

YESTERDAY TODAY
TOMORROW
CULTURAL
LANDSCAPE FOR
ART AND
RESEARCH

PRESENTATION OF
PINO LACICERCHIA MAYOR
OF CRACO , ITALY

Fair of European Innovators in Cultural Heritage conference
15/11/2018 - 16/11/2018 Brussels



THE EXPERIENCE OF CRACO COMMUNITY

Craco : The most beautiful ghost town in the world

► Summary of intervention

- 1. The History before the abandon of historical Centre of Craco : archeological , geological and anthropological values
- 2. Yesterday - The abandoned town : from the landslide to the ghost town
- 3. Today.- From the ghost town to the new life : the Scenography Museum Park . Goals, projects , governance, financial instruments and future sustainability
- 4. Tomorrow : international platform of cooperation in the art , creativity and research
- 5. We are ready for the future

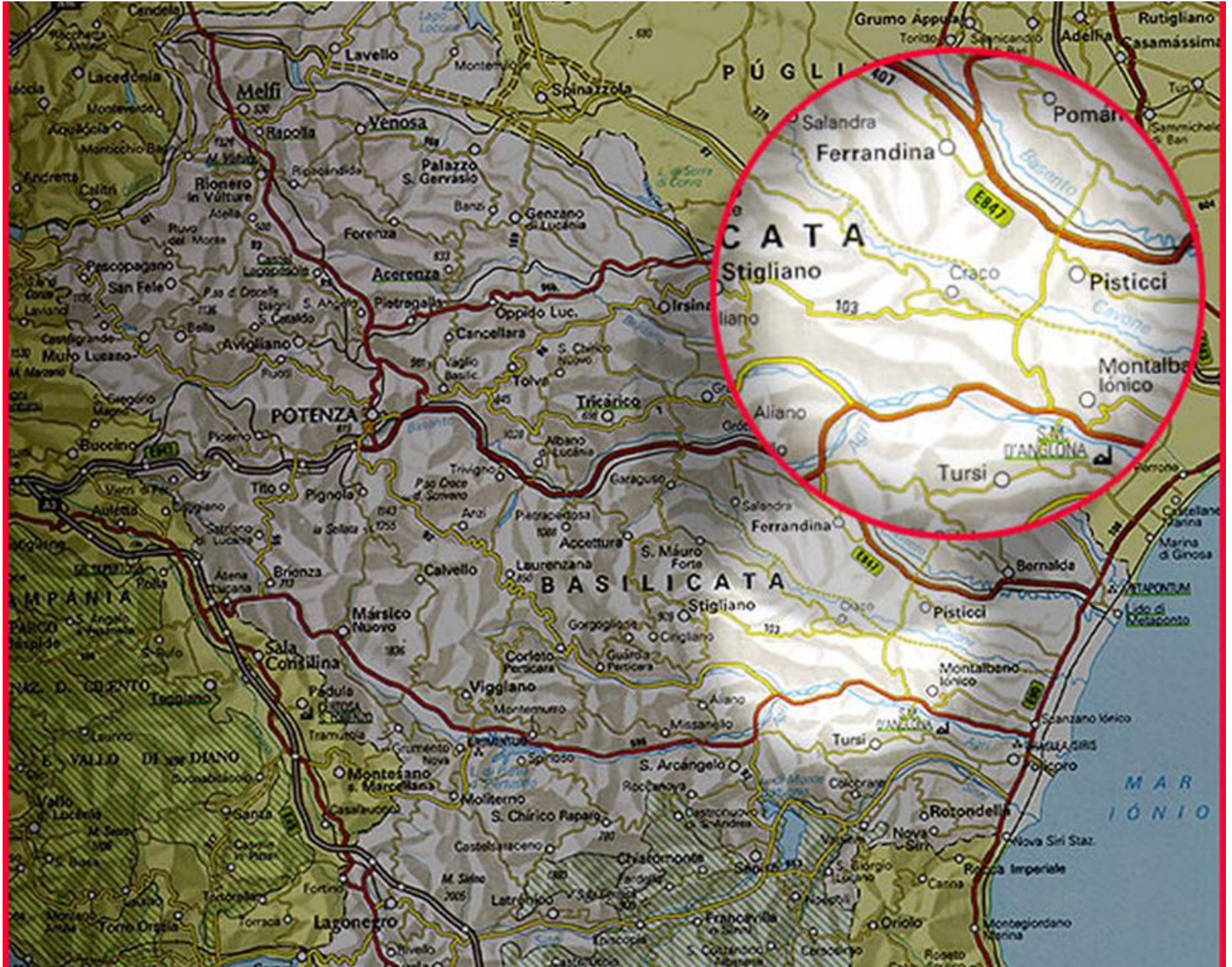


Where is Craco?

South Italy



Basilicata Region



1. The History before the abandon of historical Centre of Craco :
archeological , geological and anthropological values

Craco is borned as a small iron era village at the distance of 40 km from Metaponto , very most important place of Magna Grecia , place of the Pythagorean School and 50 km from Matera the Neolithic ancient city carved out of stone. Many archeological finds are been preserved and exhibit in the National Archeological Museum of Metaponto.



1. The History before the abandon of historical Centre of Craco : archeological , geological and anthropological values

After VI century a.c. the byzantine monks did built in Craco some places of pray or hermitage . The wonderful Norman Tower, built in the 1040 a.c. , witness of the war against Muslims settled in neighboring countries, represents the beginning of medieval village and its architectural , urban landscape and its skyline . Until the XVI century many nobiliary building , the mother Church and artisan shops were been built.





