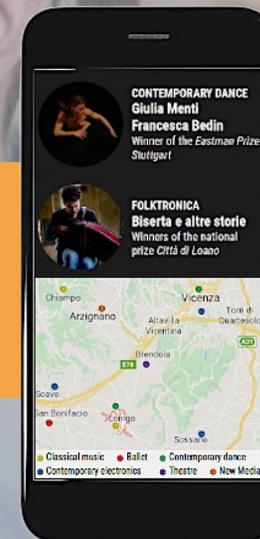


MARTE

An innovative tech tool for artistic mobility



START-UP
COMPETITION ♦ **2020** ♦ **NAPLES**
25-27 NOVEMBER



START-UP
COMPETITION

2020
NAPLES
25-27
NOVEMBER



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 776758



PROBLEM

SMALL SPACES ARE ENDANGERED

CREATIVE EUROPE

“Creation of new **sustainable distribution models** to stimulate innovative collaboration and to enhance venues' role and identity in the local community.” (Call for proposals: Co-operation of Small [Music] Venues EAC/S17/2019)

Commercial trends are focusing more and more on big festivals and events to maximize the ROI compared to managing multiple smaller events. This is unsustainable particularly in the post-Covid society. Small, unused and adaptive spaces can be an opportunity.

https://ec.europa.eu/programmes/creative-europe/content/call-proposals-co-operation-small-music-venues_en



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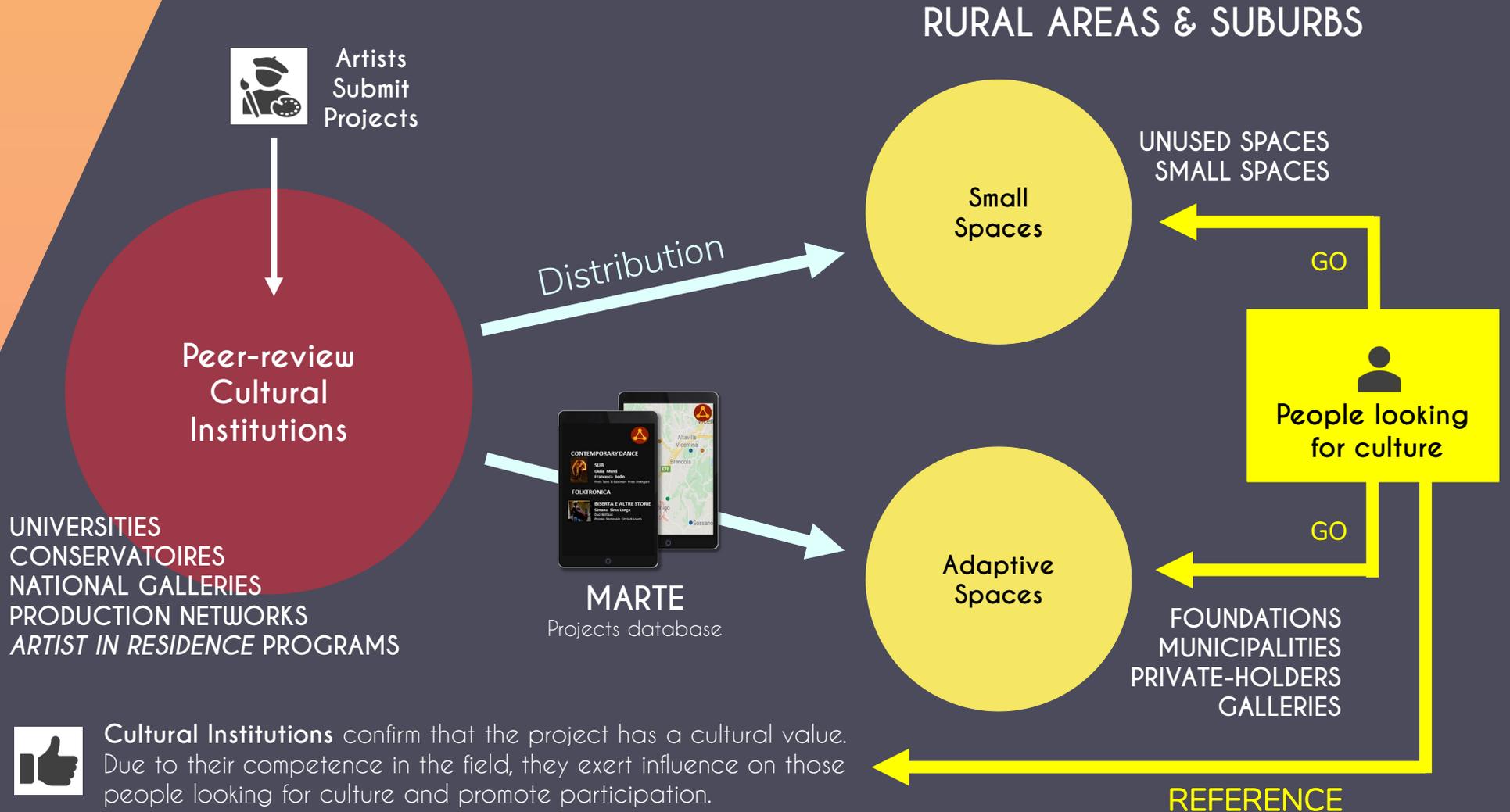


