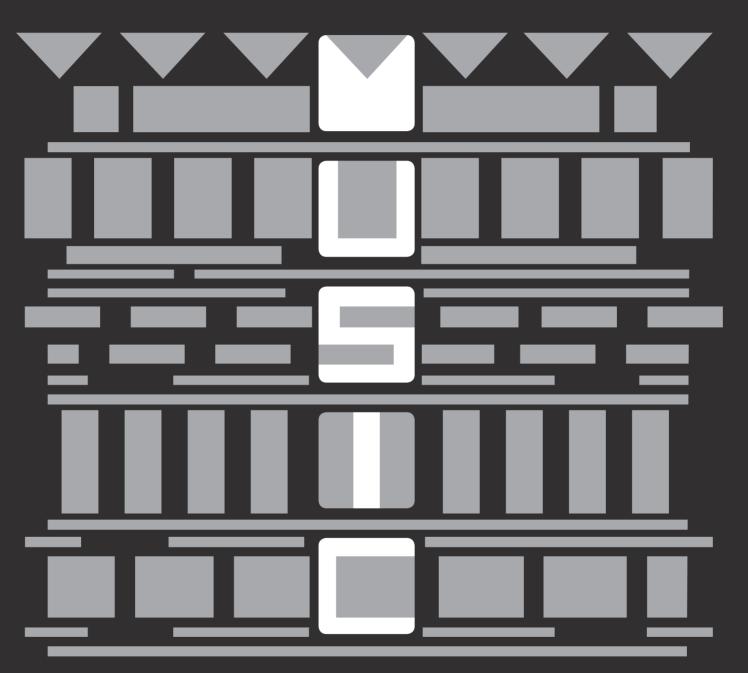
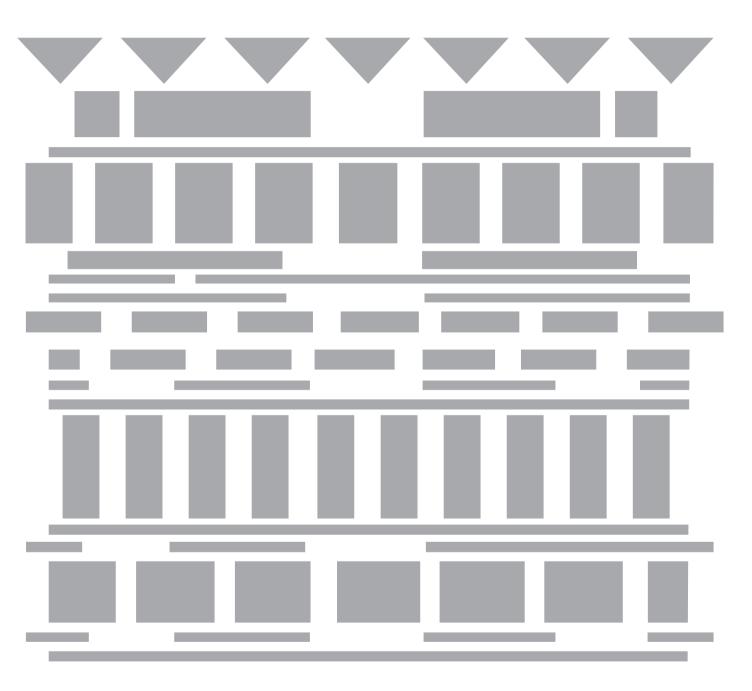
PESARO CITY OF



2017-2021 UCCN MONITORING REPORT







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PESARO CITY OF MUSIC 2017-2021 UCCN MONITORING REPORT

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I. SUMMARY

The report summarizes the major initiatives implemented by the city to achieve the UCCN's objectives and the SDG's planning to implement during the last four years, as well as the main ones we are planning to implement during the forthcoming period building on our first results and outcomes.

Contribution to the With respect to the city's contribution to the programme's global management, the three UNEprogramme's global SCO Creative Cities Network Annual Conferences we have attended (2018, 2019, 2021), and the management Music cluster meeting we have hosted in 2019 within the context of the Fabriano Annual Conference, have been crucial occasions to align our strategies and plans to the global vision emerging by the contribution of each creative city, as well as to actively contribute in its definition.

Creativity in urban During the last four years creativity has become an essential component of urban policies and policies and actions actions for sustainable development: as shown by the large number of artistic, cultural and social for sustainable initiatives implemented in the field of music and related areas, **new social actors** have been involdevelopment ved into the cultural chain, successful participatory processes in music production, promotion and dissemination have been tested, cultural institutions and associations, informal groups and the third sector have experienced new forms of networking and creating synergies; sustainable models of cultural consumption and tourism have become an active part of the city's economy and society. The emergency situation represented by COVID, which the city faced in the ways described in the dedicated paragraph, paradoxically stimulated a huge sense of community, accelerating a shared capacity of networking and cooperating.

A new challenge In January 2021, building on this crescendo, the city decided to apply to become the Italian Capital of Culture in 2024, with the aim of creating a virtuous circle among the benefits generated by the UCCN framework and the creative forces channelled by the new challenge.

The action plan The action plan we are proposing for the next four years — Crescendo: the Nature of Music 2022-2025 (CNM)— arises from the intersection between the two challenges represented by the title of creative city and the prospect of becoming Italian Capital of Culture.

> Driven by the issues raised by the Anthropocene, which force national and international agendas to pay increasing attention to the environment and the ways in which we interface with it, Pesaro has chosen to dedicate the next four years to exploring the relationship between environment, art and technology through music.

> The two sections of the action plan, Crescendo in Pesaro (CrePe) and Playing the Planet (PP), directed respectively at the local and international level, explore the creative potential of music in its intertwining of material and immaterial heritage, art and science, poetry and technology. Building on the results achieved during the last four years, when music has gradually become the testing ground for creative and participatory models of creation, training, promotion and fruition, CNM faces the more important and crucial challenge for a city, the well-being of the inhabitants, the community and the Earth.

Objectives and With even greater awareness than in 2017, the program finds its ultimate goal in the social wellexpected results being. CNM makes music and creativity play the key-role of rewriting the city and fostering a urbanism of proximity, a decentralized, widespread and multi-layered city of music involving the whole urban area and the provincial territory. The major contribution Pesaro aims at giving to the UCCN and 2030 agenda consists in measures, policies, strategies and practices, built on creativity in order to strengthen the community, and to address inhabitants' needs and desires.

The key role of With this respect, communication plays a crucial role: apart from the specific tools adopted and communication envisaged by the city to ensure the involvement of stakeholders and citizens in the project and to disseminate activities and results punctually, CNM integrates communication and narration activities within each initiative.

