

Chapter 8

Cultural Organizations Push for Territory's Growth: The Case of "Armonie d' Arte" Festival

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ABSTRACT

If "entrepreneurship has become the engine of world economic and social development" (Audretsch, 2003, p.5), culture is becoming more and more a specific context in which is possible to invest and create new opportunities of labor and value. The principal aim of this contribution is to understand how it's possible for cultural organizations to influence the environment and local development. So, the work wants to highlight - through the analysis of an empirical case of success - what might be the indicators able to create virtuous relationships among cultural organizations and social and economic context. The work aims to contribute both theoretically and practically on the topic of cultural entrepreneurship. The results of this research can be utilized for further reflections in order to develop a framework with high practical relevance.

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INTRODUCTION

In 2003, EU defines entrepreneurship “*as a state of mind, as a process to create and develop economic activity blending risk-taking, creativity and/or innovation with sound management within an organization’s existing or new*” (European Commission Recommendation, 2003). In 2014 the EU pushes for “The Creative Shift” which emphasizes “*to foster the use of modern information and communication technologies to improve the competitiveness of the cultural and creative sector in Europe*”. This situation is particularly relevant in Europe, where approximately 4.5% of European Gross Domestic Product and 3.8% of the workforce is dedicated, but even more important in Italy. In addition, Culture is an Industry able to overcome the recessive crisis and to contribute to innovation, skills development and urban renewal by producing a positive impact on other sectors such as Tourism and Information and Communication Technology. Furthermore Culture is a non invasive and low emissions Industry, which can be based in Italy where exist a lot of immense cultural resources of absolute importance worldwide. The same situation belongs to Calabria Region, where Cultural System counts about n°11.522 enterprises, respectively distributed on its five provinces (A.A.V.V., 2013). The aim of this contribution is to analyze how the cultural activities are able to reactivate the historical and artistic heritage of a Territory. So, it will be possible to study the impact of cultural sectors by creating opportunities for regeneration urban, cultural vocation and development by encouraging active citizenship. In this way it’s possible to identify and investigate the indicators useful for further comparisons and insights aimed at imitation’s processes regarding other contexts and able to release value for the environment and the community.

MAIN SPECIFICATIONS OF CULTURAL SECTOR

The attention to the culture sectors comes from the importance that our country has in the world, regarding the cultural, historical and artistic heritage resident. So, Italy should focus on its talents, grasp the potential of new technologies in order to relaunch the territories and know-how, to invest on beauty and cohesion that become a strategic keys to compete, to increase research and to support innovation by believing the culture like a strategic asset for Italian Gross National Product. Cultural organizations, in their heterogeneity, traditionally show more attention to sectoral issues, to the contingent problems and day to-day management. The turbulent conditions of the context, the increasing complexity and the growth of the critical issues in the various fields of arts and culture cause new involvement by reshaping the management models for cultural organizations and in order to adopt

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