

A photograph of a blue corrugated metal building with a green door. A tall antenna tower with a horizontal array of antennas is visible against a blue sky with scattered clouds. The text 'CULTURING PORTFOLIO 2017' is overlaid on the image.

# **CULTURING PORTFOLIO 2017**

## CONTACTS

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*Our motto is: FARE CULTURA  
[MAKE CULTURE]*

*Punto Mobile, Siena, per Siena2019, May 2013*



## SHORT PRESENTATION

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Culturing is a nonprofit association, born in 2015, with a broad knowledge of the Sienese territory and with a European vocation, made up of professionals who see culture as a tool for social innovation, inclusion and common participation.

The association's collective expertise covers the main areas of artistic and cultural production.

Culturing stems from the intense design experience of Siena's candidacy for European Capital of Culture in 2019 which saw cemented a close-knit group of professionals around a large-scale cultural innovation project.

# 02

## TOPICS & MAIN THEMES

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### 1 Culture, health and happiness

We firmly believe that arts and culture can enable people to become more resilient and help the community to articulate the enormous distress of these years of social crisis, whereby the health of society is challenged. We promote different approaches to support health, well-being and happiness through culture and to strengthen social inclusion at various levels, aiming at developing new types of art and culture services.

### 2 Culture and smart tourism

Involving citizens as prosumers, co-creators and collaborators in the exploration of new models of hospitality and travel. Tourism is truly smart when it is able to promote human interaction, participation, creativity and social change.

### 3 Culture, accessibility and social development

We support projects, which involve individuals and groups of people that are often excluded from active cultural participation. One of such projects is aimed to redefine the use of the urban space: make it accessible for people with disabilities applying the user-centered design.



*In our projects, we apply an interdisciplinary approach, exploring and establishing links between culture and health, shared economy, sustainable tourism, social innovation, education and learning.*



*Agathe Rosa, Contrada del Leocorno  
Siena, December 2016*



*Lola Lasurt, Contrada della Chiocciola  
Siena, August 2016*

## PROJECTS

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### 2015 > 2018

Artistic residence project **ITINERA** ideated by Associazione FuoriCampo and realized with Culturing in collaboration with local and Belgian associations, supported by the Region of Tuscany, the Municipality of Siena and the Académie Royale de Beaux-Arts of Bruxelles (BE). Culturing is acting as mediator between community workers, artists, young people, public and private institutions.

The project focuses on annual residences between Siena and Brussels (2 weeks around the Palio period in August), promoting young contemporary artists and cultural operators also by organising exhibitions, conferences and workshops in collaboration with the local communities (Contradas).

More info at: <http://www.itinerafuoricampo.eu/>



Workshop\_Accessibility\_Sarteano  
The Complete Freedom of Truth  
Sarteano, April 2017

## 2015 > March 2017

Culturing was involved by the University for Foreigners Siena, in partnership with other local associations, as a consultant in the elaboration of a Pre-Feasibility Study, **“La Città Permeabile. Arte, Cultura e Comunità nelle Valli Urbane di Siena”** (The Permeable City. Art, Culture and Community in the Urban Valleys of Siena).

The study financed by the MPS Foundation represents a research with specific actions to be taken to enable the reuse and re-imagining of underused public areas. Through innovative activities focused on contemporary arts, design, education, landscape studies and culture in the green valleys of Siena, the project wants to create a lively public space.

## 2015 > 2017

Collaboration to the EU youth-led project **The Complete Freedom of Truth**, with the ambition to develop global youth citizenship through culture and the arts, co-funded by Erasmus+ in partnership with Opera Circus (ENG) and other 12 partners all around the world.

TCFT seeks to create a connected community of young people from across Europe who are passionate about positive social change within their communities and across Europe. In April 2017, in the Municipality of Sarteano (IT), we brought together 120 young people, artists and facilitators from across Europe, Africa and Middle East as part of this process.

During the implementation of the project, Culturing started a specific collaboration with the municipal council of Sarteano in order to prepare a developing plan on “how a small municipality must work on accessibility to identify and break down barriers for people with disabilities in their communities”. This collaboration is still in progress.

More info at: <http://thecompletefreedomoftruth.com/#tcft-2017-in-sarteano>



View on the green valley,  
Valle di Follonica, Siena



Walk in the Valle di Follonica with University for Foreigners Siena, students, associations, cultural operators, residents Siena, December 2016

Since April 2017, already some of the activities suggested in the pre-feasibility study have been completed, parts of the research are starting to get implemented: conventions were made between the single partners, students were involved in their events and organisation, the network expanded by Culturing through multidisciplinary workshops and work fields, financed by the Region of Tuscany and by the municipality of Siena. The network is currently raising new funds.