II. GENERAL INFORMATION

Name of the city **Pesaro**

Country Italy

Creative field Music

Date of designation October 31th 2017

Date of submission of the current report November 30th 2021

Entity responsible for the report City of Pesaro

Previous reports submitted and dates June 16th 2017

Focal points of contact **Pesaro**

City of Pesaro Filippo Galeazzi (Focal Point)

AMAT (Partner) Gilberto Santini (Director), g.santini@amat.marche.it

ROF (Partner) Giacomo Mariotti (Press Officer), rof@rossinioperafestival.it

Pesaro Film Festival (Partner) Cristian Della Chiara (General Manager)

pesaro@pesarofilmfest.it

2.9 Communication officer within the Municipality, Filippo Galeazzi responsible for broadening the outreach of the city initiatives

III. CONTRIBUTION TO THE PROGRAMME'S GLOBAL MANAGEMENT

Number of UCCN Annual Conferences attended in the last 2021 Annual Conference held in Santos, Brazil (online)

four years 2019 Annual Conference held in Fabriano (Italy) 2018 Annual Conference held in Krakow and Katowice

Hosting of a previous or future UCCN Annual Conference Not scheduled

Hosting of working or coordination meeting(s) addressed 2019 Hosted the Music Cluster meeting within the Annual

to one or more UCCN creative field representatives Meeting of the UNESCO Creative Cities Network

Hosting of international conference(s) or meeting(s) on No specific issues salient to the Creative Cities with a large participation of members of the Network

Financial and/or in-kind support provided to UNESCO in order Supported the communication of the event related to the to strengthen the sustainability of the UCCN in different areas International Day of Music organized by the music cluster. including management, communication and visibility Pesaro is member of the coordination office of the Italian UNESCO Creative Cities network, together with Fabriano and Carrara (active participation in meetings held in Carrara, Turin, Alba)

3.7 Participation in the evaluation of previous applications None and/or of previous Membership Monitoring Reports

IV. MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL AND CITY LEVEL TO ACHIEVE THE OBJECTIVES OF THE UCCN

We want to make culture and creativity an essential component of urban policies and actions for sustainable development. Public and private sectors and civil society have been involved through participatory approach and partnerships.

enhancement of

Around and With respect to the creative enhancement of the tangible and intangible heritage linked to Gioabeyond Rossini chino Rossini's works, alongside the main events linked to the Rossini Opera Festival (ROF), and strategies, several other ones dedicated to the birth and death of the famous composer born in Pesaro were orproducts and ganized and realized in many different areas of the city, from balconies to courtyards and arcade. The good practices spreading of the musical heritage into the whole urban area, involving the rural and decentralized in the creative areas and the other Municipalities of the Province of Pesaro and Urbino, has been the main approach reuse and adopted by the city in order to achieve two closely related goals:

- heritage · to address the geographical and socio-economical gaps which still affect the accessibility of culture and entertainment for a large part of the territory, by extensively connecting cultural offer and demand and differentiating both the offer and the venues where arts and, in this case, music, could be approached and/or hosted;
 - to make culture a long-standing sustainable driver of the city economy, building on music and cultural events in order to animate the neighbourhoods, stimulate cultural enjoyment and social interaction, meet the cultural needs of the inhabitants and attract tourists.

According to this overall strategy, events focusing on Rossini's birthday (or non-birthday in case of non-leap years) regularly took place at the turn of February 29th, as well as celebrations of the anniversary of his death (on November 13th), realized in synergy with the institutions of the city (Fondazione Rossini, ROF, Rossini Conservatory and music schools).

A multi-genre Public and private subjects in the field, together with civil society actors, jointly play a role in designing and diffused and realising the so-called **Pesaro Music Seasons**. The main concert seasons (covering the whole Music Season year) have their start at the Ente Concerti (now in its 60th winter edition, with also a summer season called "Interludio") and continue with the Rossini Symphony Orchestra (named Symphony 3.0 in winter and XANITALIA Concerts in summer), Rossini Philharmonic Orchestra (consolidated initiatives such as Concerti Aperitivo and meetings on Sunday morning to explain music to beginners) and the Wunderkammer chamber season. Musicae Amoeni Loci (summer festival) and Music Notes - Mu.n (Conventinote since 2021, contemporary music festival) offer a wide range of choices to an affectionate local, national and international public. Playlist, the winter season promoted by Amat, since 2018 Rocca Costanza Scena Aperta (summer festival taking place in the landscape offered by the homonymous Rocca) and, since 2020, Miralteatro (new venue built inside the Miralfiore Park in Pesaro) intercept new musical languages and offer rich and varied agenda realized in synergy between Amat and local, national and international institutions and associations.

Solidarity, The Covid pandemic did not stop the City of Music: Pesaro decided – notwithstanding the lockdown creativity and - that music and theatre were still to be an important aspect of their citizens' social and individual new technologies lives jointly with various local realities, several virtual happenings were realized and broadcasted during the through the Facebook profiles of the Municipality, as well as through television, in collaboration with lockdown the local broadcaster Rossini TV.

> On May 1st 2020, the city celebrated Labour Day with a solidarity event in streaming on Facebook to support the SOS Pesaro fundraising, involving 30 smart exhibitions of music, theatre, reading and literature.

> The event opened and closed, symbolically, at the Rossini Theatre, a cornerstone of the city's culture. On December 31st 4 bands from the Oceano Adriatico project performed a live concert at the Circolo Mengaroni shared with the public through social live streaming, and the New Year's day a live streaming concert of the Symphony Orchestra Rossini has been performed in the Rossini theatre.

Not only music During the lockdown Pesaro also started three streaming projects focusing on literature, theatre and history, realized in collaboration with the National Festival of Drama (GAD) and accessible to both students and the general public. The first one involved more than twenty personalities of the city in telling stories and performing dramatic readings on web and social media. On December 2021 the Facebook page of Pesaro Cultura broadcasted Tales of Christmas, a series of podcasted tales and narratives; on May 5th 2021, Pesaro celebrated the 200th anniversary of the death of Napoleon Bonaparte with a lecture by the historian Riccardo Paolo Uguccioni, held in the Rossini National Museum and broadcasted through the Facebook page of Pesaro Cultura.

Strengthening the creative economy, notably through the creation, production, distribution and enjoyment of cultural goods and services.

The strategy embraced by the city in order to foster the creative economy builds on three main pillars: valorization and creative sustainable reuse of heritage; new technologies; bottom-up design processes which lead to differentiate contents, genres, products and spaces in music and art education, creation, production dissemination and enjoyment, according to specific local and micro-local assets, needs and potentialities.

Rossini150 Rossini150 has been a "scattered" exhibition displaced in three different locations (Pesaro, Urbino full dossier and Fano) from 2016 to 2020 as a tribute to the composer born in Pesaro. Thanks to a peculiar syner-(in italian) gy between institutions and non-profit bodies (such as foundations and associations), the exhibition highlighted the strict bond between Rossini and his homeland. The event has been designed as an immersive journey therefore, spectators had the chance to experience particular aspects of Rossini's life, work, places and time, through an engaging and authentic setting. In just over a month, more than 7500 visitors reached the three locations. As for the Rossinian Year, the exhibition - organized by Sistema Museo and projected by the Promoting Committee of the Rossinian Celebrations was advertised by the Municipalities of Pesaro, Urbino and Fano, in collaboration with the Marche Region. The Fondazione Rossini, the Rossini Conservatory, the Rossini Opera Festival, Ente Olivieri (Oliveriani Library and Museums), Museo del Pianoforte Storico e del Suono di Accademia dei Mu**sici** also collaborated to guarantee the success of the event.

> Moreover, Rossini contributed to further internationalize Pesaro by connecting the city to Paris through the Mont Blanc. On November 3rd 2018, in Courmayeur, in a live cultural event enriched with music and good food, initiatives realized throughout the year dedicated to the 150th anniversary of the composer's death were displayed.

Improving access to and participation in cultural life, notably for marginalized or vulnerable groups and individuals, and fostering youth engagement and gender equality

The strategy introduced in the previous paragraph also has, among its effects, that of systematically connecting cultural governance and the numerous spontaneous realities of the territory.

ZOE ZOE MICROFESTIVAL (ZMF, on-going since 2007 at Orti Giulii in Pesaro), jointly promoted by the Mu-MICROFESTIVAL nicipality of Pesaro, the Social Territorial Area n.1 and the Zoe' Social Promotion Association, is an Young talents initiative designed to offer new opportunities for promoting and showcasing young talents.

and resilient In order to foster youth engagement as well as to provide and enlarge access and participation to the cultural economy city cultural life to the largest possible audience, ZMF is re-invented year after year. Zoe' association, together with its partners, aims at mixing and shaping different artistic languages into a single container, designed by youths.

