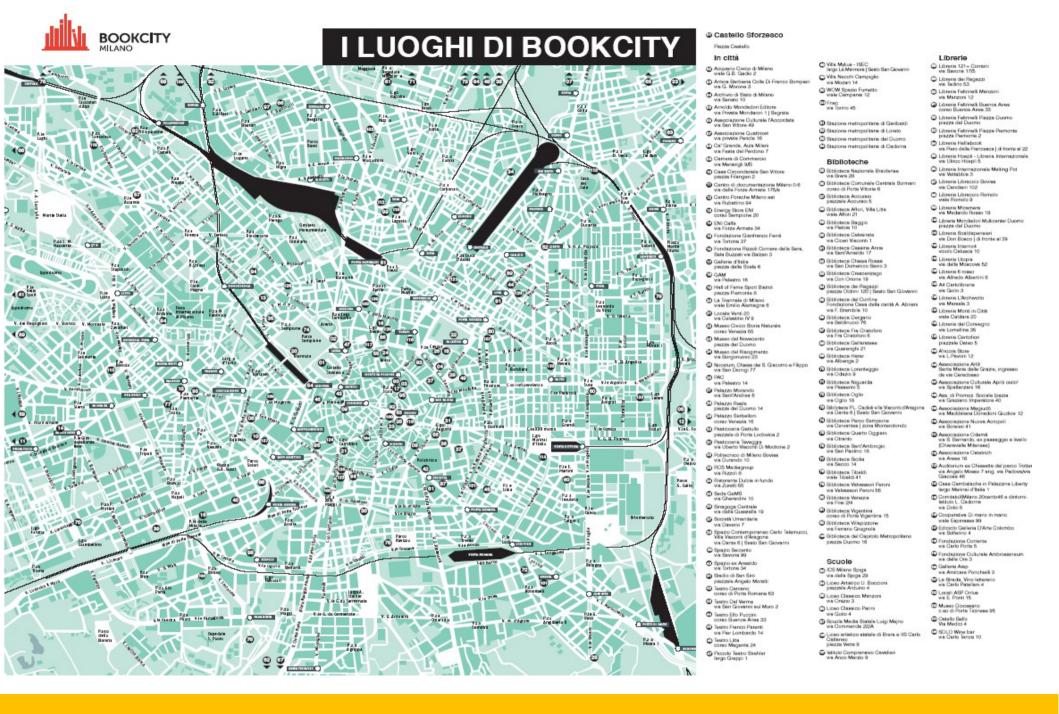
BookCity Milan: the Program

(Oliviero Ponte di Pino e Elena Puccinelli)

1 post-it → 1 event

www.bookcitymilano.it





I NOSTRI OBIETTIVI

RACCONTARE

PARTECIPARE

EMOZIONARE

RISVEGLIARE

DIVERTIRE

COINVOLGERE

Bookcity Milan and social reading

Flashmobs, Bookcrossing, "BookMen",
Marathons, Reading Undergorund, Talking
Streets, Literary Boxe, Duels, and Tournaments,
Poetry Slam, Translation Slam, Extreme Reading,
Silent Reading, Condominium Libraries,
Storytelling in Newsstands, Psychotaxi, Bibliobus,
Literary Speed Dates, Literary Tresor Hunting,
Booktrailers...

Calendar **Creative** fields (Yes Milano, 2017)





United Nations Educational, Scientific and Cultural Organization

Milano Città della Letteratura

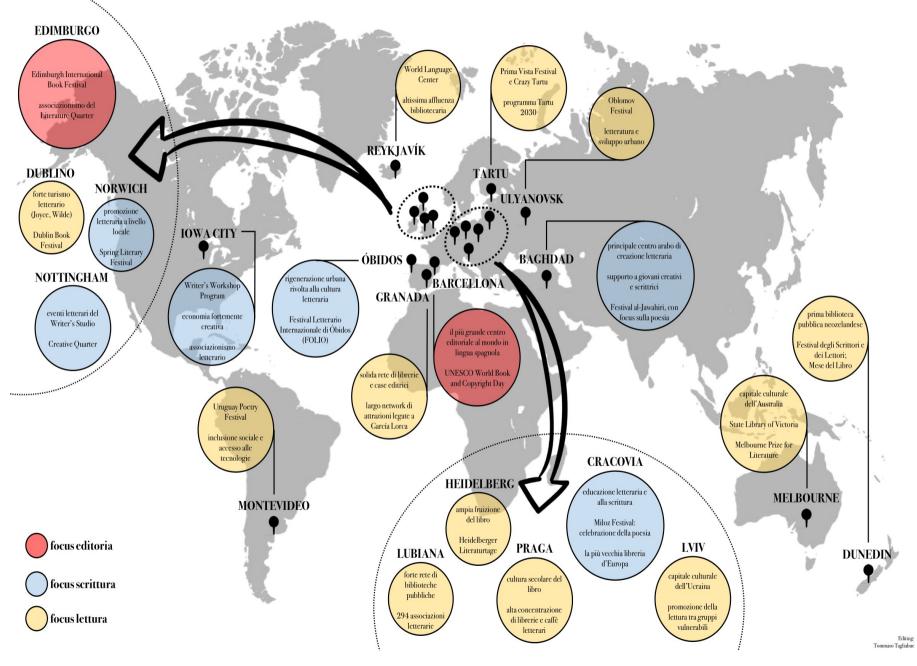
Designated UNESCO Creative City in 2017

116 Cities54 Countries 7 Creative Fields

Crafts & Folk Art (Fermo)
Design (Torino)
Film (Roma)
Gastronomy (Parma)
Literature
Media Arts

Music (Bologna)

Le 20 Città della Letteratura UNESCO



UNESCO Creative Cities Network

- Participative process.
- Forward-looking approach.
- Inclusive sustainable development.
 - Longstanding commitment.
 - Concrete action plan.
 - Exchanges and cooperation.
 - Look at the big picture.

6 Projects for the Creative City for Literature

National Projects

Literary Storytelling of Milan: A City of Writers, Readers, and Publishers

Inclusive Reading

Cultural Sectors Cross-Pollination

International Projects

Places To Read

New Authors, New Books, New Jobs

Cultural Spaces for a Creativity Led Urban Development