

MINISTERO
PER I BENI E
LE ATTIVITÀ
CULTURALI


GENERAL DIRECTORATE
OF MANAGEMENT
AND PROMOTION
OF CULTURAL HERITAGE

**GENERAL DIRECTORATE OF MANAGEMENT AND PROMOTION
OF CULTURAL HERITAGE**

"ENHANCEMENT OF CULTURAL HERITAGE THROUGH THE PUBLIC AWARENESS"

Director: Mario Resca

Appointed: September 1, 2009




GENERAL DIRECTORATE OF MANAGEMENT AND PROMOTION OF CULTURAL HERITAGE
VISITOR TRENDS (2006 – 2009)

2006 / 2007	-0,38%
2007 / 2008	-3,89%
2008 / 2009	-2,22%






GENERAL DIRECTORATE OF MANAGEMENT AND PROMOTION OF CULTURAL HERITAGE

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ENHANCE/PROMOTE

Sensitize to and promote knowledge of cultural heritage, ensuring the best conditions for use and enjoyment by the public.

↓

SPREAD/DISSEMINATE

From the Latin “divulgare,” ‘make known to the populace’

↓

COMMUNICATE

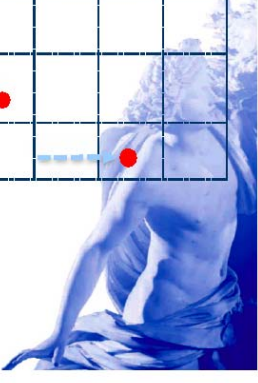


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Timeline of communication planning and events 2011-2013