> Besides artistic promotion, shows and exhibitions, ZMF also stresses values and concepts such us biological productions, local and fair trade commerce, voluntary association, low environmental impact of any human activity. In a word, it promotes sustainability, in line with the Agenda 2030 goals, which inspires Zoe's association "Charter of Values".

Fumetti Opera Festival - Two days of perfromance drawing, stand-up comedy and concerts for a new way of reading comics.

Pesaro Women Orchestra Olimpia (00) is an all-female symphony orchestra founded in 2019 by the pianist Roberta Olympia Orchestra Pandolfi and the director Francesca Perrotta, with the aim of fostering solidarity as well as promoting fe-Solidarity and male music. Based on this background, and in light of the recent dramatic happenings taking place in Af-Gender equality ghanistan, 00 recently joined the Kabul Zora orchestra. Keywords: womanhood, uniqueness, elegance.

LiberaMusica The LiberaMusica [LM, Free Music] association aims at offering to everyone the opportunity to ap-Accessibility and proach the study of music and the experience of making and playing music together. Music must be a social inclusion right and not a privilege: the activities promoted by LM, are aimed primarily at those to whom this right is not granted. Making music together doesn't just mean being musicians, but it also means thinking that music can help people to be better men, women, boys and girls.

Nati per la Nati per la Musica [NpM, Born For Music] is a national project aimed at disseminating music among Musica children from 0 to 6 years old. The project is promoted by the Cultural Association of Pediatricians and Children, health by the Centre for Child Health. The action is realised throughout the entire Italian territory thanks to the and community regional networks of operators in charge of coordinating initiatives for children and their families. Born cohesion for Music is promoted by the "Il Giardino delle Voci" Association in collaboration with the departments of Culture, Growth and Solidarity of the Municipality of Pesaro and the Province of Pesaro-Urbino, with the patronage of the Marche Regional Council.

Hubs of creativity and innovation and broadening opportunities for creators and professionals in the cultural sector

Sonosfera® Sonosfera® (Sonosphere) is a technological amphitheatre (EU patent: EP 3052719B1) for deep listea new sound ning to ecosystems and music, designed for Pesaro by David Monacchi, equipped with an array of environment 45 loudspeakers in a spherical space with perfect internal acoustics and sound-transparent terraces. In January 2022, alongside the programme Fragments of Extinction in the Climate Clock, Sonosfera® opened a new program focusing on the sonic and musical exploration of Raffaello Sanzio's frescoes of Stanza della Segnatura in the Vatican. Ultra hi-definition images of the frescoes were deconstructed and reconstructed for the theatre's 360° projection surface to reveal their sonic/musical properties and symbols as found in the paintings, through a semiotic approach: The sound of the Pythagorean Tetraktis, the archaic and Renaissance musical instruments, the four elements, and a coeval Josquin Desprez's 4-part Missa Pange Lingua. All these sonic elements have been positioned in the spherical space around, above and below the audience, building a unique sensorial and cognitive 3-dimensional experience of sound and Renaissance polyphony.

Over the next 4 years Sonosfera® will produce new programs, exploring literature, visual art, computer music, and applications in many other research fields, following its sci/art mission to keep 3D sound always at the core of the experiences proposed to the public.

Oceano **Oceano Adriatico** (OA) is a music and art output (a vinyl involving 13 bands and a cd with 42 bands) Adriatico produced by **Black Marmalade Records** and **ZaMusica** in collaboration with the Municipality of Pea cultural hub saro, dedicated to the memory of Mirko Bertuccioli and Andrea Guagneli, who died in 2020. Both the for Pesaro's vinyl and the cd have been released in a limited edition (500 copies each). They offer a 360° sound independent journey into the world of Pesaro indie music and visual arts. The cover and the booklet accompanying artistic scene the vinyl were created by the designer and cartoonist Alessandro Baronciani and other illustrators from the Pesaro's territory: Mara Cerri, Magda Guidi, Viola Bartoli, Paolo Savelli, Rodolfo Brocchini, Moro, Guido Brualdi and Camilla Cesarini.

> Black Marmalade Records has also promoted Luccichini dappertutto, a concert in memory of Zagor Camillas, supports some of the contemporary Pesaro music scene productions and, since 2017, organizes the Pesaro Disco & Comic Fair in collaboration with ZaMusica, with the partnership of **Confartigianato Imprese Ancona-Pesaro-Urbino** and the Municipality of Pesaro.

Fumetti Opera Synergies between music and comics became even more concrete with the creation, in 2021, of the Festival Fumetti [Comics] Opera Festival (FOF), with the aim of promoting new ways of enjoying comics. On music, comics, September 17th and 18th, 2021 Pesaro hosted drawn performances, stand ups and concerts, which living arts turned graphic novels into true entertainment. Under the artistic direction of Alessandro Baronciani, the firt edition hosted the artists Davide Toffolo, Rachele Bastreghi (Baustelle), llariuni, Her Skin, Giangioff, Nova, Louseen Smith, Moro, Guido Brualdi.



Piano city International networks and new urban geographies	In September 2021 Pesaro also hosted Piano city , an international piano festival originally born in Berlin, which soon spread to many European cities. In 2021, therefore, Pesaro and Lecce joined Piano city (Italian cities' network also attended by Milan, Palermo, Naples, Pordenone and Trieste). 16 piano concerts reconfigured the city as a single large stage by exploiting two exceptional locations: the Teatro Sperimentale and the Amphitheatre of Miralfiore Park . Piano city is designed as a multidimensional journey through different historical times and along the geographical line of the world, with the participation of both international artists and the young talents from the Rossini Conservatory .
v artists, groups	s and projects emerged during the past four years
Cristiano Filippini	Composer and guitarist with a dual soul, in which symphonic music and hard rock merge in a unique sound. Cristiano founded a band with international artists.
affaele Damen	Raffaele is an extraordinary talent born in the Pesaro City of Music , a true virtuoso of the accordion, an instrument that fascinated him at the age of 5. A year later, he was already able to join

Filippini	unique sound. Cristiano founded a band with international artists.		
Raffaele Damen	Raffaele is an extraordinary talent born in the Pesaro City of Music , a true virtuoso of the accordion, an instrument that fascinated him at the age of 5. A year later, he was already able to join the Conservatory, where he graduated with the best of votes. In recent years he has undertaken research within the contemporary repertoire of this fascinating instrument.		
The Kaos Trio	Born in the great musical forge of the City of Music, the Trio Kaos is composed by lago "iuko" Baldassarri, llaria "llarì" Imbriani and Elisabetta Del Ferro. Their music explores Indi pop by moving at the crossroads between science and comedy. Their ironic lyrics are sided by simple yet never predictable melodies, which also recall some punk, hip hop and blues.		
Aldemaro Moltedo Jazz band	This original project searches to melt jazz and opera, also mixing the sacred and the profane. The group was founded by Aldemaro Moltedo, a music lover who, in everyday life, works as a dental technician. In the summer of 2021 the band got a dedicated space within the Miralteatro programming.		
Jester in Jail	This music project was born in Pesaro in March 2017: Matthew (vocals and guitar) and Branco (drums) were soon joined by Thom (vocals, bass and keyboards). In June 2018, they released their first EP "The Worst is yet to come", followed by a short tour across the Marche region. They were one of the SanremoRock finalist bands from the Marche.		
The Tourists	The Tourists (Vittorio, Eleonora, Marco and Matteo) play Adriatic indie rock, influenced by the Strokesian sound of the 2000s as well as by the nostalgic sound of Italian songwriters of the past decades. They were born in Pesaro in the spring of 2019.		
Integrating culture and creativity into local development strategies, policies and plans			

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At the crossroad between culture and creativity, on one side, and urban policies, strategies and plans, on the other, there is everything that concerns the way MUSIC SPACES in Pesaro are managed and/or planned anew. In fact, apart from the two main city theatres (Rossini and Sperimentale), spaces for music and culture are growing, so as to offer and distribute magical moments of enjoyment throughout the entire territory to the largest possible audience.