Video: <https://www.youtube.com/watch?v=TxGCzR6JHK8>

- > MAKE VISIBLE THE WATER
- > SPACE FOR POSSIBILITIES
- > TAKE CARE OF THE BASE
- > OPEN ALL DOORS
- > COLORS



Workshop #01 Valle di Follonica, Siena, December 2016

Workshop #01 Valle di Follonica, Siena, December 2016

## 2015 > 2017

- > From 2015: Culturing is partner of the candidacy of **Timisoara** for the title of European Capital of Culture of Romania, l.o.i. signed; winner of **ECoC 2021**;
- > Through **workshops about accessibility** in heritage cities like Siena, Culturing is working on participatory solutions for physical and mental barriers (VERSO\_Week of contemporary art and architecture, Siena 2015 and TCFT Sarteano 2017);
- > In the field of **culture & health** we are carrying on projects, together with our partners, for the reuse of the archive of the former psychiatric hospital San Niccolò in Siena. We involve people who used to work there and analyze the contents of the clinical cards of the patients in order to create community projects and social theatre (2017 and 2018);
- > Since 2015 Culturing organizes and promotes participative bottom-up **workshops and meetings** with younger and mature confirmed contemporary artists, architects and cultural workers: Wolfgang Laib 2016, SILENTIUM 2017;
- > Workshop#02 "**Landscape&Partecipation**" 2017 (Valle di Follonica, Siena), in collaboration of University for Foreigners Siena, the local Contradas and other institutions of the territory;
- > 28th October: Presentation of the art works of Agathe Rosa, after **artists residency** with ITINERA, in the Contrada del Leocorno, supported by Regione Toscana.

## UPCOMING EVENTS in 2017 > 2018

- > 18th November: Presentation of the art works of Blandine Cousin and Hadrien Bruaux as an exchange of their artists residency for the collection of the museum of the Contrada della Giraffa (residency project ITINERA 2017) supported by Regione Toscana;
- > 16th December 2017 - 7th January 2018: Project Space ITINERA (2015-2017) supported by Comune di Siena and Regione Toscana;
- > 5th February - 5 March 2018: Photographic exhibition and round table about "Caso Leros" former Greek psychiatric hospital, supported by Comune di Siena.





# 04

## NETWORKS & PARTNERS

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Networking and participation are essential elements of our strategy. Broadly involving local communities, organizations and institutions as stakeholders in the planning and elaboration of our projects helps us to create links and manage resources in order to build better, more practical processes and to benefit more people.

We have a stable network of private and public institutions, universities and nonprofits working on several projects on the local, regional and European levels. We collaborate with a huge number of our national and international partnerships build up during the candidacy of ECoC Siena2019.



*Informal meeting with our network, Il lavoro culturale, Siena, 2015*



*Meeting with 10 partners for the study case "La Città Permeabile", University for Foreigners, Siena, February 2017*

### REGIONAL INSTITUTIONS

Università per Stranieri di Siena (University for Foreigners Siena), Regione Toscana (Tuscany government body), Comune di Siena (Siena government body), Comune di Sarteano (Sarteano government body), Unione dei Comuni Val di Chiana Senese (Council of governments of 10 municipalities in Val di Chiana Senese).

### INTERNATIONAL

Opera Circus, Dorset/UK; The University of Bournemouth and of Arts, Dorset, UK; Urban Playground Team, Brighton/UK; Agencia with the University of Manchester-Education:IPOW, Manchester/UK; Arts Development Company, Dorset/UK; Slynco Youth Co, Doncaster/UK; Diverse city/UK; Teater Mimart, Belgrade/Serbia; Youth Council, Srebrenica/Bosnia and Herzegovina; VBC, Bucharest/Romania; Setubal Festival of Music, Portugal; Besso and Company, Tbilisi/Georgia; Académie Royale de Beaux-Arts de Bruxelles/Belgium.

### LOCAL

Associazione Fuoricampo, Associazione Officina delle Arti 32, Associazione BRICK, Siena Art Institute ONLUS, Associazione laLut, Collettivo artistico Fare Mente Locale, Atelier del paesaggio AR Scape, Associazione di Volontariato Le Mura, Associazione La Diana, Legambiente Circolo di Siena, Associazione italo-tedesca KULT Si.

# 05

## COMPETENCES & TEAM

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Culturing association members come from many different professional backgrounds, and this diversity is its strongest point that makes Culturing unique in the region.

The particular focus of our work are heritage cities, both in Italy and in Europe, characterised by on-going processes of economic, cultural, social and technological change.

Our main competencies lay in the field of social change and innovation. Working with heritage cities we aim to help the citizens to cope with recent transformations, to contribute to the reduction of physical, cultural and socio-economic barriers, to make the heritage of such cities a social and cultural capital no longer reduced to the mere trace of a glorious past, turned on by the contact with the energies of the present.

Culturing is a tool for innovation and social inclusion where art and creativity do not coincide with the logic of standardised and mass production – or, worse, reserved to the few – but are put to the service of the individual citizens and their communities.

### LANGUAGE SKILLS

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Italian	English	French	Spanish
Romanian	German	Russian	Catalan

### TEAM

**Carolin Angerbauer** (\*1978, Munich/Germany), PhD in contemporary art history, has working experience as curatorial assistant at museums and contemporary art galleries in Germany and Italy, is a consultant for cultural projects and author of several publications on contemporary art. After being member of the creative team of the candidacy of Siena2019 as the coordinator for the visual arts, since 2015 she is the president of the Association Culturing, following the network, partnerships, communications, public relations, organisation of events and applications for fundings.