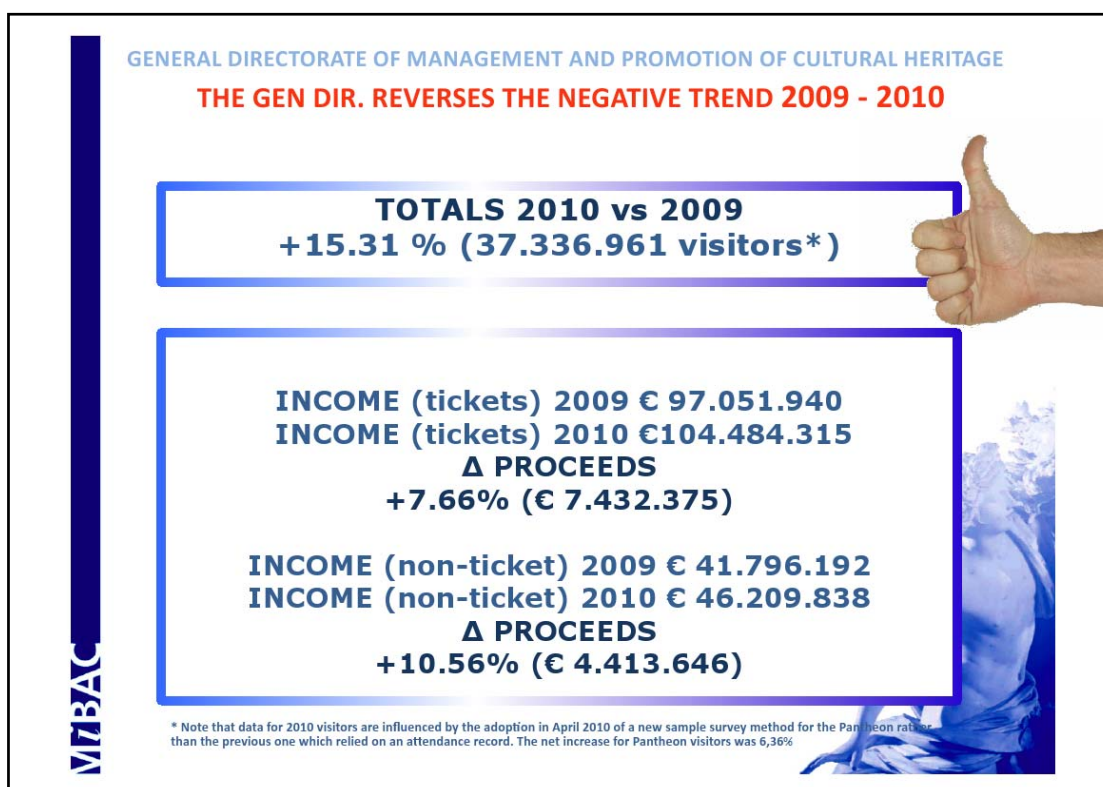
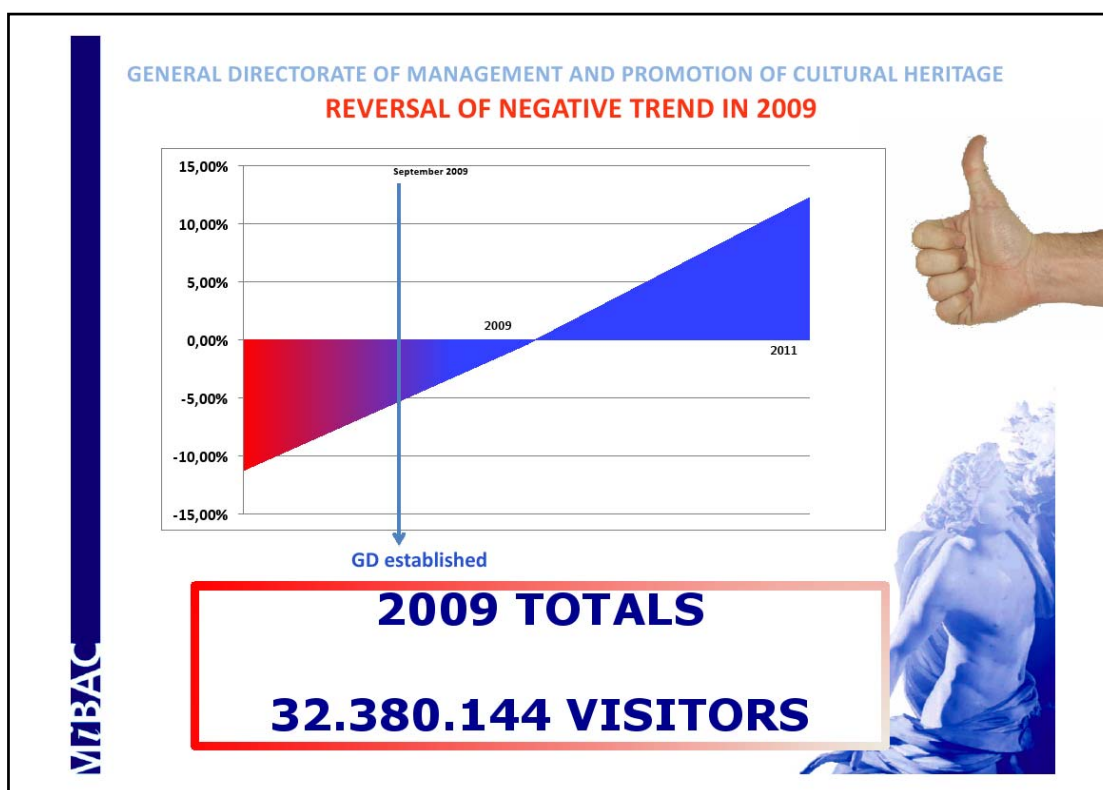
	Jan.	Feb.	Mar.	Apr.	May	June	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
VALENTINE'S DAY	→ ●											
WOMEN'S DAY		→ ●										
CULTURE WEEK			→ ●									
MUSEUM NIGHT				→ ●								
EUROPEAN HERITAGE DAYS								→ ●				
MUSEUMS IN MUSIC										→ ●		

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Communication campaigns 2009 - 2010

GENERAL DIRECTORATE OF MANAGEMENT AND PROMOTION OF CULTURAL HERITAGE
Communication campaigns 2011-2012



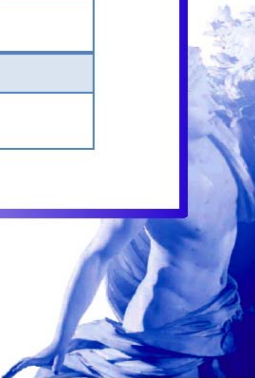
GENERAL DIRECTORATE OF MANAGEMENT AND PROMOTION OF CULTURAL HERITAGE
DG BUDGET 2011

GD Available Budget:
€ 1.092.842,15 (including VAT)

INVESTED:

Media	€ 831.929,02 (76% of total)
Production costs	€ 158.453,13 (14% of total)
Participation in trade shows, promotion, marketing materials	€ 101.460 (9% of total)