1.The History before the abandon of historical Centre of Craco : archeological , geological and anthropological values

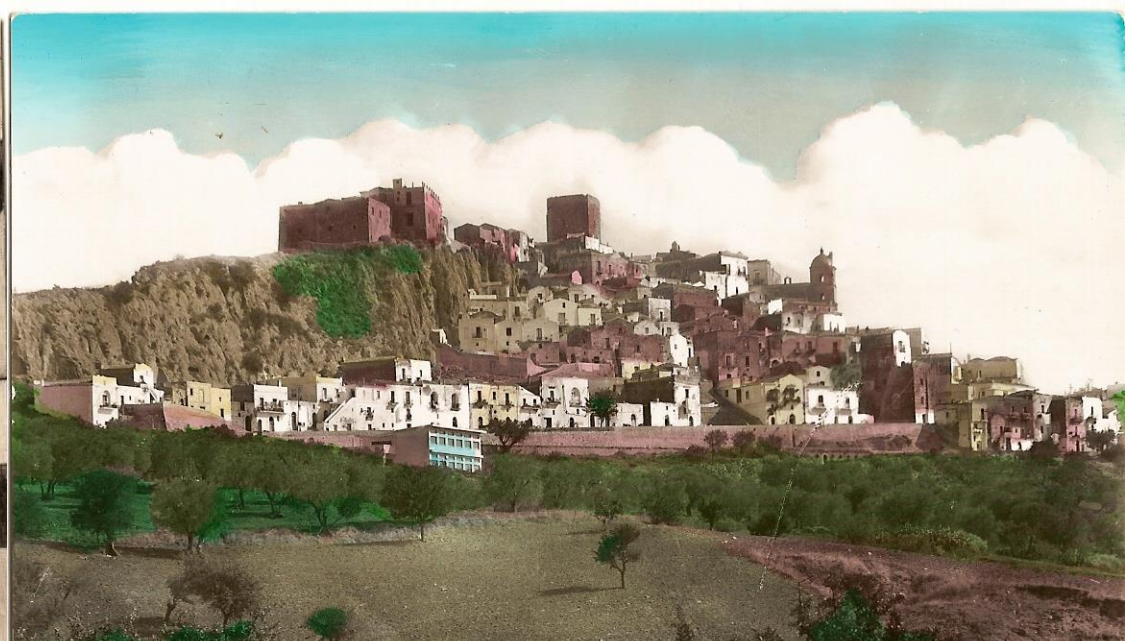
In the 1630 came built the Franciscan monastery in which had the education of many young people until the unity of Italy . Very important was the involvement of the middle class in the Neapolitan Revolution in 1799. The historic values of the cultural heritage have been emphasized from the geological context , with various typical pinnacles of rock originated from soil erosion that through many geological eras given us today an wonderful landscape.



1. The History before the abandon of historical Centre of Craco : archeological , geological and anthropological values

The historic values of the cultural heritage have been emphasized from the geological context , with various typical pinnacles of rock originated from soil erosion that through many geological eras given us today an wonderful landscape.





Before the landslide . Images of
the town

Craxi (M. D.) m. 391 s. m. - Mon. ai Caduti e parte panoramica



Images
of
the
landscape



2.Yesterday - The abandoned town : from the landslide to the ghost town

The geological fragility of the place and the wrong decisions in the urbanistic field have caused in the sixty years of last century the large landslide that brought about, in twenty years, the evacuation of whole centre. All the people was been moved to a new small town : is borned so the ghost town of Craco. At the beginning of the landslide the population resident was 1931, at the end of the move in new town was more or less 800 inhabitants : more of half the inhabitants were emigrated : the landslide has been decisive for the emigration.



2.Yesterday - The abandoned town : from the landslide to the ghost town

Abandoned , despoiled of
many artistic and architectural
goods of buildings , forgot
from all public authorities
and the owners , Craco
resilient over time is now at
risk of disappearance and for
this in the 2010 was been
insert in the watch list of
World Monument Fund .









2.Yesterday - The abandoned town : from the landslide to the ghost town

After a short period from 1995 to 1999 when I did the mayor and I launched the studies and geological researches for built a Scenography Park, the local administration had again abandoned the historic centre ; only a few research activities are been realized from Craco Ricerche srl , a public private partnership , based in the monastery just restored (partly) with European Development Regional Fund. Other 10 years of loneliness and neglect and a lot of thefts and collapses of buildings.



3.Today.- From the ghost town to the new life : the Scenography Museum Park . Goals, governance, financial instruments and future sustainability

Save Craco , I was tell me and in the 2009 I decided a new season of my political responsibility . I won the administrative election and immediately we have approved a complex of administrative , technical and financial rule : a.interdiction to old centre and the realization of works to make safe visits to the centre. b. Establishment of Scenography Museum Park and c. the birth of Craco Card Community jointly Craco Ricerche srl . We have committed with a strategic vision that now I will tell .