Chiana	This process can count an locations such as the Chicae dell'Appropriets and the Chicae della
Chiesa	This process can count on locations such as the Chiesa dell'Annunziata and the Chiesa della
dell'Annunziata	Maddalena (two spaces of about 90 seats each, in the historic town centre). It also takes advan-
Chiesa della	tage from the on-going urban regeneration process, which will allow the realisation of both an
Maddalena	autonomous room (for performances, rehearsals and shows) on top of the Rossini Theatre as
	well as the much-awaited Auditorium Scavolini (whose inauguration is scheduled for 2022). The
Auditorium	Auditorium, in particular, will soon be hosting an audience of about 1200/1500 people.
Scavolini	
	The Centro Arti Visive Pescheria spin-off dedicated to photography; a place where to propose
spazio bianco	different artistic paths and photographers, with a particular attention to the regional production.

The Centro Arti Visive Pescheria spin-off dedicated to photography; a place where to propose
different artistic paths and photographers, with a particular attention to the regional production.
spazio bianco was also created to host meetings and courses, and conceived as a future docu-
mentation center for local cultural associations dedicated to photographic research.

Pedrotti Auditorium Spazio Webo	There is also high expectation for the recovery of the Pedrotti Auditorium , a part of the Conservatorio "G.Rossini" (Rossini Conservatory), which will take place as soon as all the necessary safety works are completed. From October 2021, live music programming has also begun at Spazio Webo , a space in which music is hosted and produced: diventa it is a new room (located at Gagarin Street 161) where everyone can be involved in a peculiar sound experience, at the same time visual and participatory, through concerts and performances. Spazio Webo hosts an auditorium, a recording studio and a record label inside. The architects of the project are, interestingly, three musicians: Michele Panzieri, Vittorio Ondedei and Simone Sciocchetti, who together form a team including Ale Grazioli, Mario Mariani and the director Guido Tacchi.	
Monteciccardo	Among the spaces where culture can be produced and consumed, the little cloister of Montecic-cardo is also to mention. It hosts MUN – Music Notes review in Pesaro and the Wunderkammer chamber season. The direction is clear: culture is and always will be the key to experiencing the municipal area in its entirety, especially during the summer, when outdoor events can be organised in complete safety. Among the venues for live performances, the convent of the Serviti di Maria of Monteciccardo has thus become one of the landmarks of summer 2021 (CONVENTINOTE).	
	tering awareness-raising on the UCCN, as well as enhancing the impact of culture and creativity in evelopment and supporting research, analysis and dissemination in this particular field	
Integrated Territorial Investment-ITI Pesaro-Fano	ITI deals with the construction of the Campus of music/Cittadella della musica (the first call for proposals was launched aiming at reaching among non-metropolitan cities): 110 thousand euros of ERDF contributions were made available in favour of companies in the cultural and creative sector. The municipal tender is part of the ITI strategy through which the Municipality of Pesaro has intercepted about 5 million euros of European funds for the construction of an international music campus.	
Training courses	As part of the ITI – Urban Agenda (City of music) strategy, the Municipality has developed a higher education system, funded by the ESF funds, to implement cultural issues related to the cluster of creative enterprises. The courses – carried out in partnership with the most prestigious academic and cultural institutes in the area – have ensured excellent collaboration between the Municipality and the private sector, in order to encourage the creation of jobs in the creative sector. The Municipality of Pesaro has been the first Italian Municipality able to carry out these kinds of courses, thus providing the start of an urban development strategy connected to the cultural economy.	
Entertainment management	Master degree in entertainment management realized with the University of Urbino (UNIURB) to promote the creation of managerial figures capable in supervising organizational and economic pro-	

courses	ative enterprises. The courses – carried out in partnership with the most prestigious academic and cultural institutes in the area – have ensured excellent collaboration between the Municipality and the private sector, in order to encourage the creation of jobs in the creative sector. The Municipality of Pesaro has been the first Italian Municipality able to carry out these kinds of courses, thus providing the start of an urban development strategy connected to the cultural economy.
Entertainment management	Master degree in entertainment management realized with the University of Urbino (UNIURB) to promote the creation of managerial figures capable in supervising organizational and economic processes in the sectors of the cultural economy.

Music archivist	The Advanced training course in digitalization management of music archives has been designed and
Piano restorer	implemented in collaboration with the Rossini Conservatory, with the aim of valorizing the figure of the
	music archivist and training highly qualified professionals in the field.
	The Training course for piano restoration, organised in collaboration designed and implemented with
	Liceo della musica (Music High School) aimed at enhancing the professional figure of the piano restorer.

he City of Lute Musicological research and history studies	Pesaro – City of Music – is now also City of the Lute . The Oliveriana Library – thanks to the exceptional discovery of a rich musical collection that belonged to the Albani family of Urbino, now preserved in Villa Imperiale in Pesaro – allows the city of Pesaro to position itself as one of the world reference points for research related to the lute repertoire and to music composed and performed between the end of the 16th century and first decades of the 1600s. This has been made possible in virtue an extraordinary work of inventorying and digitization of the Albani Archive (available at the address www.archivialbani.it) The newly discovered collection comes up beside the already extraordinary presence of the Oliveriar manuscript 1144 , known as the "Heart Code", which contains precious musical compositions that follow a notation system based on numbers, letters and other symbols. The "Heart code" dates back to the last years of the XV century, just like the other three scores of music for lute that one can find at the
	library of the Conservatorio "G. Rossini"

Concerti dal Balcone - Concerts given from the balcony of Rossini's birthplace: a very successful format featuring pupils of the Accademia Rossiniana



EUROVISION After the victory of the Maneskin, which brought Eurovision 2022 back to Italy, Pesaro launched candidacy the candidacy to host the international event, as a measure for music promotion and a tool for fostering engagement and participation. The city reached the shortlist of 5 cities in the final.

V. MAJOR INITIATIVES IMPLEMENTED THROUGH INTER-CITY AND INTERNATIONAL COOPERATION TO ACHIEVE THE OBJECTIVES OF THE UCCN

Main initiatives, partnerships, projects, exchange measures and/or studies have been implemented in collaboration with one or more UNESCO Creative Cities to fulfil the Network's objectives, as well as in line with the Agenda 2030 for Sustainable Development, during the last four years.

Toronto Convention between Rossini Opera Festival and Toronto City Opera: ROF and the Toronto City Opera have entered into a collaboration agreement for achieving common artistic and cultural

Among these objectives are:

- producing Rossini recitals and opera concerts with singers from the Accademia Rossiniana (Rossini Academy) "Alberto Zedda" (ROF);
- · creating a network for auditions for selecting singers from the "Alberto Zedda" Rossiniana Academy in Canada, in order to implement the international network already launched in New York, Moscow, Seoul (from 2022) and Pesaro;
- organizing Rossinian singing Masterclasses in Canada;
- realizing a Rossini Mini-Festival in Toronto, also foreseeing the digital dissemination of works from the catalogue of the Rossini Opera Festival;
- · co-productions between the two musical institutions and rental of staging of the Rossini Opera Festival;
- · activating approved training courses for professionals operating in the theatrical field. London (Canada), a new entrant among the UNESCO Creative Cities of Music, could soon become a strategic interlocutor to strengthen the agreement.