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A NOVEL ARTISTIC MOBILITY MODEL

CONNECTING CULTURAL INSTITUTIONS TO SMALL SPACES





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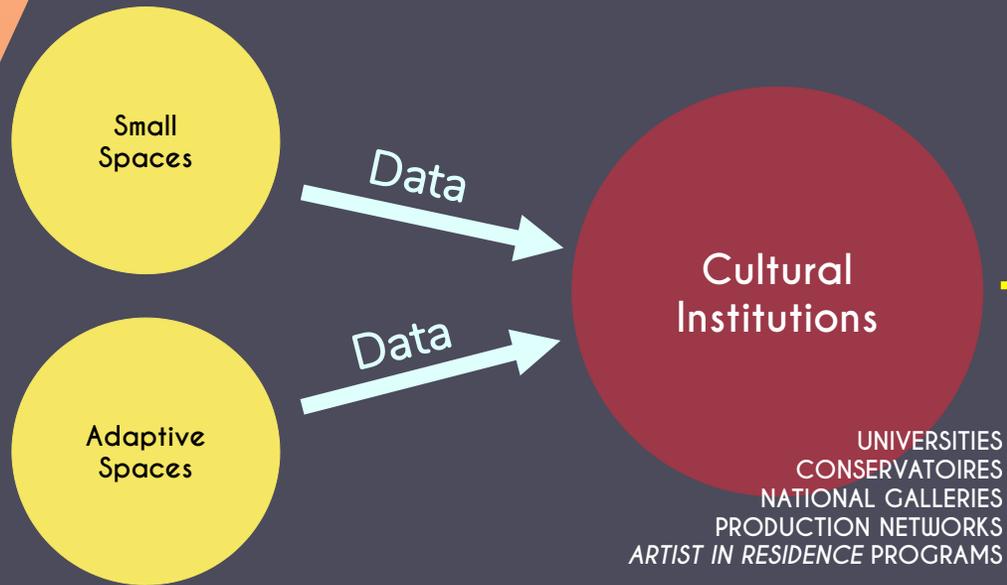


THE OPPORTUNITY OF SMALL AUDIENCES

VISUALIZE CULTURAL DYNAMICS IN THE TERRITORY

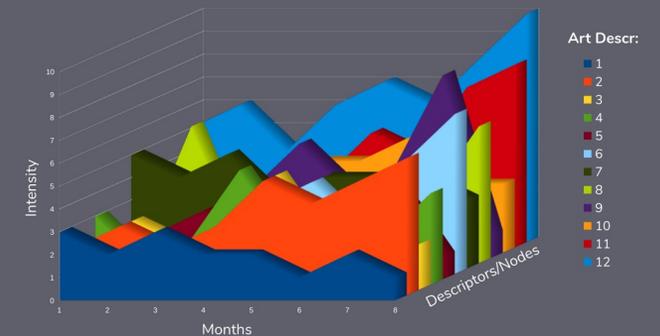
We capitalize on **variance**. Small audiences are ideal for big data analytical strategies, as they provide variance for the design of more efficient local development initiatives.

By deconstructing artistic genres into a **series of qualitative descriptors**, we help cultural institutions understand the territory, adapt to it, and help spaces in promoting culture.



PARTICIPATION DYNAMICS

Our technology is based on an innovative concept developed through the Horizon-2020 2007-2010 project "A Topological Approach to Cultural Dynamics": <https://cordis.europa.eu/project/id/43415>, which suggests the potential impact of such approach.