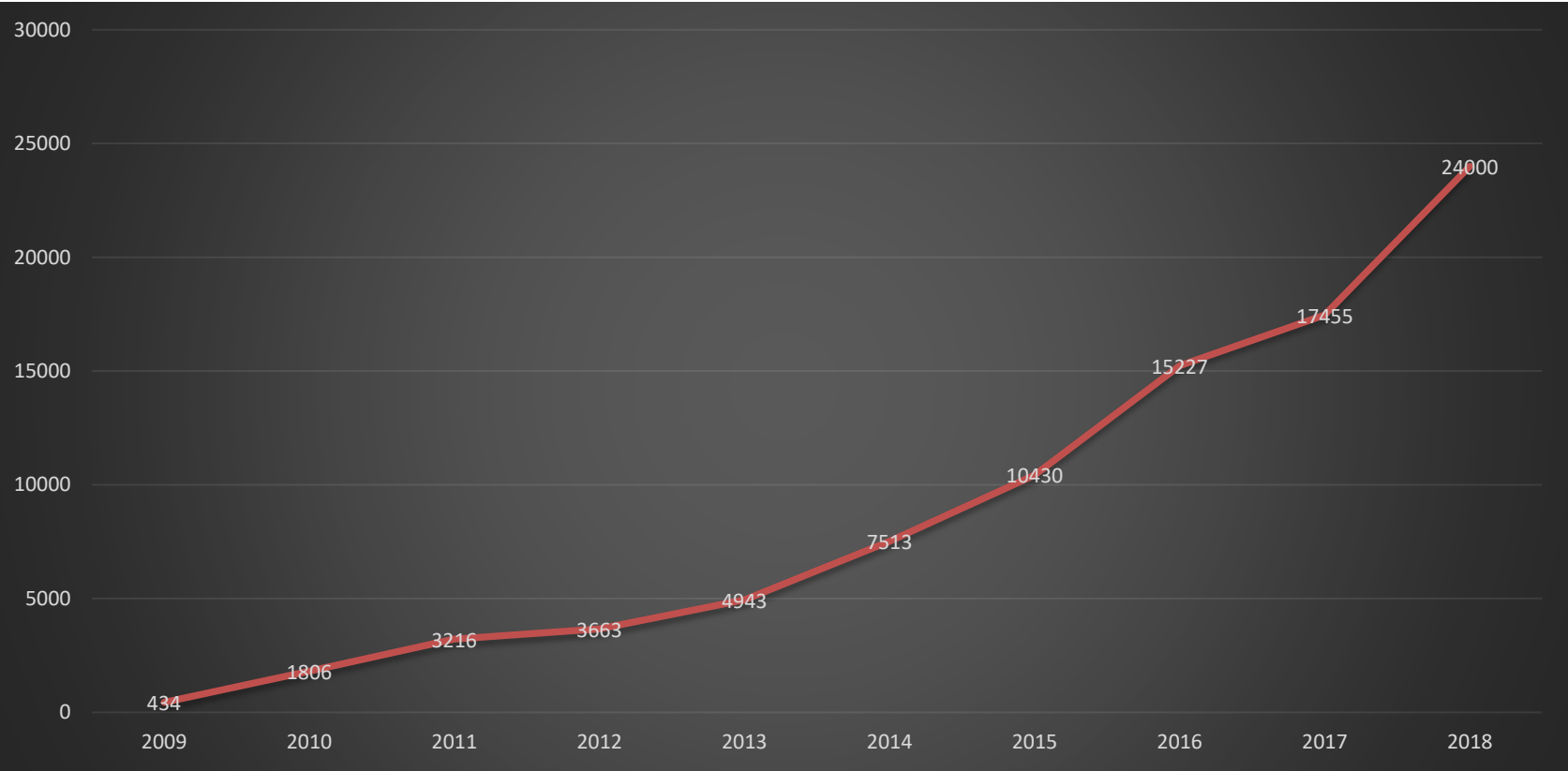


3.Today.- From the ghost town to the new life : the Scenography Museum Park . Goals, governance, financial instruments and future sustainability



The first priority and guideline is the preservation of the landscape and the history of the place and the valorization in the fields of creativity , research and innovation involving many partners in the community: tourists , artists , creatives , researchers , academies and universities, research center in Italy and foreigners . All activities are inspired to this founding value and to this vision. Started in the 2010 this strategy has achieved good results in relation at number of turists that visited Craco (more than 20.000 in the 2018 , job creation , environment sustainability and financial autonomy).

Comune di Craco -Scenography Museum Park											
Time trend of visitors (2009-2018)											
Years	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	Totale
TOTAL	434	1806	3216	3663	4943	7513	10430	15227	17455	24000	88687



3.Today.- From the ghost town to the new life : the Scenography Museum Park .
Goals, governance, financial instruments and future sustainability



250.000 euro of revenues in 2018 , 70% for management , workers and general expense and 30% for co-production of cultural ,artistic and media events , products and exhibition , media and national and international televisions.

A part of this revenues is invested for the maintenance of the site . Particular relevance have in Craco the movies production , many Italian and international director had produced their movies in Craco and we have regulate this fields with the image rights and logistic services of production.

