



Venetian Cluster PRESENTATION AND SHORT CV

Introduction

Venetian Cluster is the only productive cluster of cultural and environmental heritage in Italy.

Its main target is to realize national and international projects about **innovation, technological transfer, internationalisation and training** for the public and private supply chain of the sector of cultural and environmental heritage.

Through its services, Venetian Cluster coordinates in Italy **800** companies and **24** bodies such as Universities, research centres, public bodies and laboratories, institutions, moreover it collaborates with almost **2000** partners in the world.

In these years, Venetian Cluster has realized 90 innovations, policy, research projects for a total budget of more than **50 Million Euro**.

Our Mission

Venetian Cluster coordinates and supports multidisciplinary public-private partnerships (PPP), enterprises, professionals, associations, public and private bodies, research institutes and all subjects interested in carrying out and promoting innovation projects, technological transfer and actions for the development of the Italian and international **productive supply chain** for the **conservation**, the **restoration** and the **valorisation** of the **Cultural and Environmental Heritage** in Italy and abroad.

Our Vision

Venetian Cluster believes that Cultural and Environmental Heritage has an economic value that is fundamental for the development of our Country. That heritage must be preserved, valorised, promoted and developed.

Beauty is an essential and inescapable asset for physical, psychological and spiritual well-being of human beings and a basic characteristic of our society. In order to maintain it we must develop a strong economy, able to innovate the knowledge about management of cultural heritage, landscape and environmental resources.

Our Regional Innovative Cluster

Venetian Cluster directs operations of **Venetian Innovation Cluster for Cultural and Environmental Heritage**, a network of enterprises, private and public organizations active in the cluster sectors of activity, while the legal entity which manages the network is called Cluster Management Network.

Venetian Innovation Cluster for Cultural and Environmental Heritage is formally recognized as a **Regional Innovative Network (Rete Innovativa Regionale - RIR)** by the Regional Government of Veneto Region.

What we do

- **Search for funding (regional, national, international) to carry out projects**
 - Support for the participation in national and European calls
 - For private firms: product, supply chain and process innovation projects
 - For public bodies: cooperation and valorisation projects, Public-Private Partnerships (PPP)
 - Coordination and coaching in PPPs
 - Development and registration of patents and registered marks
- **Coaching for internationalization**
 - Analysis and activities development for the penetration (cooperation, marketing, market analyses, clustering, etc.) in different areas and macro-areas (China, South America, Central and Eastern Europe, Maghreb, Mediterranean, etc.)
 - Assistance to participation in calls for tender
- **Technical and scientific consulting**
 - Economic sustainability of historical, artistic, environmental and landscape heritage
 - Valorisation of cultural and environmental heritage
 - Survey and care of protected areas and monuments, including trees
- **ICT innovative marketing**
 - Promotion of products, enterprises, organizations, etc.
 - Target profiling in reference or new markets, analyses, etc.
- **Assistance to innovation services and technologies**
 - Energy efficiency in historical buildings
 - Monitoring of energy consumption and management costs optimization
 - Intelligent sensors and monitoring integrated systems
 - Development and application of nano and bio-technologies
- **Training and coaching**
 - Supply chain management, enterprises' and public bodies' networks and consortia
 - Policy and legislation study and definition (uni/en)
- **Development of innovative activities for thematic tourism**

Some history, past and present activities...

Here below are listed the main projects and activities carried out in the last years by the **Cluster managing team of “Venetian Cluster”**, from 2016 to present, and the **former “Venetian Cluster for Cultural and Environmental Heritage”**, in Italian “*Metadistretto Veneto dei Beni Culturali e Ambientali*”, from 2004 to 2015.

In fact, in 2015 the former cluster was closed, due to a change in the Regional law about clusters and internal strategic decision, while the same managing team founded from new the Venetian Cluster, refreshing its statute and organisation, as well as opening to new members and opportunities.