Novi Grad On March 23th, 2018, a Twinning Pact was signed between Pesaro and the **Municipality of Novi** Sarajevo Grad Sarajevo, thanks to the support provided by the associations Time for Peace (TfP), Lutva and the Italian ambassador to Bosnia and Herzegovina, H.E. Nicola Minasi.

> TfP plays a key role in the relationship between the two cities since the times of the conflicts in former Yugoslavia, when the association promoted fundraising for scholarships, encouraged long-distance adoptions and financed psychomotor classrooms. Lutva has also been working to foster strong ties between Pesaro and Novi Grad Sarajevo, promoting exchanges between local schools and knowledge on history of the Balkans since the 1990s.

> In April 2019, a team from Novi Grad Sarajevo took part in the Easter basketball tournament, followed by a delegation made up of representatives of the administration (including the Mayor) and the sports club.

In October 2019, the Not only hospitality project was carried out by the TfP, IIC "A. Cecchi", I.P.S.S.A.R. "Santa Marta" of Pesaro and the Municipality: 24 students from Sarajevo and their teachers were hosted in Pesaro from the 14th to the 18th.

In September 2021, a visit to Sarajevo, in the framework of the European project Snapshots from the Borders, focused on migratory flows in Bosnia and Herzegovina, provided the opportunity to organise a meeting with the Italian ambassador in Sarajevo, H.E. Marco Di Ruzza. Our delegates discussed on the cultural and educational programmes of the city and the cooperation between the involved associations, with the aim of enhancing internationalization and cultural promotion projects.

During a visit to the "Aleksa Santic" primary school, the Mayor of Novi Grad Sarajevo, Mr. Semir Efendić, jointly with Mr. Muamer Tinjak, former principal of the school Aleksa Šantić and now director of Studentski centar IZ-e u BiH, met our delegates in order to strengthen the tie between the two municipalities and planned to design new joint projects.

Mostar (BiH)	In September 2021, in the midst of the Open City Mostar festival , our delegation held an online meeting with Amela Sarić and Mili Tiro, representatives of the Muzički Center Pavarotti , created and financed by Luciano Pavarotti in Mostar to provide artistic training and support to youths coming both from Bosnia and from foreign countries. The aim of the meeting was to involve the Municipality of Mostar , through the European Creative Europe programme , in a project aimed at increasing the opportunities for musical exchanges and collaborations between artists and young students from our regions.
	In September 2021, Deputy Mayor D. Vimini and F. Galeazzi met the Director of the IIC , Mr. Stefano Cerrato and the already designed new director (from October 1st), Mr. Stefano Faggioli in order to set a high-profile production and promotion planning both on Rossini and on the contemporary scene of Pesaro UNESCO Creative City of Music. Possible collaborations related to the Rossini Opera Festival were discussed, with further potential interconnections between the agendas of Ljubljana UNESCO Creative City for literature, on the one side, and Pesaro UNESCO Creative City for music, on the other. On the same occasion our delegation was received by one of the 4 deputy mayors of the Municipality of Ljubljana, Mr. Dejan Crnek, who laid the foundations for the renewal of the twinning between the two cities. There was also an effort to identify strategic assets beyond music, such as sustai-
	nable mobility, urban regeneration and sport, seen as driving forces for tourism development. One of the points of the meeting concerned the Znanstival , a festival dedicated to young people and children, a "scientival" that could inspire our Municipality for designing new cultural products to be offered to the public (for instance during the 2022 Mobility Week).
International celebrations	In the framework of the celebrations of Rossini150 , the UNESCO centre of Paris hosted the presentation of the Rossini Opera Festival (ROF) programme for 2018 (June 13). The Italian Ambassador of UNESCO, H.E. V. Lomonaco, took part to the event. Among the guests: Ugo Ciarlatani, official of the Italian Embassy in France; Ernesto Palacio, who presented the calendar of the 2018 edition of ROF, Ilaria Narici, editorial director of the Fondazione Rossini, who illustrated the traditional and successful bondage between the two foundations. The event ended with a short recital by the tenor Xabier Anduaga, one of the most recent revelations from the Accademia Rossiniana "Alberto Zedda" , accompanied by the piano of Elisa Cerri.
November 14th 2018, Grand Amphiteatre Sorbonne (Paris)	The Rossini celebrations in occasion of the 150th anniversary of the death of the composer born in Pesaro reached their climax on November 14th, at the Grand Amphithéâtre of the University of the Sorbonne, in Paris . The Petite messe solennelle, the last work composed by Rossini, was performed in order to commemorate his anniversary of death in the city in which he spent the last years of his remarkable life. The "Messe" was proposed in its original version for two pianos

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Valparaiso	Valparaíso and Pesaro, both of them part of UNESCO Creative Cities of Music Network, intend to collaborate in activities of study, research, and information in the cultural field. Specifically, their bond passes through the project of reviving the work of the Chilean composer Eleodoro Ortiz de

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June 6th, 2019, Paris presentation of the ROF at IIC Parigi	On the opening of the Rossini National Museum's and the 40th edition of the Rossini Opera Festival's eve, the ROF played the leading role in the celebrations for Republic Day organized by the Italian representation at UNESCO in the headquarters of the Italian Institute of Culture in Paris. Ambassador Massimo Riccardo welcomed the guests, in the presence of the Director of the Institute Fabio Gambaro and ambassadors from all over the world.							
with Alba Città Creativa della Gastronomia	The Intendant Ernesto Palacio and the General Director Olivier Descotes, also representing Pesaro as Creative UNESCO City for Music, presented the Rossini Opera Festival 2019 and the calendar of events that will accompany it (among them, L'Italiana in Algeri for marionettes on							
	12, 13 and 14 July curated by the company Carlo Colla e Figli, and the celebrations for Rossini's passing in mid-November with the Petite messe solennelle in the version by Paolo Fresu). The first appointment is Tuesday June 11, for the inauguration of the Museo Nazionale Rossini at Palazzo Montani Antaldi, within the framework of the annual Creative Cities Conference scheduled in Fabriano from 10 to 15 June.							
	A recital of Rossini's arias by Manuel Amati accompanied on the piano by Elisa Cerri followed, and then a buffet curated by Alba as UNESCO Creative City for gastronomy and the International Fair of Alba Truffle.							
Tournée ROF 2017- 2024 ROF in Oman arse rossiniane	The Rossini Opera Festival celebrates the 228th birthday of Gioachino Rossini , born in Pesaro on 29 February 1792. The Festival, in collaboration with the Royal Opera House Muscat , will stage the Rossini farces in Muscat, the capital of Oman. On Thursday 27 and Saturday 29 February L'inganno felice, the ROF production staged in 1994 (and resumed in 2015) in Pesaro by Graham Vick, will be played in the Omani theater.							
	The partnership has reached its third appointment, after L'occasione fa il ladro (October 2017) and La scala di seta (March 2019), and in 2020 was held in conjunction with the Rossini anniversary. The ROF tour is part of a broader educational project including a theatrical workshop for students of the University of Muscat .							
	The collaboration is scheduled to continue in 2023 and 2024.							
1144 2010	On 11 lung 2010 Decore heated a chineff receting of the Annual LICCN Marking (Fabricary) factor							
une 11th, 2019, Pesaro	On 11 June 2019, Pesaro hosted a spinoff meeting of the Annual UCCN Meeting (Fabriano) focused on music. Delegates from the Unesco Creative Cities of Music met in Pesaro in order to share a							