**Michele Campanini** (\*1974, Siena/Italy), PhD in Comparative Studies, spent research periods in Northern Ireland (Derry), Canada (Toronto and Halifax) and the Czech Republic (Brno). Has been a contract professor of Italian for foreign PhD students in the Graduate Program, University of Siena, where he is also part of the research team on 'Playing Identities' project. His research fields are "travel literature" and "migration", publishing essays and articles in Italy, UK and Canada. As a curator of cultural events he worked as artistic director and organizer for Italian and foreign institutions. He was part of the artistic team for the candidacy of ECoCSiena2019 being responsible for the flagship "culture and health". He is currently vice-president of Culturing following the activities linked to the topics of Culture & health, guiding relationships with Universities/Institutions, editing projects and applications.

**Mirco Gigliotti** (\*1972 Sarteano/Italy) graduated in Political Science at the University of Siena on European Union and Human Rights. During his professional experience with Italian NGOs and Institutions, he participated in the implementation of many projects to promote: social entrepreneurship; inclusive education; eco-tourism initiatives; protection and promotion of cultural heritage and environment. In 2014 member of "Siena2019 creative team" as coordinator for the project Napkin Economics. He has a solid knowledge and experience of projects monitoring and evaluation; projects design and administration process; narrative and financial reporting; relationship with national and international donors, partner and stakeholders; experience in EU Commission working methods.

**Christian Posani** (\*1970, Siena/Italy): Research and Analytics, Cultural Resource Mapping, Cultural & Social design. Painter and a cultural worker, lives in Siena where he has been working on cultural activities and projects. From 2012 to 2014, he was involved in the Siena's candidacy for the European Capital of Culture for 2019 in the participation area as responsible of volunteer programme. Before, he was the manager of the technical department at the local centre of contemporary art 'Palazzo delle Papesse'. Now, together with two other artists, he is curating the "Tempo Zulu" project for contemporary art that considers the streets as an open-air museum, accessible to everyone.

**Denisa Grapa** (\*1968, Focsani/Romania): Graduated in Letters at the University of Bucharest (Romania), Master in comparative literature at University of Bucharest. Graduated in Cultural Mediation at University for Foreigners Siena. She lives



Workshop\_Accessibility, blind coffee-break  
 VERSO Week of contemporary art and architecture, Siena, October 2015

and works in Siena since August 2000. She has a good and solid knowledge and experience as Cultural mediator, having relevant collaborations with many private companies and public institutions like Municipality of Siena, Siena2019 Committee, Court of Justice of Siena, Prefecture of Siena. Since 2011 she is the President of non profit association “Rumeni a Siena e amici”, she is member of the managerial team of non profit association “Culturing” and “Spazio libero”.

**Elsa Soro** (\*1982, Turin/Italy): Faculty Member of Ostelea School of Tourism and Hospitality (Univesitat de Lleida); PhD in Sciences of Language and Communication (University of Turin, Autonomous University of Barcelona). Working as adjunct professor in Semiotics and Media at Autonomous University of Barcelona and at Istituto Europeo di Design (IED), Barcelona. Recent experience as project manager for the Program European Capital of Culture of the candidacy of ECocSiena 2019 and design and development of the Timisoara 2021 Bid Book (winner of ECoc2021), strategic coordination of international roundtables, seminars and dissemination activities, consultant for the Strategic Plan for Tourism 2016-2020 (City of Barcelona). Currently collaborating with different research groups: GRIT (Ostelea School of Tourism and Hospitality), at Research Group on Territorial Analysis and Tourism Studies-GRATET (University of Tarragona), and Centro Interdipartimentale di Ricerca sulla Comunicazione-CIRCe (University of Turin).

**Marta Zura-Puntaroni** (\*1988, San Severino Marche/Italy): Lives and works in Siena, where she studied Hispanic literature at the University of Siena. She

works as a social media manager in the field of fashion and is the author of the Blog “Diario di una Snob”. Writer, published her debut novel “Grande Era Onirica” (2017) with the prestigious editor Minimum Fax.

**Anastasia Makryashina** (\*1983, Moscow/Russia): Internal communications, public relations, fundraising. Has more than 15 years of working experience in the field of communication in major private and state-owned companies in Russia and internationally. Graduated in applied and theoretical linguistics from the Moscow State University, and holds a master in corporate communications from the University of Siena, 2016.

**Maria Rosanna Fossati** (\*1980, Milan/Italy): Accessibility, tourism, hotel design, interior design; PhD Politecnico di Milano/Italy in Design, consultant and author of several publications on accessible tourism and design. Since 2017 researcher at University of Florence “Laboratorio di Design per la Sostenibilità”.

**Marie-Ange Causarano** (\*1971, Florence/Italy). She graduated in Modern Literature at the University of Florence and then obtained her PhD in Medieval Archeology at the University of Siena. Over the years she has carried out numerous archaeological researches, with particular attention to the study of building materials in medieval Tuscany and in particular of the historical buildings of Siena.



**Culturing**  
FARE CULTURA

# PORTFOLIO 2017