International projects

Carried out by Venetian Cluster (2016-2018):

- **USEFALL (Interreg ITALY-CROATIA Standard+ 2014-2020)**
Activities and plans for a better accessibility to UNESCO sites by people with difficulties (physical, psychical, cultural, etc.), also using innovative technologies. LP: Municipality of Ravenna (IT).
- **RUINS (Interreg CENTRAL EUROPE 2014-2020)**
Activities and planning for the valorisation of medieval ruins in order to make them more attractive and usable by visitors and citizens. LP: Aufbauwerk Region Leipzig GmbH (DE).
- **REFRESH (Interreg CENTRAL EUROPE 2014-2020)**
Refurbishment and valorisation of abandoned/underused historic buildings for creative and cultural activities, with particular attention to disadvantaged and disabled people. LP: Lublin University of Technology (PL).
- **Consultation for the direction of works of HBTown to create a copy of the sculpture system of the cities of Venice and Assisi – Huayi Brothers City Film (Changsha, China)**
Creation of a complex dedicated to the Italian excellences, with 36 buildings with the architectural style of the cities of Venice and Assisi for a total of 72000 m². Venetian Cluster had the role of supervisor for the construction of the buildings and it cooperates with the local partners to establish there Italian enterprises.
- **Workshop “Safeguard of the cultural heritage and construction and management of museums”, September 2018 (Chengdu, China)**
To illustrate the competences, the new technologies and the professional capacities of Italian experts and enterprises for an exchange of good practices for the safeguard of the Chinese cultural heritage during the XVII Western China International Fair, , where Italy is the Guest Country of Honour.
- **Training activities in Chongqing, China (Institute for Foreign Trade ICE, ITA)**
Realisation of a workshop and training B2B between Italian enterprises and Chinese public institutions and private bodies, and training courses focused on the diagnostic systems, restoration techniques, application of nanotechnologies in the sector of conservation of the cultural heritage.
- **Technical Operative Agreement between the Academy of Dazu Rock Carvings (Chongqing, China) and Venetian Cluster**
Collaboration, drafting and realisation of the project regarding the conservation and restoration of the polychrome cliffs in the site of Suchenyan – DAZU UNESCO site.
- **Technical direction of the restore of the Marble Doors of Pingtian – Hunan Province**
Collaboration, drafting and realisation of the project regarding the conservation and restoration of the door of the XVIII century with laser technologies and Italian materials bought by the Chinese enterprises.
- **Memorandum of Agreement and of Cooperation between the National Kyiv-Pechersk Historical and Cultural Preserve (Ukraine) and Venetian Heritage Cluster (Italy)**
International collaboration for the promotion of the cultural heritage.
- **Technical support as expert of restoration (ICE, ITA)**
Realisation and publication of the manual “Restauration of Stone, Wall Paintings and Mosaics Materials” in English and Ukrainian languages.

Carried out by the same managing team for the former “Venetian Cluster for Cultural and Environmental Heritage” (2004-2015):

- **ADRIA- HUB (IPA Adriatic Cross border cooperation Programme 2007 – 2013)**
Bridge technical differences and social suspicions contributing to transform the Adriatic area in a stable hub for a sustainable technological development.
- **PROFILI Project (Interreg ITA_SLO)**
To create an information system to integrate and coordinate knowledge, skills and technologies in design, to implement management held by main protagonists in enlarged construction processes settled in this border area. Among partners: ANCE Venice (builders Association).
- **MACC Project - Modern Art Conservation Centre (Interreg ITA_SLO)**
To create a centre for cross-border coordination of existing scientific and technical expertise in contemporary art to support companies and institutions in research and implementation of restoration. Partners: VEGA (Venice Science and Technology Park), Padua University - Department of Construction and Transportation, Fondazione Bevilacqua La Masa.
- **Parafor Project (Argentina)**
To define tax breaks, incentives and co-financing with the provinces and the Argentine government, in order to provide targeted information on possibilities for collaboration between Italian and Argentinean companies, focusing on the wood industry. Partners: Veneto Agricoltura and ICE-Institute for Foreign Trade.
- **MAE Project (China)**
Work in synergy with other Italian Regions to value such interventions can be carried out in China in the field of Cultural Heritage. Veneto Region was the lead coordinator of activities, promoting the Italian cultural heritage system as the main interlocutor for China in Cultural Heritage activities.
- **FLAA Project (IPA)**
To develop a series of activities to increase wood industry. Among Partners: ICE (Institute for Foreign Trade), Agemont Spa (Agency for Economic Development of the Mountain), FDL Services Ltd, Abruzzo Region - Department of Economic Development, Technological innovation and information technology, VEGA (Venice Science and Technology Park).
- **Collaboration with Turkish Ministry for Tourism and Culture and Ankara University**
To develop training activities and execution of restoration projects, focusing on testing Laser Scanner.
- **Collaboration with the National Tourism Organisation of Cyprus (CTO)**
To define educational activities and courses for the enhancement of Cyprus Cultural and artistic heritage.
- **IKTIMED Project (MED) Increasing Knowledge Transfer and Innovation in the Mediterranean Area**
To support knowledge transfer and cooperation between public and private groups.
- **SPINE Project (EUROPEAID)**
The development of a network to improve energy and environmental management in construction. Among Partners: Unioncamere Veneto.
- **Small Businesses Internationalization - Programme for the Promotion of Veneto Production**
Realisation of a Mission in St. Petersburg dedicated to six Venetian companies active in the restoration of cultural and artistic craftsmanship, with B2B meetings between representatives of Veneto and Russian companies. Two agreements were signed to promote collaborative activities for heritage preservation with the Russian Association of Restorers and St. Petersburg Union. Partners: CRACA, Confartigianato of Vicenza and other six Veneto companies.
- **Participation to tender for Venetian walls of Nicosia Lighting**