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BUSINESS MODEL

DONE FOR ARTISTS, SUSTAINED BY ORGANIZATIONS

Our circularity is not just in the process, but also in the financial sustainability. While offering a service to small spaces, artists, and customers, our main revenue stream comes from selling data to cultural organizations, universities, public entities and private consultants. So, we can promote dissemination actions and participative models like RURITAGE at reduced costs while relying on more financially solid sources that capitalize on retrieved data.

MARTE BUSINESS MODEL

**CURATORIAL
SUPPORT (B2C)**
(transaction and promotion)

Adaptive spaces

- Risk sharing for artist-run events.
- One-time payment for public-supported events.

To promote dissemination experiments before becoming small active spaces.

Small Active Spaces

- Membership model.

DATA (B2B)

Cultural Institutions

- Raw data.
- Interactive visualization algorithms.
- Consultancy.

- Single country.
- Multiple countries.

5-years Projection (Italy)

YEAR	1	2	3	4	5
ARTISTS	150	600	1,000	1,200	1,500
SPACES	150	300	400	700	1000
AUDIENCE	50	25	30	40	50
MARKET (€)	72,500	171 K	375 K	570 K	920 K
COSTS (€)	210 K	286 K	372 K	394 K	418 K
BALANCE (€)	-138 K	-115 K	+2 K	+176 K	+502 K



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THE MARKET (ITALY-BASED DATA) DISTANCE AND QUALITY AS COMMON BARRIERS

Minimum Impact
 $36.7M * 0.5\% = 180K$ users

1.8M€ - 2.3M€
10-15€ avg. price

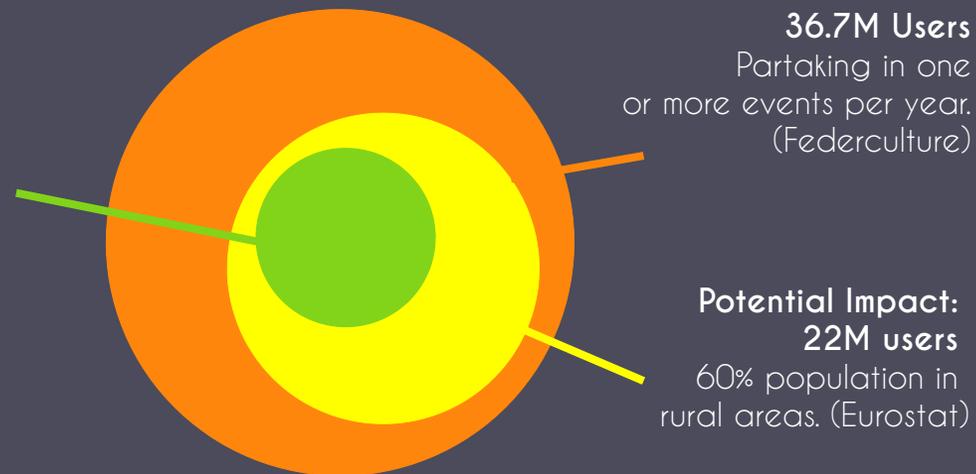
68 people
63% Cities, 37% Small/Mid Towns

12. What are the factors that influence your decision in joining a cultural event
(please, select 2 options?)

Multiple choice, answers 68x, unanswered 0x

Answer Choices	Responses	Ratio
● Cost	26	38.2%
● Proximity to where I live/stay	33	48.5%
● Performer/content of the event	60	88.2%
● Social inclusion (friends, group of peers, etc.)	17	25%
● Other...	2	2.9%

A preliminary study shows distance plays an important role, and small spaces may be a solution. Cultural institutions reviewing projects improve the quality of the performances.



MARTE REVENUE TARGETS (ITALY)

CURATORIAL
SUPPORT (B2C)

Adaptive spaces
~ 180K users: 180K€

Small Active Spaces
- 5.500 Theaters in Italy.

~ 1M€

DATA (B2B)

- Universities (~80).
- Cult. Inst. (> 120).
- Foundations (~6.200).
- Theaters (~5.500).
- Public entities.
- Private organizations.

> 2M€

SERVICES (B2B)

- Municipalities.
- Cultural production networks.