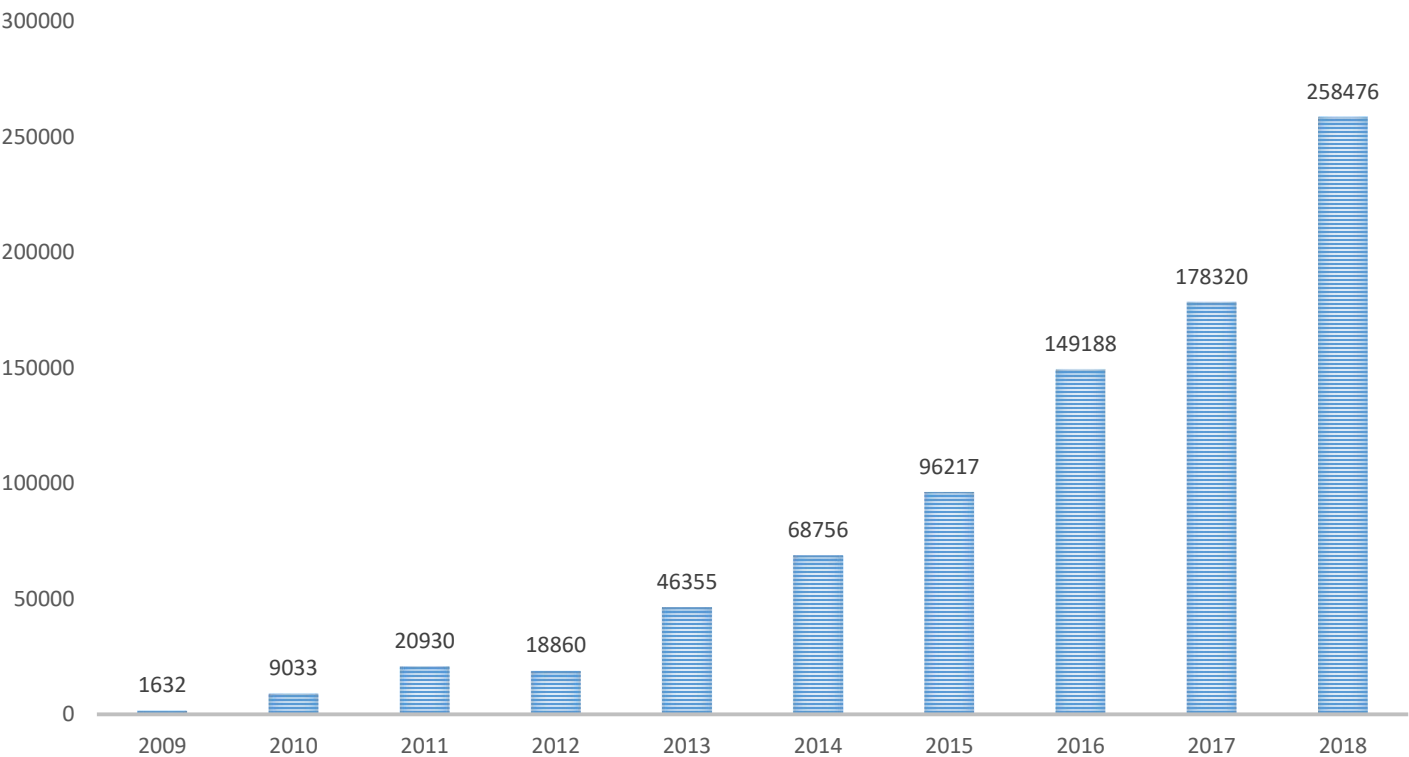
For to get all this results the municipality has invested 1,3 million of euro from European Development Regional Fund and Rural Development Plan (operational program of Basilicata Region).

Comune di Craco -Scenography Museum Park

Annual totals of revenues trend (2009-2018) Euro

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	Totale
Annual totals	1632	9033	20930	18860	46355	68756	96217	149188	178320	225476	814767

TOTAL ANNUALS OF REVENUE TREND 2009-2018



Three fields of innovation

The most important innovations have been :

- a. the concept (from the ruins and the ghost town to the growth and new community identity) ,
- b. the administrative and financial model ,
- c. the partnership for the management of the Park and all activities that we make in Craco.

Now the Park has at disposal four assets:

The open air Park , The Emotional Museum and historic archive located in the Monastery , one atelier of art and design with the area for residential activities and the culture palace , in the new town , with a small cinema-theater and other spaces for activities .

- **Museum Scenography Park of Craco**
 - **Mediateca**, space of **co-working** ,3 rooms, 70msq, served by web infrastructure broadband, audio system digital video, Printers, photocopying multifunction digital, digital video camera,
 - **Atelier of art and creativity, incubator and space co-working**, 1 laboratory from 80 sqm., 3 rooms 80 sqm, 3 areas bed and breakfast, technological infrastructure broadband and digital video and audio, 300 mq. Spaces of creativity open air, 2 laboratories covered outdoor co-working, 3D printer, an area for Graffiti and murals of about 300 sq m.
 - **Emotional museum of Craco, MEC at the Monastery of San Pietro**, 200 sqm of exhibition spaces covered, cloister of the Monastery, Auditorium for 150 persons, immersive digital area, Broadband and audio-video digital system
 - **Secured pathway of the historic centre (ghost town area)**, for creative laboratory, open air and events (msq.20.000,00)
 - **Palace of Culture**, Gian Maria Volontè's hall, audio system HD digital video, 70 seats, cinema screen, exhibition area 200 sqm on two floors
 - **Amphitheatre for events**, 1500 posts, 7.000 sqm.

Focus I :

b. the administrative and financial model

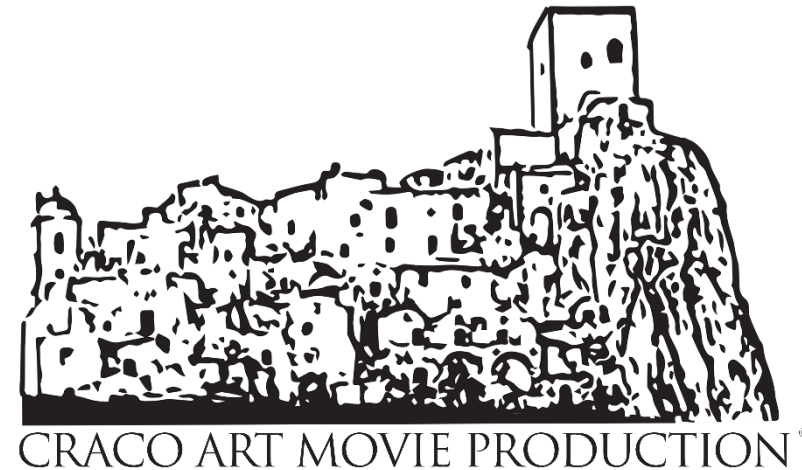
Model of revenues in relation to the services are :