For this project a working group was set up, with Italian leading experts and Cypriots counterparts. The project resulted the best project realized in the technical phase. Partners: Italian and Cypriot companies.

- **CHINA: Charter for the Restoration Centre of Scientific Studies on Cultural Heritage**

Involved by the Chinese Sciences Academy to develop a text containing the basics for creating proper restoration stone materials, the *Restoration of Stone Materials. Technical and Methodological Synthesis*. Workshops were carried out in Nanjing, together with Centre for Scientific Studies on Cultural Heritage-Chinese Sciences Academy. Partners: Chinese Sciences Academy, National Research Council ICIS, experts.

- **Studies Activities in restoration and conservation of terracotta army**

The To support some companies in the analysis of the conservation status of the terra cotta Chinese army to propose restoration and enhancement works. Partners: CNR ICIS, some firms

- **Creation of promotional point permanently settled in St. Petersburg – Call for districts resources allocation, 2005, size 6b**

A framework was created for the promotion and support for foreign companies, located inside the Trade Centre in St. Petersburg.

- **Agreement between Venetian Cluster of Cultural Heritage, Department of Russia Construction Association and Russian National Society for the Protection of Historical Monuments and Culture**

Bilateral agreement for expertise's exchange in cultural heritage sector, educational support for entrepreneurial activities through the identification of projects and contracts in Russia.

- **Guidelines on Experiences and expertise in restoration, conservation and valorisation of the architectural and archaeological Heritages - IRPP / Saah**

Creation of a document delivered to the Council of Europe, containing information on skills and assets held by companies and institutions participating in the Cluster (restoration, maintenance, diagnostics, protection and cultural heritage enhancement). Partner: Council of Europe, Unioncamere Veneto.

- **Palladio Scholarship. Veneto enterprises and the restoration of Victoria State (Australia) stone artefacts**

Preliminary study results on the degradation and preservation of historical monuments in Australia, thanks to "Palladium Scholarship" Project. Partners: Vega Science and Technology Park in Venice, Veneto and Venice Research Consortium Innovation.

- **VEG.AL Redevelopment in eco-friendly infrastructure production in support of integrated economic development in the cross-border area between Veneto and Albania – (Interreg-Phare Cards)**

The project involved conversion of industrial Albanians areas. Partners: VEGA Venice Science and Technology Park and the Contemporary Studies Institute in Tirana.

- **Expertises exchange in restoration with Torun University (Poland).**

Conference at Restoration Fair. During the meeting Cluster model has been exposed to institutions and 10 "Excellence" companies. Partners: University of Torun, some firms

- **Seminar: "Restoration and Conservation of historic buildings in Italy and Poland" - Venice.**

Partners: ALA Assoarchitetti, Torun University of Restoration and Conservation (Poland) and VEGA –Venice Science and Technology Park.

- **MemArt Project - (Interreg Italy-Slovenia)**

Production of a three languages book (Italian, Slovenian and English) entitled *MemArt - Memories of Art. The museums in Venice and along the Slovenian coast*. Partners: Venice Chamber of Commerce, VEGA Venice Science and Technology Park and Primoska University - Koper.

- **The Sacred routes Project – (Interreg Italy-Slovenia)**

The project led to create a book on sacred routes: *The crossroads between Venice and the Adriatic coast of Slovenia*. Partners: Chamber of Commerce of Venice, Rest'arte Alvisopoli, Primoska University in Koper, Venice IUAV University, VEGA Scientific and Technological Park of Venice and Venice Opportunities.