~ 300K€



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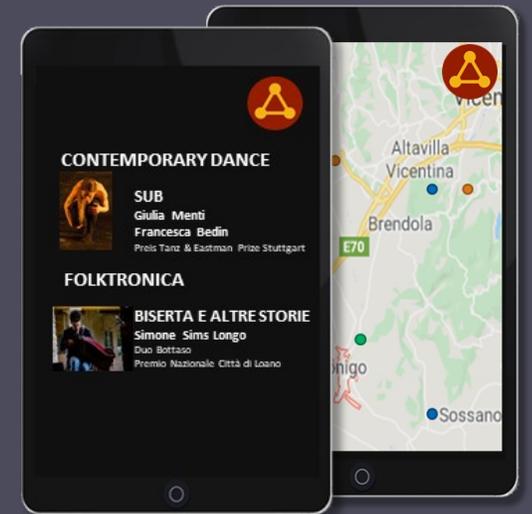
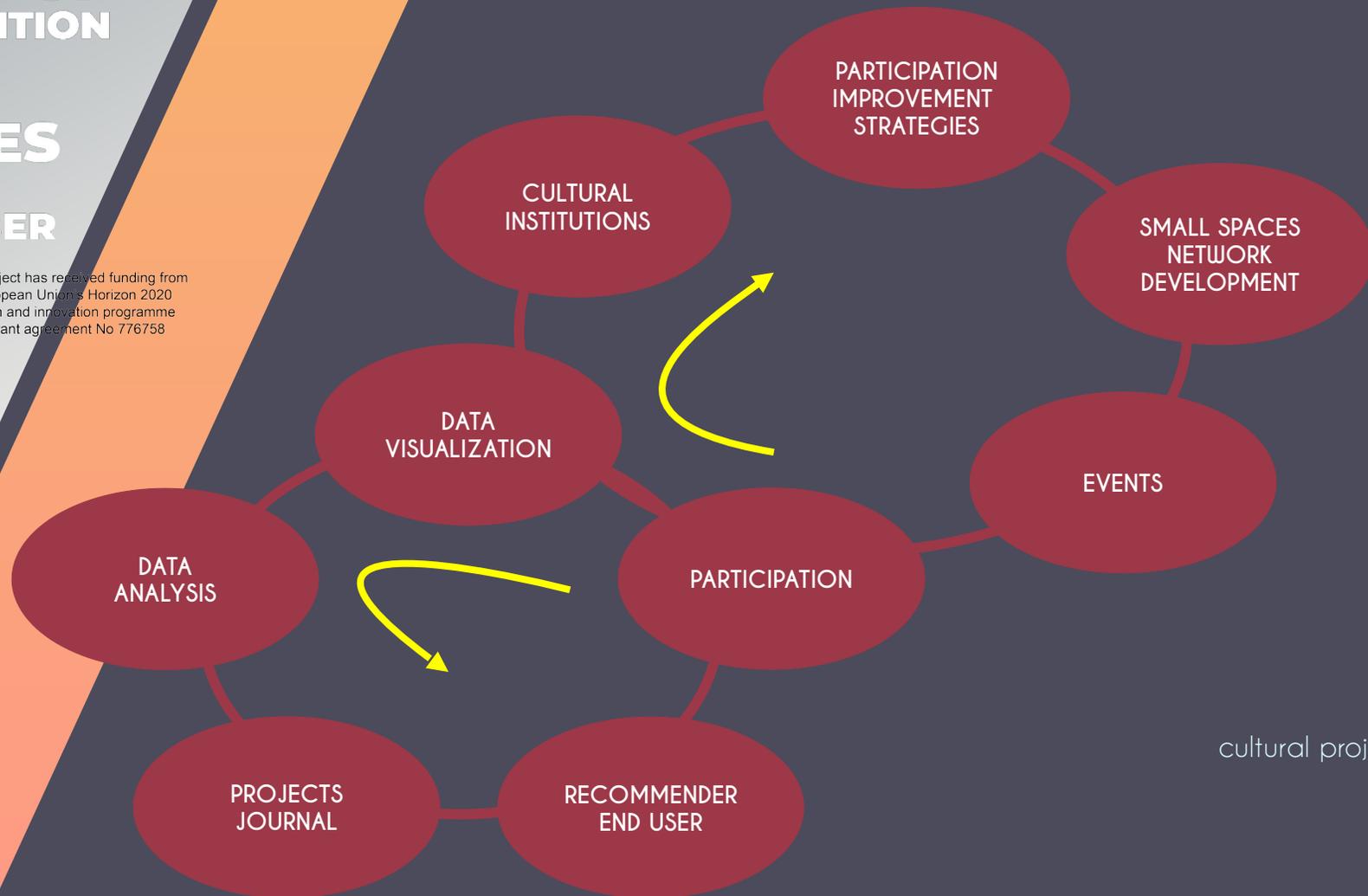


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CIRCULARITY

THE CREATION OF A VIRTUOUS SYSTEM



Performing art projects (dance, theater, music, audiovisual, new media) done by individuals and small groups by use of Big Data Analytics, promoting urban regeneration and the reuse of spaces in urban and rural areas.