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2011

January – December
+7,24% Visitors
+5,35% Income

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INTERNAZIONALE STRATEGY: PROMOTION OF ITALIAN CULTURAL HERITAGE ABROAD

- **FIRST EXAMPLE OF ITALIAN MUSEALIZATION OUTSIDE OF NATIONAL TERRITORY:**
Tiananmen Square Italy Museum
- **PROMOTION OF ITALIAN ART ABROAD:**
The Gold of Taranto at the Shanghai EXPO
Caravaggio in Cuba
- **INTEGRATED CULTURAL EFFORT:**
The Silk Roads



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ITALY-CHINA PARTNERSHIP: PROMOTION OF ITALIAN CULTURE ABROAD



OPENING OF THE ITALY MUSEUM IN TIANANMEN SQUARE
PROJECT IN START-UP- INAUGURATION PHASE JULY 2012
OPENING OF THE CHINESE MUSEUM IN PALAZZO VENEZIA IN ROME



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ITALY MUSEUM PROJECT IN TIANANMEN SQUARE

It is the **first significant example of an Italian museum** outside of national borders.

The project aims to promote knowledge of our cultural heritage and an integrated, cohesive and comprehensive image of our country.

The project is placed in the context of consolidated and thriving bicultural relations.



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THE BEFFI TRIPTYCH AT THE NATIONAL GALLERY OF ART OF WASHINGTON, D.C.: MORE THAN 300.000 VISITORS



Displayed at the National Gallery of Art of Washington, D.C., on loan from The National Museum of Abruzzo.

Over **300.000** visitors were recorded
 (source: National Gallery of Art)

NATIONAL GALLERY OF ART
 WASHINGTON



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PUBLIC-PRIVATE PARTNERSHIP

The Gold of Taranto at the
Shanghai EXPO:
A trip through Italy's fine
goldsmithing tradition,
made possible by a
collaboration between the
Ministry and the Bulgari
Group.



From October 2-31, the Italian Pavilion of the Shanghai Expo 2010 hosted "From the Gold of Taranto to the Gems of Bulgari: the excellence of Italian goldsmiths", a historical exhibits on our craftsmanship in working with precious metals from 600 B.C. to the 21st Century



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PUBLIC-PRIVATE PARTNERSHIP

"CARAVAGGIO EN CUBA"
MORE THAN 15.000 VISITORS FROM 23TH SEPTEMBER 2011



"Narciso alla fonte" and 12
"Caravaggeschi" paintings
exhibit at Museo Nacional de
Las Bellas Artes de L'Havana
until 27th november.

Partner: **Blue Panorama
Airlines**



**COMMUNICATE
GOOGLE STREET VIEW**



MINISTRY AGREEMENT Google

MAPPED:

- Pompeii, old and new excavations- Pompeii**
- The Baths of Caracalla- Rome**
- The Baths of Diocletian- Rome**
- The Roman Forum- Rome**
- Palatine Hill- Rome**
- Gabii Archaeological Site- Roma**
- Appian Area- Roma**
- Hadrian's Villa- Tivoli**
- Villa D'Este - Tivoli**
- Herculaneum Archaeologica Areal- Herculaneum**
- Capodimonte Museum- Naples**
- Royal Palace of Caserta- Caserta**



**COMMUNICATE
GOOGLE BOOKS**



@Libris

Un progetto di
Ministero per i Beni e le Attività Culturali
e
Google
per preservare il patrimonio culturale
delle biblioteche italiane

Roma, 10 marzo 2010






**Agreement to digitalize one
million volumes financed by**



COMUNICARE
GOOGLE ART PROJECT

14 million visits in the first 10 days

Art Project
powered by Google

googleartproject.com

Includes 17 museums around the world, from New York's MOMA to the Uffizi Gallery in Florence, to the Tate Gallery in London.

There are 1061 high resolution works of art that can be admired directly from the PC screen, as well as 17 masterpieces (one for each museum), in gigapixel resolution.

