

NEAPOLI'S
CULTURE
FORUM

NEAPOLI'S CULTURE FORUM

DRIVING THE INNOVATION OF CULTURE

10 am - 6 pm
thu 07 - fri 08
May - 2020

The States Parties recognize that [cultural and natural heritage] constitutes a world heritage for whose protection it is the duty of the international community as a whole to co-operate. *UNESCO Convention World Heritage, art. 6.1*

The Republic promotes the development of culture and scientific and technical research. Protects the landscape and the historical and artistic heritage of the Nation. *Italian Constitution, art.9*

// Neos Logos // Innovability



NEAPOLI'S
COMMUNITY FORUM

in co-location

CULTURTEQ

Antonino Leto - Gulf of Naples



**Monumental complex of
San Domenico Maggiore**

Vico San Domenico Maggiore
80134 Naples

www.neapolisforum.org

The annual international appointment between the actors of the five continents that work, study, experiment, build, offer and build value and values with the territories and through new technologies, creating jobs and increasing cultural GDP



NEOS LOGOS
Cultura, Economia e Innovazione



COMUNE DI NAPOLI

Permanent Observatory
Historic Centre of Naples
World Heritage UNESCO

07 - 08 May
free entry

Naples
Italy

Co-location areas

FORUM (conference) – Thu. 07.05.2020
10am - 6pm – for organizations, institutions, companies, individual experts.

COMMUNITY FORUM (debate) – Fri. 08.05.2020, 10am - 1pm – for non-profit organizations that work for culture on the ground.

CULTURTEQ (meeting and demo area)
Thu-Fri 07-08.05.2020, 10am-6pm – for companies and professionals in the sector

The promoters

Designer and promoter is the non-profit organization **Neos Logos**, in collaboration with UOA the Permanent Observatory of the Historical Center of Naples - Unesco site and in partnership with Innovability.



The format

The engines of the **Neapoli's Culture Forum** are the current scenarios: the supply and demand of the market; the experimental scenarios; the designs where innovation advances in culture, in the social sphere and in the technologies. The Forum becomes the appointment where, through the present, it can be seen and touched with hand the future. It proposes the best practices, from the artistic cultural heritage to the landscape, from the culture of innovation to that of food, from the tourist industry to its sustainability, from education to the hospitality, from technologies facilitating the enjoyment of the culture to those for the conservation of the cultural heritage, from the imaginary industry to media one.



Scenario

“Cultural GDP” can be considered as a fundamental item of any possible present and future wealth. A parameter that goes hand in hand to others that already exist (or are conceivable) such as “Gross Domestic Happiness”, “Sustainable Fair Well-Being”, “Gross Domestic Beauty”, “Gross Domestic Innovation” and the like.

Culture is the subject and object of convergence between immaterial goods, belonging, history, hospitality, identity, economy, entrepreneurship, creativity and innovation at 360 °.

This convergence of cultural heritage and knowledge, hyper-local or global, is based on: the Web's power, the digital world, big data, Internet of Things, 5G, artificial intelligence, robot, virtual reality, augmented reality, blockchain, 3D computer graphics, motion capture, gamification, and more.



Agenda

In the morning, the **Forum** is dedicated to institutions, cultural and tourist heritage, technology companies and experts in the field. In the afternoon: innovation companies and a startup presentation. The **COMMUNITY FORUM** debate compares the non-profit organizations that are committed to creating “cultural GDP” in their own territory with the use of advanced technologies. The **CULTURTEQ** area is for meetings with companies, between professionals in the sector, and for exhibitions of products and services.



CULTURE FORUM
Thursday 07 may 2020
10am - 6pm, free entry



COMMUNITY FORUM
Friday 08 may 2020
10am - 1pm, free entry



CULTURTEQ (in co-location)
Thu/Fri 07 - 08 may 2020
10am - 6pm, free entry



The venue

The venue is Naples, which in recent years has experienced an unprecedented boost towards innovation and involves the "Tech Giant" (Apple's Academy, Cisco's, Google, Accenture, IBM, Synergia en Europe, etc.). A new vocation for a metropolis with an inexhaustible cultural heritage, whose historic center is a UNESCO site, a reference city for Southern Italy, a world leader in cultural heritage.

Target

Executives for the enhancement and use of cultural heritage: directors of museums, exhibitions, archaeological sites, cities of art, mayors of the municipalities of UNESCO's sites and their technical managers, etc. Professionals in universities, academies, research institutes, technology Companies. Innovators, startup creators, students, NPO operators, artists. The public of "cultural consumers", generalist and specialized media in innovation, communication, cultural heritage and tourism.

Speaker

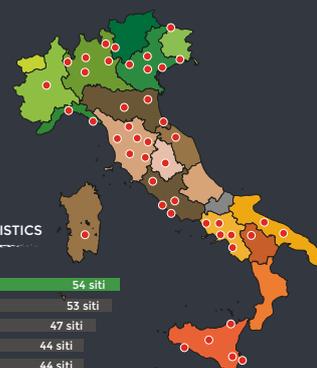
Invited: Managers of national and international institutions, curators of cultural heritage, landscape and tourism. Directors of museums, exhibitions, archaeological sites and UNESCO sites, art critics, philosophers, academics. Managers of companies with technologies for storage, presentation and enjoyment by the public of cultural and tourist assets (with augmented reality, virtual reality, artificial intelligence, etc.), innovators, creators of startup, popularisers through media.