June 11th, 2019, Pesaro Spinoff meeting	On 11 June 2019, Pesaro hosted a spinoff meeting of the Annual UCCN Meeting (Fabriano) focused on music. Delegates from the Unesco Creative Cities of Music met in Pesaro in order to share a common strategy and participate in the inauguration of the Rossini National Museum.
November 23th-25th, 2019, Daegu Cluster meeting	Participants: 13 Creative Cities of Music (Korea/Daegu, Australia/Adelaide, Kazakhstan/Almaty, Czech/Brno, Chile/Frutillar, Scotland/Glasgow, Japan/Hamamatsu, Germany/Mannheim, Germany/Hanover, Poland/Katowice, Sweden/Norrköping, Italy/Pesaro, Korea/Tongyeong) Main activities: consultation process for the UCCN programme; discussion on the guiding principles and areas of focus; brainstorming. Also, we prepared an action plan for Creative Cities in relation to the SGDs No. 5 'Gender Equality' for cultural activities.
November 18th-20th, 2019, Frutillar	The event was realised in the framework of the Transmedia Encounter of Entrepreneurship and Creative Territories <u>ETC LOS LAGOS 2020</u> . The city of Pesaro (represented by Daniele Vimini and Filippo Galeazzi), along with local stakeholders and cultural institutions, took part to some interna-

(Chile)/online Cluster meeting

continion strategy and participate in the mauguration of the Rossilli National Museum.
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The event was realised in the framework of the Transmedia Encounter of Entrepreneurship and Creative Territories ETC LOS LAGOS 2020. The city of Pesaro (represented by Daniele Vimini and Filippo Galeazzi), along with local stakeholders and cultural institutions, took part to some international collaboration meetings, willing to strengthen ties with people from other cities. The delegation also tried to deepen their knowledge of how specific cultural issues are currently addressed in other parts of the world. Some of the round-tables addressed in this occasion were: 1. Education Learning in fertile settings for creativity 2. Innovation in the arts, opportunities and challenges of digital programming 3. Creating communities: Art education experiences in the digital age 4. The symbiosis between creativity and tourism, building destination 5. Urban planning and creative industries, how to force local development agendas 6. Creative entrepreneurship and the powerful tool of diversification 7. Music Export Offices and UCCN Music Cluster 8. Public sector and arts, how to navigate in times of crisis





Horizon 2020 - Pesaro contributes to the Climate CAMPAIGNers network, in particular with regard to the impact of su-**CAMPAIGNERS** – stainable mobility on citizens' lifestyles (through the international export of the bicipolitana experience).

Pesaro has also started the process of joining these networks: European ICON Cities Network – a unique collaboration among mainly European cities working in and involved with historical icons within literature, music, visual arts, arts and science in general, in a way or to an extent where the icons of international significance play a vital role in the development of the city's identity - Malaga (Spain) with Pablo Picasso, Stratford Upon Avon (England) with Shakespeare, Lucca with Giacomo Puccini, Granada (Spain) with Federico Garcia Lorca, Salzburg (Austria) with Mozart, Skien (Norway) with Henrik Ibsen, Odense (Denmark) with Hans Christian Andersen, Alcalà (Spain) with Cervantes, Rungstedlund (Denmark) with Karen Blixen, Kassel (Germany) with Grimm Brothers, Vimmerby (Sweden) with Astrid Lindgren.

Eurocities – the network of more than 200 cities in 38 countries, representing 130 million people, working together to ensure a good quality of life for all. Pesaro is part of this network since 2016, mainly working within the culture cluster.

NEMO – The Network of European Museum Organisations (from 2021)

Michael Culture Association - European Trans-Domain Network For Promotion & Valorization **Of Digital Cultural Content** (from 2021)

VI. PROPOSED ACTION PLAN FOR THE FORTHCOMING MID-TERM PERIOD OF FOUR YEARS

Pesaro's membership of the UCCN has reinforced the cohesion of our community and the awareness of our unique cultural identity. Over the past four years, the music sector has been the driving force behind a process of mobilisation and inclusion of all the actors involved in the cultural chain, which has increasingly involved other creative fields and other sectors of society. On the wave of this remarkably successful experience, in January 2021 the city decided to apply to become the Italian Capital of Culture in 2024, with the aim of creating a virtuous circle between the benefits generated by the UCCN framework and the creative forces channelled by the new challenge.

Crescendo: the The action plan we are proposing for the next four years —Crescendo: the Nature of Music Nature of Music (CNM)—comes from the synergy between the two frameworks: by building on the knowledge, The action plan experience, networks and infrastructures acquired thanks to its membership of the UCCN, the city is ready to face the challenges raised by the possibility of becoming a capital of culture; thanks to the processes triggered by the candidacy for Italian Capital of Culture, the city can fully play its role as a creative city of music, accelerating the intersection with other creative fields and the exchange of skills and best practices with other cities.

Themes and Driven by the issues raised by the Anthropocene, which force national and international agendas topics to pay increasing attention to the environment and the ways in which we interface with it, Pesaro has chosen to dedicate the next four years to explore the relationship between environment, art and technology through music. Unlike what the humanity has thought for centuries, the environment does not coincide with nature, but is an indissoluble interweaving of nature and culture, humans, machines and living beings, which we must begin to think of as a shared habitat. In spite of the prejudice that still opposes the humanities and the hard sciences, art and technology are the two sides of music and, more generally, of the human way to inhabit the world: art turns the materiality of sound into a form of intelligence and an object of culture; technology is the material intelligence of music, the tool through which culture takes shape and memory acquires a concrete existence. The two sections of the action plan, Crescendo in Pesaro (CrePe) and Playing the Planet (PP), directed respectively at the local and international level, explore the creative potential of music in its intertwining of material and immaterial heritage, art and science, poetry and technology, in search of new models of culture and cities, oriented towards the well-being of the inhabitants, the community and the Earth.

Approach and The **participatory approach** is a crucial aspect of CNM, both in the governance and the development expected results of the proposed cultural projects. The systemic impacts of this approach will be significant at multiple levels. By structuring a participatory and shared mode of local planning, it will enhance social, economic and political inclusion, ensuring equal opportunities and creating spaces for public debate to advance new shared local policies. The participatory process will guarantee public and transparent access to information and will increase the capacity to defend fundamental freedoms, creating shared tools for people to participate in public life, for example in relation to gender equality.

Strategy As a creative city should involve in the cultural economy not only artists, but all those who participate in public life, CNM also activates the governance side of the city (in both public and private sectors) in the conception and implementation of cultural projects. Tourism, a central sector of the territory's economy, will be an important area of strategic intervention. The commitment in this direction will be based on sustainable, inclusive and lasting growth, also thanks to local excellence and tangible and intangible heritage. The involvement of citizens and civil and productive society throughout the development of CNM will also enable the creation of synergies between the various sectors, increase the number of young people and adults with specific skills and encourage an increase in jobs opportunities and synergies between scientific research and enterprises.