Among these is Botticelli's "Birth of Venus," held in Florence

Google

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COMMUNICATE to inform
SOCIAL NETWORKING – A CULTURAL REVOLUTION

SINCE NOVEMBRE 2009 THE MINISTRY HAS A PRESENCE ON TWO OF THE MOST DIFFUSE SOCIAL NETWORKING PLATFORMS (FACEBOOK AND TWITTER) WITH TWO DEDICATED PAGES AND IS ON YOUTUBE:

www.facebook.com/MiBAC	40.000 Fans
twitter.com/Mi_BAC	6.000 Followers
www.youtube.com/beniculturali	256.589 Views






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APPS FOR SMARTPHONE E TABLETS

The i-MiBAC Voyager project consists of a free app on the iOS iPhone and iPad (Apple) platforms that allows a user to see, in 3D and real time on the screen, a virtual reconstruction of the Roman Forum from the Constantine period, while the user walks in the Forum itself.

This app, the only one of its kind, can recognize any rebuilt monument among those present in the area of interest, providing the user with a multi-language audio guide that gives information about the monument.

This project was developed in collaboration with CATTID from the University of Rome "La Sapienza"

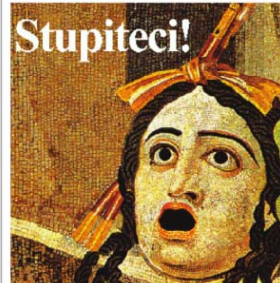


GENERAL DIRECTORATE OF MANAGEMENT AND PROMOTION OF CULTURAL HERITAGE TENDERS

**JUNE 30, 2010 - INVITATIONS TO TENDER ARE OPENED FOR THE
OUTSOURCING OF SERVICES TO THE PUBLIC FOR THE
MANAGEMENT OF TICKET OFFICES, EXHIBITS, BOOKSHOPS,
RESTAURANTS AND SNACK BARS AFTER THREE YEARS OF
DELAYS**

**23 invitations to tender for 70
museums, monuments, and
archaeological areas.**

L'Italia rinnova i suoi musei e si apre all'Europa.



I bandi di gara per la gestione di biglietterie, mostre, bookshop, ristoranti e bar sono consultabili su:

www.benculturali.it

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GENERAL DIRECTORATE OF MANAGEMENT AND PROMOTION OF CULTURAL HERITAGE

TRAINING

LUISS 

LMA – LUISS MASTER OF ART
Length: 15 months
 Started in October 2010, first edition
 In September 2011 the exhibit curated by Achille Bonito Oliva and created by the students was inaugurated.
 Numerous enrollment requests have already been received for the 2nd edition.

Sole 24 ore  **GRUPPO24ORE**

MASTERS IN MANAGEMENT AND ECONOMICS OF CULTURAL HERITAGE
Length: 12 months
 The Sole 24 ORE Masters is to train professionals in the field of cultural heritage.

TSM Trento  **TRENTINO SCHOOL OF MANAGEMENT**

The **MART>MAC MASTER OF LANDSCAPE, ART AND CULTURE MANAGEMENT - INTENSIVE EDITION**
Length: 6 months
 Developed in partnership with **MART** - The Museum of Modern and Contemporary Art of Trento and Rovereto and **Step**-The School for Landscape and Territory Management.

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PLAN OF INTERVENTIONS 2011-2013

IMPROVE GOVERNANCE

ROUNDTABLE DISCUSSIONS WITH REGIONAL ASSESSORS OF CULTURE

INTEGRATED CULTURAL HERITAGE SERVICES

INTEGRATED SERVICES MANAGEMENT STATE AND LOCAL CULTURAL HERITAGE SITES (EX: TRANSPORT, TICKETS)

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**AGREEMENT STIPULATED AT THE PERMANENT STATE-REGIONAL
 CONFERENCE FOR THE JOINT PROMOTION OF CULTURAL HERITAGE**

In April 2011 a **framework agreement** for the joint promotion of cultural heritage was stipulated by the regions and autonomous provinces.



The first result is the forthcoming signing of a Memorandum of Understanding with the **Region of Calabria** for the Regional Cultural Heritage for a plan of action and communication, both nationally and internationally, on the Bronzes of Riace.



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START OF THE "GREAT BRERA" PROJECT

**SIGNED ON JULY 19, 2010, AFTER A 30-YEAR WAIT,
 A MEMORANDUM OF UNDERSTANDING FOR THE
 "GREAT BRERA" PROJECT.**



This document provides for the expansion of the Art Gallery at the start of the "Great Brera" project and the enlargement of the Fine Arts Academy with the creation of a second center in the Mascheroni ex-barracks.



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