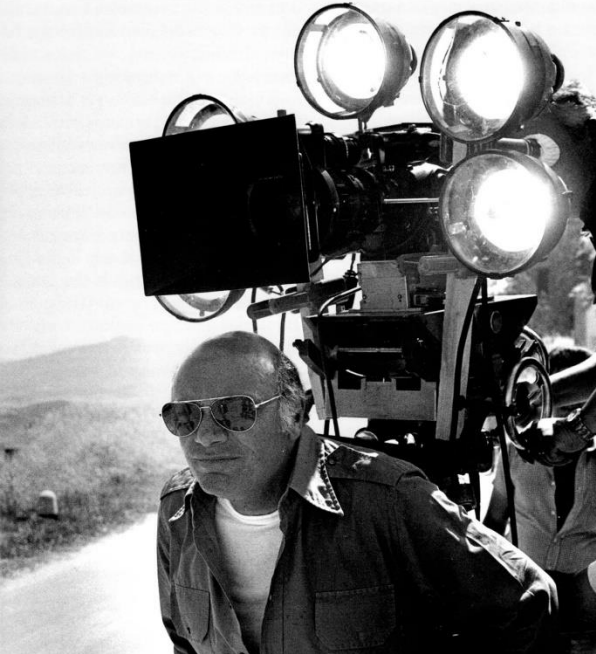
- Craco Card Daily Revenues for touristic visits
- Craco Card Gold for cultural , artistic , not commercial productions
- Image rights for commercial productions (movies , media and television)

These three typologies of revenues are been in progress and we have planned other three fields of revenues :

- Editorial and multimedia products
- Food , drink and bed services
- Artisanal and agricultural typical products

- The international movie production is very important for Craco







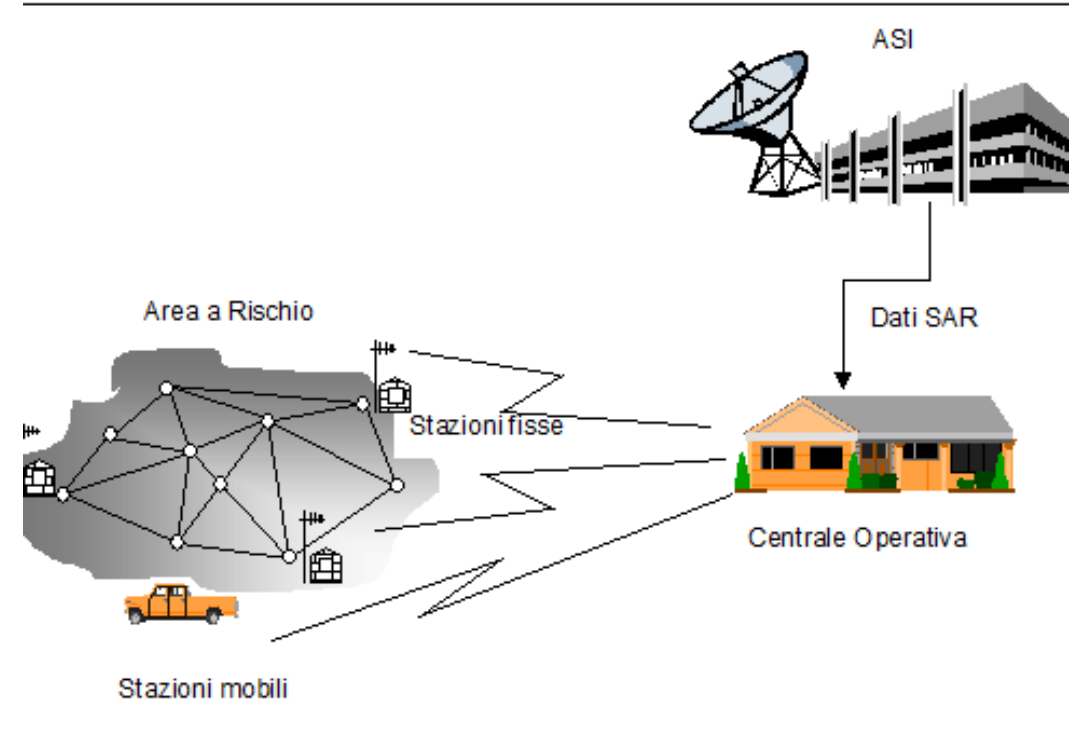
Focus II

c. the partnership for the management of the Park and all activities that we make in Craco.

Now in addition to Craco Ricerche is born a Cooperative society, Montedoro coop spa, with 15 youth, workers and professional and enterprises.