ITALY: UNESCO CULTURAL HERITAGE

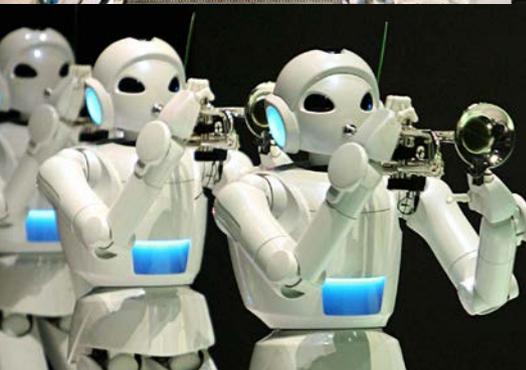
📍 SITE MAP - UNESCO SITES

54 sites
UNESCO



UNESCO SITES' STATISTICS

Italy	54 siti
China	53 siti
Spain	47 siti
France	44 siti
Germany	44 siti
India	37 siti
Mexico	35 siti
G.Britain	31 siti
Russia	28 siti
Iran	23 siti
USA	23 siti
Japan	22 siti
Brazil	21 siti
Australia	19 siti



NEAPOLI'S COMMUNITY FORUM

THE COMMUNITIES INNOVATE CULTURE

10 am - 1 pm
08 - May

Naples
Italy

Debate between communities - non-profit organizations, large and small - working in their own territories to regenerate and to create local heritage, increasing cultural GDP through social and technological innovation.



Community Forum

Neapoli's **COMMUNITY FORUM** is the annual meeting between the cultural communities that organize themselves in their own territories to recover, regenerate, invent, create from scratch, small and large cultural heritages, in every sector: a building to be restored to its ancient splendor, a food and wine tradition to be preserved, a village to revive, an entire ward to recover, a special school to start, a startup of community cooperation working on cultural recovery, group of artists to be activated, an offer of cultural services of public utility, or original cultural tourist reception and promotion of the territory, etc. Each of these companies uses the tools of technological and social innovation, getting to create a national and international network, to "create a system", to innovate the NPO community, with new non-profit business models, with "the redefinition of models of social economy".



Luca Barberini - The crowd



Edition 2018

The last edition of Neapoli's Culture Forum was held in Naples, Friday 19 October 2018 (see: www.neapolisforum.org), as part of the # DM18, Digital Meet, the largest Italian festival on digital literacy for citizens and businesses.