VI.I CRESCENDO IN PESARO Three main initiatives aimed at achieving the objectives of the Network at the local level

								I							
2022 202				23	23 2024				2025						
3M	3M	3M	3M	3M	3M	ЗМ	3M	3M	3M	3M	ЗМ	3M	ЗМ	3M	ЗМ
RELOADING HERITAGE - DANCING MEMORIES design and implementation								live perform	ances			live perform	ances		
	DING HERI and impler		LKING CITI	ES						produc tools	ts /				
RELOADING HERITAGE - TIKTOK ROSSINI design and implementation				open contest on Tik Tok											
ELECTRIC FLOWERS - PIANO PIANISSIMO/ FORTE FORTISSIMO design and first ive event				live events		live events		live events		live events					
ELECTRIC FLOWERS - FUORI! design			live perf.		EF - F! design		live perf.		EF - F! design		live perf.				
		IS A SM	IC FLOWER ART WOM and first tra	AN	RO		training	s			training	s			
EVERYWHERE - UBIQUITOUS SEASONS design and implementation			live events			live events				live events					
					WHERE -PI and imple	HANTOMS mentation	OF THE O	PERA		live events					

1. Reloding Heritage (RH) aims at stimulating and supporting experimentation with digital tools and new media among artists, ICC and younger citizens in order to creatively enhance and disseminate heritage and memories. The initiative foresees three main sections:

1A. Dancing Memories (DM) aims at valorizing and creatively reusing historical sound archives. Local groups and sound artists will access the Toccaceli Fund (more than 150 records from the Pesaro hinterland), studying and reinterpreting last century dance music preserved in the sound archive, with the final aim of involving inhabitants and tourists in "dancing the memory": different spots of urban areas, moving from the inner lands to the beach, will be turned into nomade open air dance-halls hosting the performance of these musicians and DJs.

1B. Talking Cities (TC) involves the design and production of a series of audio guides and radio dramas by the city's youngest inhabitants, with the help of composers, sound designers, actors and screenwriters and the support of the Municipality in collaboration with ROF, Pesaro Film Festival and AMAT. Building on a dense calendar of engagement and co-design events and on the facilities and the knowledge made available by partners, TC will guide participants in the design and implementation of professional audio products which will be available in a public playlist on SoundCloud, with maps of each route downloadable in PDF format.

1C. TikTok Rossini (TTR) focuses on the creative potentialities of new social media in order to disseminate and revitalize the heritage. Musicians and musicologists from the Rossini Foundation will create a playlist of Rossini's crescendos accessible on Tik Tok, inviting users to overturn the relationship between images and sound commentary and offer original visual insights on Rossini's famous music.

Miralteatro d'estate	 Theatre, music and 	l circus summer	festival in the	e wonderful setting	of Miralfiore Park
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Partners	Fondazione Rossini; ROF; IPSIA Pesaro; DJ Thor; Studio Naïve; Circolo Mengaroni; HangartFest; Mestieri Misti; Orchestra Olimpia; Squilibri Editore; archiviosonoro.org; AMAT.
Stakeholders	high school and university students, musicians, artists, cultural and creative industries, Tik Tok users, transport companies, catering, tourism, entertainment and publishing sectors.
Beneficiaries	young people, cultural associations, schools, universities, local governance, tourists, citizenship, web and social media users.
Covered Sustai- nable Development Goals: (SDGs)	8 - decent work and economic growth; 10 - reduced inequalities; 11 - sustainable cities and communities;
Covered UCCN Objectives	strengthen the creation, production, distribution and dissemination of cultural activities, goods and services; improve access to and participation in cultural life as well as the enjoyment of cultural goods and services, notably for marginalized or vulnerable groups and individuals;
Covered UCCN Areas of action	sharing experiences, knowledge and best practices; communication and awareness raising activities.
scene, famous national Soviet, Maria Antoniett organisers, rehearsal retive Labirinto, uses musicity, to the new general 2A. Piano Pianissimo, various webradios, on 2B. Fuori! is the project shment of rehearsal rough.	is an initiative aimed at fully exploiting the creative potential of Pesaro's independent musically and internationally thanks to bands such as Camillas, Be Forest, Brothers in Law, Soria, Soviet as, Death SS, and characterised by a transversal sound and an effervescent network of musicians, coms, shopkeepers and congregation spaces. EF, realised in collaboration with the social cooperasic as a tool for social inclusion, extending the recognition of "city of music" to the geography of the tions, and to alternative and youth realities. The initiative consists of three closely related branches: */Forte Fortissimo* (PP/FF)* is a cycle of meetings and public debates, also broadcast on the city's a "policy of noise" in Pesaro. *t for a Festival held in key locations in the city, both in the centre and the suburbs, with the establishoms designed with the musicians living in the various neighbourhoods. *woman* (PSW)* is a training program delivering Free lessons in acoustic and electronic musical ting and DJing software for women.
Partners	Cooperativa Sociale Labirinto, Circolo Mengaroni e Radio "La Saletta", Centro Arti Visive Pescheria, Black Marmalade Records, Zoe, Periferica, Conservatorio G. Rossini.
Stakeholders	musicians, artists, cultural and creative industries, women, cultural associations, young people, scholars and experts in music and social cohesion.
Beneficiaries	young people, women, local governance, suburbs inhabitants, tourists, small enterprises in the music and tourism sector.

and individuals;

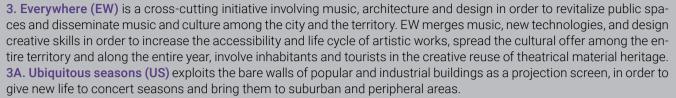
SDGs 5-gender equality; 8-decent work and economic growth; 11-sustainable cities and communities;

and professionals in the cultural sector; improve access to and participation in cultural life as well as the enjoyment of cultural goods and services, notably for marginalized or vulnerable groups

Covered UCCN strengthen the creation, production, distribution and dissemination of cultural activities, goods and services; develop hubs of creativity and innovation and broaden opportunities for creators

Covered UCCN sharing experiences, knowledge and best practices; policies and measures for sustainable urban development; communication and awareness raising activities.





US envisages free live projections, simultaneous in several districts and municipalities, of the province's leading events (Fano Jazz Network, ROF, Fondazione Rossini) and a programme of "out of season" replicas in the logic of summer cinema. The space, light and sound design plays a key role in shaping outdoor places, often located in inconvenient points of the urban landscapes, into art venues and social hubs: Luca Alessandrini Design Studio, in collaboration with "Circolo Urbano" (Cultural Association) and Precious Plastic, will design and implement a set of street furniture in recycled plastic with schoolchildren aged 6-18.

3B. Phantoms of the opera (PhO) is an artistic intervention coordinated by artists and architects Susan Stockwell, Hiroshi Fuji, Izaskun Chinchilla, and Alejandro Aravena, aimed to rewrite urban space through the sets, the scenes, the costumes, and everything that has enabled the ROF to stage 76 opera productions in over forty years. Fabrics, machinery, mannequins, accessories and the most varied objects come out of storage to animate the city's public spaces. The installations will be continually modified thanks to the involvement of tourists and citizens, who are invited to invert the meaning of the original materials: stage floors become basketball courts or an outdoor training space, remnants of costumes can become book covers and diaries, with no limits to creativity.

Partners	Fano Jazz Network; ROF; Fondazione Rossini; Conservatorio G. Rossini; Precious Plastic; Studio
	Cassio Mosaici; Luca Alessandrini Design e R&D Studio, Legambiente; local associations.

Stakeholders	music and entertainment sectors, sound and space designers, visual artists, architects, local
	governance in public and private sectors.

Beneficiaries	suburb inhabitants, children, families, tourists, third sector, design students, professionals and
	amateurs, local governance.

DGs	10 - reduced inequalities; 11 - sustainable cities and communities; 16 - peace, justice and strong	
	institutions.	