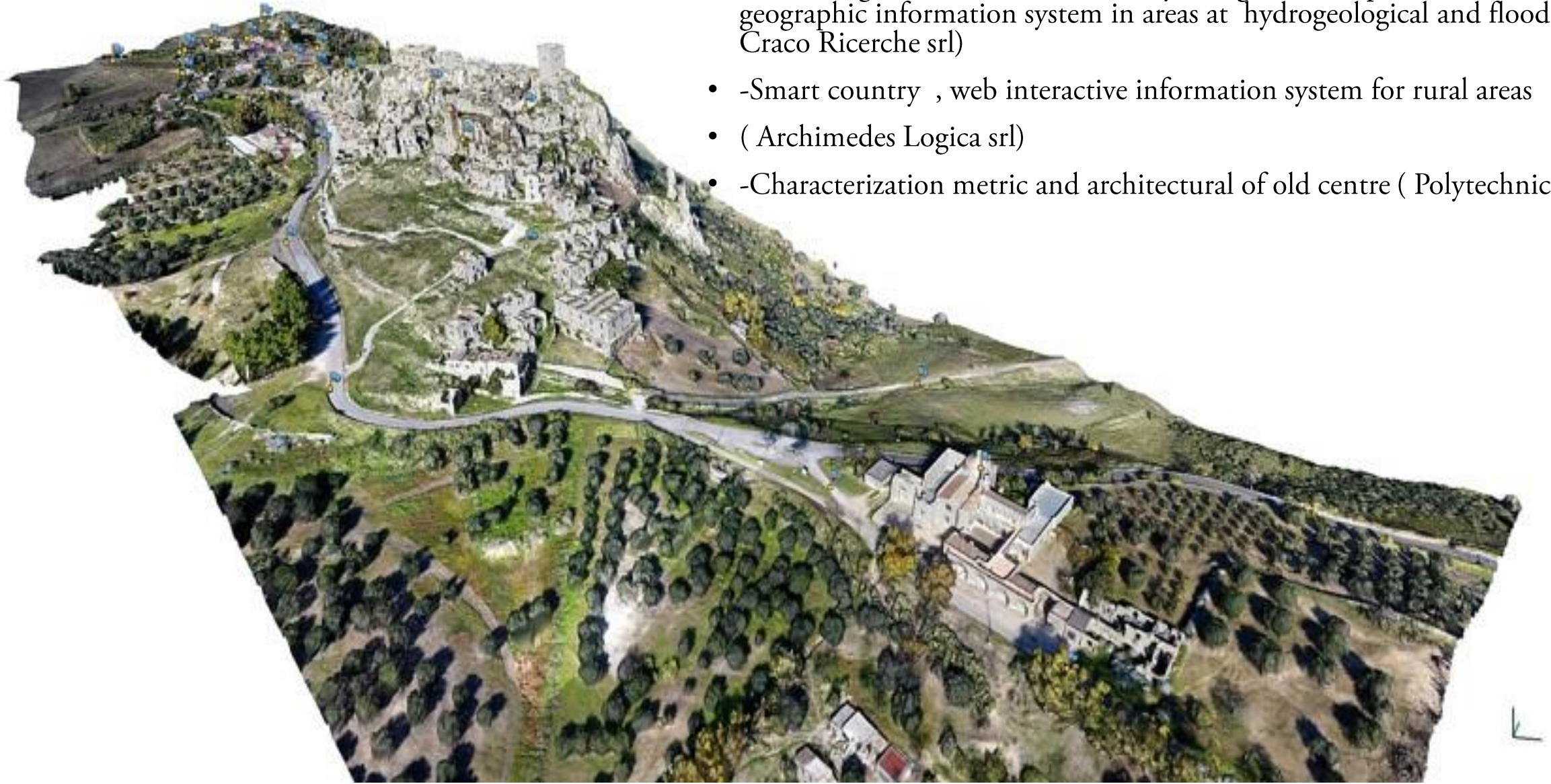
The process increase the birth of new enterprises and take forward the involvement of local economic activities in the network of local growth in progress. A good partnership for the development has brought many actors from research agency, academies, polytechnics and various cultural and artistic associations national and international. Now are involved:

- Polytechnic di Bari
- University of Salerno
- Mendrisio Architecture Academy
- Polytechnic of Torino Dep. Of Architecture and design,
- University of Padova (Cirpam)
- University of Paris
- University of Hamburg
- University of Dresden . Architecture and landscape Department
- Italia Space Agency
- I.N.G.V, CNR, Enea



Main innovative projects realized are :

- -Campaign of earth observation with Italian Space Agency for monitoring of landslide
- -Characterization of clays for artistic uses (CNR)
- -Modelling of land use sustainability in agricultural production with geographic information system in areas at hydrogeological and flood risk (Craco Ricerche srl)
- -Smart country , web interactive information system for rural areas
- (Archimedes Logica srl)
- -Characterization metric and architectural of old centre (Polytechnic of Bari)





- -Craco Over time - Twenty five creative projects for Craco (Architectural Academy of Mendrisio)
- -Thesis from University of Salerno , of Basilicata , Polythecnic of Torino (Architectural and Design Department)
- -Workshop , exhibition and other cultural and scientific events with many European partners
- - Erasmus projects for youth students
- - Integrated use of digital and multimedia technologies for the cultural fruition (Craco Ricerche and Laboratorio Visivo for the Emotional Craco Museum)
- Craco is today a very "test site" of research and innovation , a field of experimentation and demonstrative of new technologies , new models of valorization of cultural heritage



Museo Emozionale di Craco

Dove la Storia incontra Arte e Innovazione

Visita il Museo Emozionale di Craco, presso il convento di San Pietro, per rivivere appieno il tragico passato di Craco e la sua rinascita, fatta di Arte, Cinema e Ricerca.

- Installazioni tecniche
- Mostre artistiche
- Terrazze panoramiche
- Postazioni multimediali

architecture over time



architecture over time
visioni per Craco

progetti degli studenti dell'atelier

AIRES MATEUS

Accademia di Architettura di Mendrisio



Museo Emozionale di Craco
16.09.2017 | 31.12.2017



sostenuto da:
Comune di Craco
Università della Svizzera Italiana
Accademia di Architettura



CRACO

Il restauro del borgo medievale

Mostra dei lavori di tesi di laurea e laboratorio d'anno Monastero di San Pietro - Craco

M'accompagna lo zirlio dei grilli e il suono del campano al collo
d'un'inquieta capretta.

Il vento mi fascia di sottilissimi nastri d'argento e là,
nell'ombra delle nubi, sperduto giace in frantumi un paesetto lucano.

Lucania, 1940 _ Rocco Scotellaro

ACURA DE:

Tesi di ricerca 2012/2014

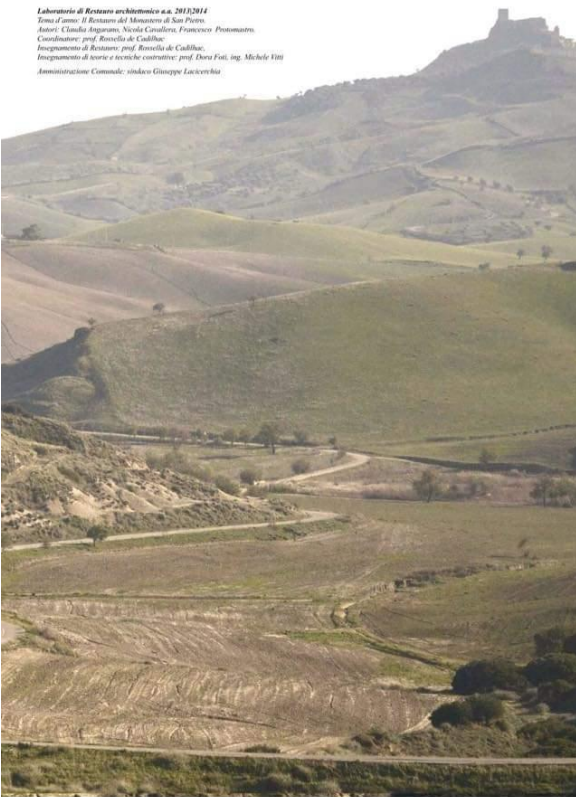
Cinco, progetto di restauro del borgo medievale.
Autori: Claudia Bregaglia, Claudia Rita Galassi, Pietro Colonna,
Agata Di Eusebio, Mariamontina Pepe, Annamaria Santavergine
Relatore: prof. Rosella de Cadilhac
Collegio docenti: prof. Dora Foti, prof. Matteo Ieva, prof. Gabriele Rissi
Consulenti: prof. Luciana Bizzo, arch. Fernando Errico, ing. Michele Viti

Tesi di ricerca s.n. 2012/2015:

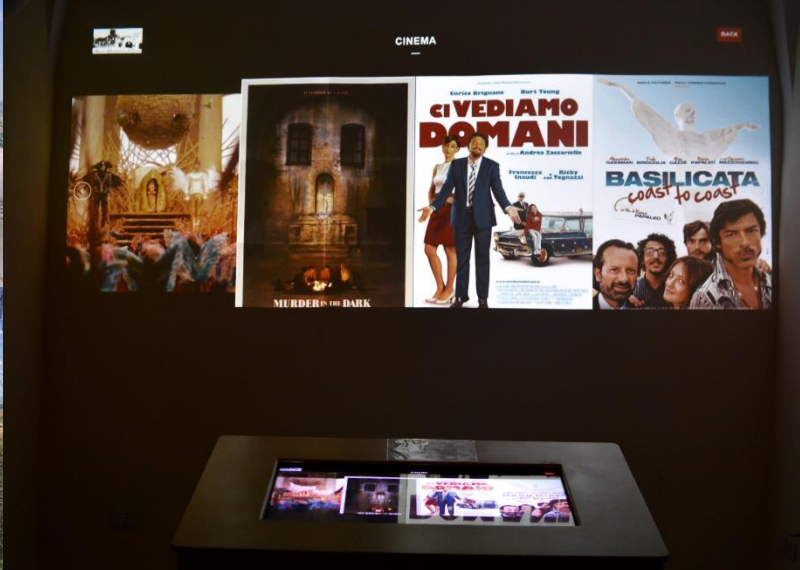
Cinco, il borgo medievale.
Antico e nuovo nel recupero dei borghi antichi abbandonati.
Autori: Simona Belmonte, Maria Antonietta Caciula, Michele Jattini,
Marta Madonia, Giovanni Serrano Orfano, Pasquale Tucci
Relatore: prof. Rosella de Cadilhac
Collegio docenti: prof. Dora Foti, prof. Matteo Ieva,
prof. Pierluigi Morano, prof. Gabriele Rissi
Consulenti: prof. Luciana Bizzo, arch. Fernando Errico,
arch. Marianna Tesei, ing. Michele Viti

Laboratorio di Restauro architettonico s.n. 2013/2014

Tema d'anno: Il Restauro del Monastero di San Pietro.
Autori: Claudia Inguanno, Nicola Cavallero, Francesco Protonotaro.
Coordinatore: prof. Rosella de Cadilhac
Insegnamento di Restauro: prof. Rosella de Cadilhac
Insegnamento di storia e tecniche costruttive: prof. Dora Foti, ing. Michele Viti
Amministrazione Comunale: sindaco Giuseppe Luciverchia



Parco Museale Scenografico di Craco



CRACO INTERNATIONAL LANDSCAPE JAZZ FESTIVAL

NIGHT & DAY

16 LUGLIO
17 LUGLIO
18 LUGLIO
2018
CRACO

concerti
masterclass
jam movies

Emmet Cohen
Giuseppe Venezia
Daniele Cordisco
Elio Coppola
Attilio Troiano
Alexander Claffy

16	17	18
MONASTERO DI SAN PIETRO CENTRO STORICO	PALAZZO DELLA CULTURA CRACO PESCHIERA	MONASTERO DI SAN PIETRO CENTRO STORICO
MASTERCLASS & PERFORMANCE CONCERTO & JAM SESSION 19-18	MASTERCLASS & PERFORMANCE CONCERTO & JAM SESSION 19-18	MASTERCLASS & PERFORMANCE CONCERTO & JAM SESSION 19-18

PARCO MUSEALE SCENOGRAFICO DI CRACO
Per info ed iscrizioni visita cracomuseum.eu

CRACO [MT]

Week Design 2016

6-7-8 LUGLIO

LABORATORIO DI FASHION DESIGN CON VINCENZO GALLOTTA

DOPO IL GRANDE SUCCESSO ALLA GAM DI TORINO

8-9 LUGLIO

ART POP DESIGN, IL MERCANTE DI NUVOLE
LABORATORIO DI ARCHITETTURA E DESIGN
MOSTRA DIGITALE STUDIO 65
INCONTRI CON L'ARCH. FRANCO AUDRITO

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#MyCraco

CRACO LANDSCAPE FOR ART CULTURE AND RESEARCH 2016



4. Tomorrow : international platform of cooperation in the art , creativity and research



CRACO [MT]

Festival Landscape jazz: Performance 2016 Honolulu on a hill

1 LUGLIO
 ORE 18.00 | Percorsi
 ORE 21.00 | Monastero San Pietro
ENRICO DEGANI LATITUDES
 Enrico Degani - chitarra
 Stefano Rizzo - contrabbasso