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National and Regional projects

Carried out by Venetian Cluster (2016-2018):

- **TEMART (POR FESR 2014-2020 Veneto Region, action 114)**
R&D activities for innovation in smart manufacturing, with a focus on products addressed to cultural and environmental heritage.
- **Development activities regarding the Centre of Culture and Farm Civilisation, International Library “La Vigna” and the involved building “Casa Gallo” (Centre of Culture and Farm Civilisation, International Library “La Vigna”)**
To foster the services and increase the national and international visibility of the Centre.
- **Realisation of a pathway visit dedicate to the theme of parasites linked to the human activities in the Museum Esapolis – museum of the insects in Padova (Buttefly Arc. srl)**
Management of the whole project with innovative technologies, carried out thanks to regional funds.
- **Agreement with Associazione Strada del Recioto e dei Vini Gambellara D.O.C.**
Agreement for the valorisation, the coordination and the enlargement of the national and international public-private partnership and the research of funds through the different financing programmes.
- **Feasibility study for the development of a cultural and economic district on the theme of silk, with the development of projects proposals (Comune di Rovereto)**
Economic sustainability of the productive supply chain of the cultural heritage with a specific attention to the sector of silk, the study focused on the Filanda Bettini (in english “filanda” means spinning mill). Realisation of the Exhibition “Development of a Cultural and Economic District on the theme of the silk – sharing and participation” at the Urban Center of Rovereto.

Carried out by the same managing team for the former “Venetian Cluster for Cultural and Environmental Heritage” (2004-2015):

- **“Venezia Origins” (Telecom Italia Foundation Programme)**
Project to develop new technologies for valorisation and dissemination of cultural heritage.
- **PROVACI Project**
Development of techniques and integrated methodologies for seismic protection, safeguard, sites and structures of historic and artistic interest rehabilitation and enhancement. Partners: CETMA Consortium, Three Consortium, SI.PRE. Ltd., University of Naples Federico II, CRACA, University of Padova, Nanofab.
- **UNI Consultation point in Venice Province**
All public and private companies and professionals can freely consult the database of UNI (Italian Organization for Standardization) among Venetian Cluster place.
- **FLAA – Filiera Legno Alto Adriatica**
The project aims to revive the wood sector through innovation and research, using nanotechnology in new construction techniques for houses expansion. Assigned by ICE (National Institute for Foreign Trade).
- **Proposal for the territorial and programmatic plan for the knowledge transfer development of product and process innovation, new business planning and the environment**
Definition of best practices in the field of environment and cultural heritage. Partners: Province of Venice.
- **Call start up**
Actions in support of proposed projects from start-ups in high and medium high technology areas. Decree of the Minister of Economic Development, July 7, 2009.

- **MACC Centre for coordination, research and restoration of modern and contemporary art**
Creation of a companies and institutions network for coordination, research and restoration of modern and contemporary art.
- **Collaboration with Crotone Science Park**
Operational planning to requalify Crotone area in Calabria province (Italy) on VEGA project basis.
- **2015 Industry Programme**
Support to companies for the presentation of projects for 2015 Industry Programme - Innovative Technologies for Arts and Cultural Affairs and Tourism.
- **Collaboration with MiBAC (Italian Ministry for Arts and Culture)**
To promote the Veneto Cluster model in Italy starting from sector studying and possible coordination.
- **MU.VI Project (L.R. 18/05/2007, n. 9, Call for the distribution of grants in support of industrial research, experimental development, innovation and diffusion of technology transfer)**
To create a model-prototype for exhibition space which could enrich visitors experience by improving the acquisition of information, whether in museums or during commercial events.
- **DE.TEC. Project - Call for resources allocation for the development of cluster agreements - size: 2A**
To develop studies and testing on new systems and products which could give higher technological contents, to be used for dehumidification of masonry in historical context. Partners: 17 companies, CNR ICIS Padova, Builders Venice Province Association, Builders, Treviso Province Association.
- **Trasf. Lab. Project - Call for resources allocation for the development of cluster agreements, size: 2C.**
Organization and strengthening on analytical capacity building, environmental and structural requirements in the Belluno territory, through the analysis of the status quo, acquisition, growth and technology transfer of operational and technological capabilities among firms. Partners: 18 companies.
- **Main.Reim Project - LR 18/05/2007 No 9 – Call for grants distribution in support of industrial research, experimental development, innovation and technology transfer**
Innovative services to give guidelines on supply and demand for innovation between companies, research centres, universities. Partner: VEGA, IUAV University of Venice, Ca 'Foscari University, Veneto enterprises.
- **NANOCOAT Project: New nanostructured materials and coatings: technology transfer actions**
Development of two pre-feasibility studies on technical and economic alternative to existing treatments to improve wood resistance. Partners: Spa Agemont Agency for Mountain Economic Development.
- **ATTESS Project – Call for resources assignment for industry or sector aggregations. Measure A**
Redevelopment energy and environment in historical buildings protocols for evaluation and certification, to create the initial guidelines for energy saving measures in historic buildings. Partners: Green Building Cluster of Veneto and other companies.
- **Three-year cooperation agreement signed with the Veneto Regional Directorate for Cultural Heritage and Landscape - Ministry of Heritage and Culture**
- **MDM SUITE Project - Call for resources assignment in industries or sector aggregations 2C extent.**
The construction of a web-based integrated platform prototype able to support new forms of production process. Among partners: Digital Media Cluster, VEGA.
- **Assistance in conservation, management and enhancement for Port of Venice historic and artistic heritage**
Inventory of historic and artistic heritage in the port of Venice area and establishment of conservation and enhancement activities. Partners: CFLI (Intermodal Logistics Training Consortium), Port Authority of Venice.
- **MAP.RI.SIS. Project - Call for clusters resources allocation, 2006, size: 2b**
The construction of "risk maps" containing information on probabilities about significant damage to historic buildings in a particular area and in a certain period of time. Partners: Padua University