Map



Train: Central Naples station:
Subway line I, Dante stop



Metro: Subway linea I,
Dante stop



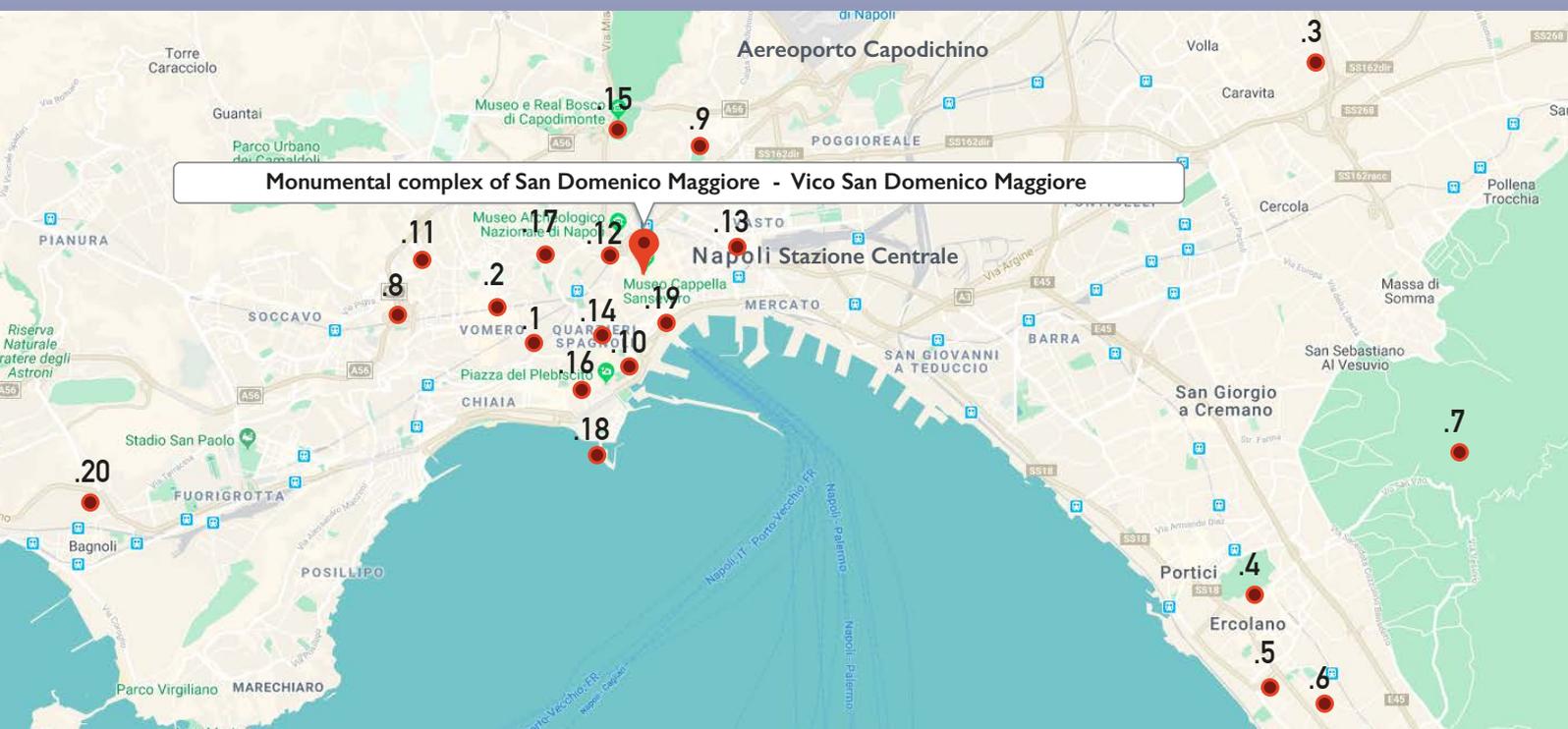
Buses: R2, C57, C55



Airplane: Capodichino Airport: Alibus
shuttle, Napoli Centrale Station stop

- .1 Historic center of Naples
- .2 The art of the Neapolitan 'Pizzaiuolo'
- .3 Lily Festival, Nola
- .4 Herculaneum Archaeological Park
- .5 The Annunziata Tower
- .6 Pompeii Archaeological Park
- .7 Vesuvius National Park
- .8 National Ceramics Museum
- .9 Botanical Garden of Naples
- .10 New Castle

- .11 Spaccanapoli
- .12 Naples underground
- .13 Cathedral
- .14 Royal Palace
- .15 Capodimonte Museum
- .16 The Angevin Male
- .17 National Archaeological Museum
- .18 Castel dell'Ovo
- .19 Chapel of San Severo
- .20 Phlegraean Fields



Design by



Neos Logos Srl is a non-profit Social Enterprise founded in 2011 that has the mission of contributing to the growth of the Italian "cultural GDP" by identifying and **promoting creative**, sustainable and valuable solutions for the world of culture. Neos Logos is born from the shared idea that the true wealth of Italy lies in its cultural heritage, in its beauty, its artistic, historical and landscape assets, the preservation and enjoyment of which is a systemic opportunity for the country. Neos Logos is made up of culture experts and of a network of skills that operate in cultural heritage and new technologies, vital tools to increase the composition of Italian and international cultural and tourist offer.

Our primary objectives

- **Spreading the culture**, mediated by **interactive and multi-device technologies** aimed at the best use by the public.
- **Feeding knowledge and cultural debate** by collecting and sharing data/news and events on current issues related to the phenomena and trends that occur within the national and international cultural scene.
- **Stimulating training, scientific research** and the development projects in partnership and co-produced in the various cultural fields.

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In partnership with



Innovability since 2000, Innovability has been the Italian reference point in the sector of "disruptive" digital technologies - in particular M2M / Internet of Things, AI & Robotics, Blockchain, Wearable and AR / VR - and organizer of exhibitions, events, conferences and training seminars that offer opportunities for **debate, confrontation of ideas, commercial exchange and networking between companies, institutions and markets.**

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Patronage

2020



Patronages awaiting for renewal/granting for 2020



CULTURTEQ

NEAPOLI'S CULTURE FORUM
ENHANCING CULTURE THROUGH TECHNOLOGY

10 am - 6 pm
07 / 08 - May

Naples
Italy



Audience

CULTURTEQ is an in co-location event for the B2B meetings for: technological and infrastructure purchasing managers; those responsible for the display and public enjoyment of cultural heritage, museum directors; exhibitions, archaeological sites, cities of art, landscape sites; mayors of the municipalities of the Unesco sites and their technicians; managers and professors of universities for training, academies and research institutes; restoration and conservation professionals; managers of technology companies, innovators and startup creators, venture capital officers; experts, third sector managers. Moreover the general public of "cultural consumption", the generalist media and specialized ones in technology, innovation, communication, cultural heritage and tourism.



Technologies

In CULTURTEQ technologies are offered for exposure, use, conservation, safety, documentation, memorization, dissemination from artistic cultural heritage to landscape, from the culture of innovation to that of food, from the tourist industry to its sustainability, from the education in hospitality, from the imaginary industry to media production.

In CULTURTEQ are present the technologies of the Net, digital, big data, Internet of Things, 5G, artificial intelligence, robots, drones, virtual reality, augmented reality, 3D computer graphics, etc.



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