2 LUGLIO
 ORE 18.00 | Largo Machiavelli - Torre Normanna
JACK D'AMICO ALPTRAUME | Jack D'Amico - Fender Rhodes
 ORE 21.00 | Monastero di San Pietro
HONOLULU ORCHESTRA
 Marcella Malacrida - voce / Nicolò Ricci - sax tenore / Dario Trapani, Marco Giongrandi, Michele Caiati - chitarre elettriche | effetti / Giovanni Agosti, Fender Rhodes / Marco Rottoli - contrabbasso / Riccardo Chiaberto, Alessandro Rossi - batteria

3 LUGLIO
 ORE 11.00 | Masterclass: Evoluzione della forma dalle origini al suo superamento: guida all'ascolto del Jazz. A cura di Marco Rottoli
 ORE 18.00 | Torre Normanna **JAM SESSION**
 ORE 21.00 | Monastero San Pietro **MARCO GIONGRANDI SOARES**
 Marco Giongrandi - chitarra / Nicolò Ricci - sax tenore / Pietro Martinelli - contrabbasso / Riccardo Chiaberto - batteria

20 LUGLIO ore 21.00 - **BENNY BENNACK JAZZ ENSEMBLE**
27 LUGLIO ore 21.00 - **SWITALO JAZZ**
6 AGOSTO ore 21.00 - **ATTILIO TROIANO QUARTET**

BASILIZIA JAZZ

DA MAGGIO A OTTOBRE
 Soundscape per musicisti che vengono a comporre musica nella fantastica location di Craco, realizzando composizioni originali, performance e videoclip. Residenza gratuita per artisti e coproduzione con Craco Art Movie production.

CRACO LANDSCAPE FOR ART CULTURE AND RESEARCH 2016

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Craco Landscape
 International Landscape Festival 2017
 for Art Culture and Research

Per la Comunità

- Fotografia e Cinema
- Poesia e Letteratura
- Musica e Cultura

MyCraco

World Monument Fund
 Craco Art Movie Production
 Craco Ricerche s.r.l.
 Parco Museale Scenografico
 Comune di Craco

Landscape for culture , art and research in Europe

Give life to European network to small scale through the project "Landscape for art and culture in Europe" is the first step of an ambitious project aimed at creating a platform for artistic and cultural technological research that has as its centre the relationship between Landscape and contemporary art that intends to propose a two fold purpose by structuring the project in two areas of activities:



Images
of
the
landscape



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UMBERTO VIGGIANO
FEAT
ROBIN NOLAN

"THE BIGGEST
MANOUCHE GUITARIST
FROM AMSTERDAM"

AND
PIERLUIGI BALDUCCI
VENERDI 31 MAGGIO

MONASTERO DEI FRATI MINORI
CRACO (MT)

START 20:30

MORE
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REGIONE EMILIA-ROMANA
SOPRINTENDENZA PER I BENI
ARCHITETTONICI E PAESAGGISTICI
DELLA BASILICATA
MINISTERO DEI BENI E DELLE
ATTIVITA' CULTURALI
E DEL TURISMO

Ninì
Candela



Craco
2014

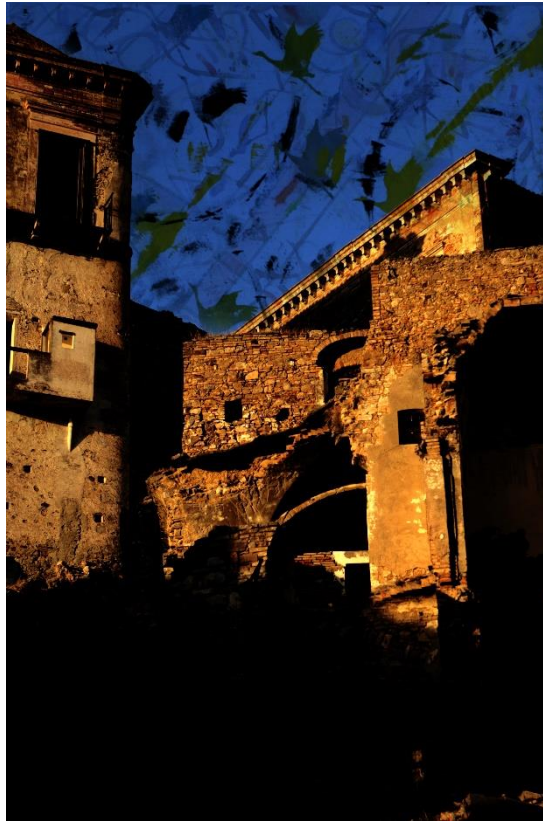


4. Tomorrow : international platform of cooperation in the art , creativity and research

A. Know and design and to preserve and protect by investigating sounds , colours and shapes of the landscape in a representation of high quality , loyal ,also with 3D representations of places between nature and history , colours and shapes of the articles and of the nature that blend without solution of continuity in their sound context

B. Apply new technologies to represent and transform virtually , between creativity and art , these landscapes , its sounds , Colours , and its Forms by producing multimedia installations , products of virtual reality and real artistic products three-dimensional

These experiences in this field are now widely spread in Europe but there is no network structures for cooperation between local government bodies , firms , research centers and universities, poly museum , associations and cultural foundations and artists . This project intends to create it and thereby to contribute to the growth of artistic and creative fruition of landscape , by offering the public user and all actors of the European museums of art , design and contemporary art new content , new experiences and emotions and thus producing two real community of actors of the project.



5. We are ready for the future

We imagine the future of Craco as a point of an international networking on art , culture and research where is possible to make creativity , art and innovation .

We are ready for a new more wide partnership , in our project, with other european and international actors . Come in Craco and build with us this wonderful tomorrow , this important challenge from the ruins to a new life in the future



Thank you for your attention- See you soon

Please contact us

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twitter @pinolacicerchia