Improves cooperation among:
cultural projects | cultural institutions | small spaces |
cultural networks | artists.



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COMPETITORS

DATA

Today, retrieving cultural participation data is achieved only through survey services specifically designed by cultural consultancy like Fitzcarraldo Foundation, BAM! Strategie Culturali, Cultura Republic and others.



PLATFORMS

Closed proprietary systems, which operate independently from the actual dynamics that govern the creative economies. Outdated approach that may have worked in the past, as it responded directly to consumers' needs, but did not take into account cultural dynamics, which are a complex phenomenon composed of multiple interacting characters.

Differently, MARTE provides:

- Real-time data collection directly from the users
- Big data analytics
- General cultural participation trends
- Cooperation with culture
- Curatorial support



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GROWTH

AN ARTISTIC MOBILITY MODEL AT THE SERVICE OF CULTURAL INSTITUTIONS

We aim to develop a democratic **peer-regulated governance model** to be considered as an open-access output channel for cultural institutions with direct connection to the user-base. Once we have a place to connect small spaces with cultural institutions, we can redirect public money for artistic mobility to support the creation of cultural projects that can move in the territory.

EMBEDDEDNESS OF THE MODEL WITH CURRENT CULTURAL EU AND NATIONAL STRATEGIES

Our system wants to improve existing structures and bring additional value to ongoing projects and EU strategies. Artistic Mobility is a central focus of EU co-operational programs, but no technological application is currently framed around this concept to improve international cooperation.

Our augmented environment helps the development of new more effective projects for Artist in Residence programs and cultural production networks, which are growing strategies at EU level, by providing them with information on end users' reactions through data on participation dynamics.

On the other side, the system provides a tool to promote cultural actions in rural areas and suburbs, which may benefit emerging participatory models like RURITAGE and social innovation services.

UNIVERSITIES

THEATERS

ARTIST IN RESIDENCE



SMALL SPACES





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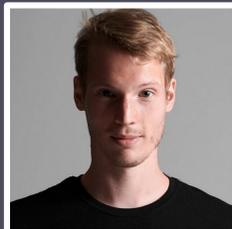


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◆ TEAM

TECHNOLOGY & ART/S



LUCA DANIELI, Ph.D.

International composer of experimental music from a small town. Currently leader of an international project on music analysis for the University of Music and Performing Arts Graz (KUG) partnering 4 universities. Currently attending a master's in Theater and Performing Arts at IUAV.

Has published in the fields of computer programming and AI. Worked as computer developer for software and web. Can understand both the cultural sector, artists' needs, and the technology involved.

ARCHITECTURE & URBAN PLANNING



LAURA SCALA, Ph.D.

Architect. Completed a Ph.D. in Architectural Composition at IUAV, researching on spatial construction in Russian avantgarde theater.

Is teaching assistant in Architectural Composition and Design at IUAV. Attended a masterclass organized by Treviso Ricerca Arte, intended to foster curatorship and design innovative creative projects. Some of the main themes addressed: urban regeneration, sustainable development, social inclusiveness. Was awarded the Special Mention by OpenDream.

BUSINESS & MARKETING

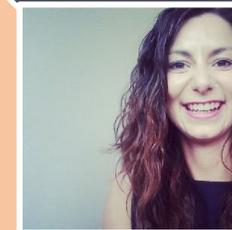


STEFANO BRUSAFERRO

Business graduate from a small town with European experience in the consumer electronics and software industry.

Has previously worked as European Product Manager and Business development Manager E-commerce for Canon Europe, developing business programs for six EU regions. Currently working as Senior Business Consultant and Account Manager for HWG SRL, Italian system integrator specialized in cybersecurity solutions.

MANAGEMENT OF CULTURE



SENDY GHIRARDI, Ph.D.

Project Manager at Culturalink. Studied Arts, Heritage and Business at IULM University, completing a Ph.D. in Communication and Markets with a thesis bridging arts, welfare and wealth.

Collaborator at Econcult - Research Center in Economics of Culture and Tourism of the University of Valencia, Spain. Also contributor for the national magazines *AgCult* and *Il Giornale delle Fondazioni*. In 2011-2012 worked as Social Media Strategist for the web agency Cantiere Creativo.