- **Development of a technical laboratory for technology transfer Project - Call for clusters resources allocation, 2005, size: 7**
Creation of a centre for the restoration and technology transfer, located in Villa Fabris (Vicenza).
- **Portal - Monitoring and Cluster Database Project - Call for districts resources allocation 2004, size: 8**
The project led to create a database for collection, cataloguing and management of all information concerning the cultural heritage sector.
- **Protocol for Restoration and Maintenance of Historic Buildings Project - Call for districts resources allocation 2004, size: 2**
The project allowed the identification of best practices in restoration by testing on site materials and innovative methods for conservation and restoration.

Carried out by the same managing team for the former “Venetian Cluster for Cultural and Environmental Heritage” (2004-2015):

- **ESF-FSE: collaboration and restoration of cultural heritage: books and documentary material.**
Course focused on training made by experts in the field of paper restoration and archival library, which can operate both on laboratory and building materials. Partner: Con-Ser and Rest'Arte Alvisopoli
- **ESF-FSE: Collaboration and Restoration of Cultural Heritage**
Course for young people to work in restoration. Partner: Centre consortia of Belluno
- **Mabac Management on Cultural Heritage Second Level Master**
Venetian Cluster promoted the Master in training management experts for profit and non-profit organizations, for the years 2007-2008, 2008-2009, 2009-2010. Partner: Ca' Foscari Venice University and Sorbonne 3.
- **2009, Training for operators in Contemporary Art Restoration - FSE. 2007-2013**
The course led to training of experts for contemporary art restoration. Partner: Ca' Foscari Venice University.
- **2007, Collaboratore restauratore dei beni culturali - FSE C3**
Course for unemployed, training of experts in the field of stone-works restoration. Partner: DIEFFE Padova.
- **2007, Update for workers in cultural heritage restoration and conservation - FSE D1**
The course involved professionals already entered in the field of cultural heritage, providing an update on diagnostic techniques, new methods of intervention and on-site safety. Partners: DIEFFE, Padova
- **2007, Course of History Goldsmith**
Course for the construction of seminars on the Venetian churches' treasures. Partners: Ateneo Veneto, Goldsmith Venetian Company, Venice Casino and Tourist Promotion Agency of Venice Province
- **ESF-FSE: product and process innovation in construction and restoration**
Courses for staff already employed and specific modules for unemployed. Lessons on cutting-edge techniques and methods for construction and restoration. Partner: CFLI (Intermodal Logistics Training Consortium).
- **ESF-FSE: Intervention on historic masonry cleaning. Masonry polluted by heavy oil accidentally released into the water of the Venetian lagoon**
The course provides skills to design and develop interventions for cleaning historic buildings surface, even thanks to laboratory research and testing methods on real systems. Partner: Ca' Foscari Venice University.