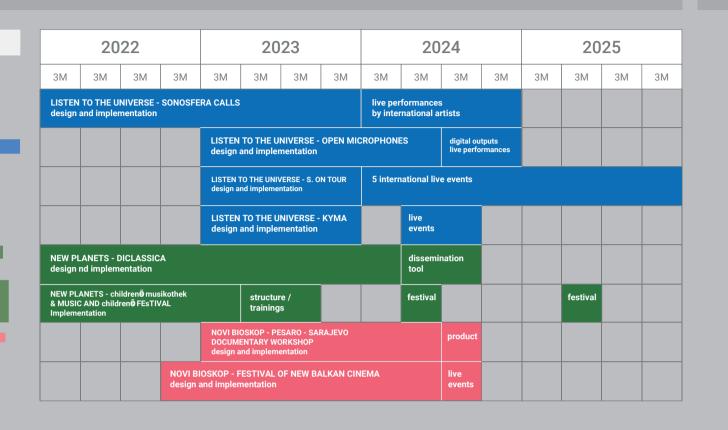
Covered UCCN	strengthen the creation, production, distribution and dissemination of cultural activities, goods and
Objectives	services; improve access to and participation in cultural life as well as the enjoyment of cultural
	goods and services, notably for marginalized or vulnerable groups and individuals; fully integrate
	culture and creativity into local development strategies and plans;

Covered UCCN	sharing experiences, knowledge and best practices; pilot projects, partnerships and initiatives
Areas of action	associating the public and private sectors, and civil society policies and measures for sustainable
	urban development.

Sonosfera® - Program dedicated to Raffaello



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1. Listen to the Universe (LiU) is an initiative dedicated to the experience of listening as an environmental experience and the key function of the soundscape in order to understand the mechanics of the world. Grounding on the esthetic, conceptual and technological innovations generated by Sonosfera, LIU aims at fostering a culture of listening, intended as a compositional, meditative, political practice that lies at the heart of the community life. LiU consists of 4 strictly related projects:

1A. Sonosfera Calls is an initiative dedicated to the experience of listening as an environmental experience and the key function of the soundscape in order to understand the mechanics of the world. Grounding on the esthetic, conceptual and technological innovations generated by Sonosfera, LIU aims at fostering a culture of listening, intended as a compositional, meditative, political practice that lies at the heart of the community life.

1B. Open Microphones (OM) is a project involving associations, schools and individual citizens in broadcast ing their everyday soundscape—from rural areas to industrial districts, from parks to hills, from the sea to highways—into the Sonosfera using the light infrastructure of Locus Sonus/Microphone Project.

1C. Sonosfera on Tour (ST) Sonosfera leaves Pesaro and replicates the experience of Open Microphones in Europe and beyond, reaching 5 music cities: Brno, Ghent, Medellín, Tongyeong, Vranje.

1D. Kyma The phenomena that relate sound and form are studied by a discipline called cymatics (from the Greek kyma, 'wave'). For Pythagoras, "the geometry of forms is solidified music", and cymatics proves this by showing how the incessant flow of the universe produces a magnificent secret harmony. Kyma, under the creative direction of Carsten Nicolai, alias Alva Noto, is a cymatics performance in relation to the observation of the universe, through the involvement of the main European Astronomical Observatories, on Ferragosto's night at Auditorium Scavolini.

raitheis	Observatory, Sonosfera, PalaScavolini, Conservatorio Rossini; AIPS; Locus Sonus/Microphone Project; Radio Rai Tre.
Stakeholders	music and entertainment sectors, professionals and amateurs in sound design, cultural institutions, local governance, universities and research centers, citizens.
Beneficiaries	musicians and composers, sound designers, citizenship, students, scholars and experts in astronomy, cultural institutions.
SDGs	9 - industry, innovation and infrastructures; 10 - reduced inequalities; 11 - sustainable cities and communities; 12 - responsible combustion and production.
Covered UCCN Objectives	trengthen international cooperation between cities that have recognized creativity as a strategic factor of their sustainable development; strengthen the creation, production, distribution and dissemination of cultural activities, goods and services; develop hubs of creativity and innovation and broaden opportunities for creators and professionals in the cultural sector.
Covered UCCN Areas of action	professional and artistic exchange programmes and networks; communication and awareness raising activities.

Partners Municipality of Pesaro Furopean Astronomical Observatories Montegrimano Astronomical

2. New Planets (NP) builds on digital technologies and arts, creativity and international networks in order to promoting universal access to the skills and professions of music, valorizing and disseminating the female music history, raising awareness of music among young children. The initiative foresees three main branches:

2A. DiClassica (DC) is (going to be) a popular audio-visual encyclopaedia on the history of female protagonists of cultured music will be designed and implemented by the musicians of the Orchestra Olimpia, a female ensemble of professional musicians based in Pesaro. The encyclopaedia has a short and innovative format, consisting in 8-minute audio-visual pills with images and graphics. The musicians will be the narrating voices telling the story of her ancestors, alternating the narration with extracts of often unperformed and forgotten compositions by female composers from other historical times.

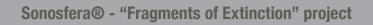
2B. Children's musikothek (CMK) is a space dedicated to sound and music education for children between 0 and 6 years, available to preschools, kindergartens, families and musicians. Awareness-raising from early childhood, which requires the strong participation of families, creates a real trans-national community based on the values of music and of being together in a public space.

2C. Music and Children's Festival (MCF) is an annual event (from 2024) for the exchange of experiences and teaching skills, with open workshops and the participation of orchestras, choirs and ensembles in which children from Italy and abroad are active participants. Marginal places in the city will host the concerts to reactivate awareness of their civic value.

Partners	Libera Musica (cultural association); El Sistema: Italia, Greece, Turkey; SCLAB - Orchestra d'archi di Ravenna; Orchestra della Scuola popolare di musica del Teatro Cine Baretti di Torino; Sinfonia por el Perù; Demòs, Philarmonie di Parigi; Al Kamandjati Project, Ramallah; Conservatory of Gaza.
Stakeholders	formal and informal education centers, conservatories, orchestras, third sector, women, families, children, cultural and creative industries.
Beneficiaries	students, scholars, schools and educational centers and programs, cultural associations, families, marginalized subjects.
SDGs	9 - industry, innovation and infrastructures; 10 - reduced inequalities; 11 - sustainable cities and

communities; 12 - responsible combustion and production.

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Covered UCCN Objectives	strengthen international cooperation between cities that have recognized creativity as a strategic factor of their sustainable development; strengthen the creation, production, distribution and dissemination of cultural activities, goods and services; develop hubs of creativity and innovation and broaden opportunities for creators and professionals in the cultural sector.
Covered UCCN Areas of action	professional and artistic exchange programmes and networks; communication and awareness raising activities.
between the municipalisand Time for Peace, where the Greek bios, "life citizenship: it serves to catwo strictly connected in 3A. Pesaro-Sarajevo (Sarajevo, and another gescene of the two cities, technologies. The groud distributed on the DOC (3B. Festival of New Bases).	documentary workshop (PSDW). A group of young people from Pesaro will live for six months in group from Bosnia will do the same in Pesaro. Both groups will develop a documentary on the music combining an "amateur" look with a path of professionalisation in the professions of cinema and new ps will meet in Pesaro in 2024 to present, view and discuss the two documentaries, which will also be
Partners	Mostra Internazionale del Nuovo Cinema Pesaro Film Festival; Associazione Lutva; Associazione Time for Peace; Sarajevo Film Festival; MakeDox; Doc Alliance; FAIC - Forum Città Adriatico Ioniche; Forum CAMCOM - Camere di Commercio Adriatico.
Stakeholders	private and public sectors in the field of music, cinema and visual arts production, promotion and dissemination, trans-national and cross-sector networks involving governance, schools, culture and education institutions, cultural and social associations, culture and tourism enterprises.local governance in public and private sectors.
Beneficiaries	Young people, students and professionals in cinema, music and sound for cinema, visual arts, third sector, schools and education centers, cultural tourists, actors involved in tourism and culture economy, citizenship.
SDGs	4 - education quality; 10 - reduced inequalities; 11 - sustainable cities and communities.
Covered UCCN Objectives	strengthen international cooperation between cities that have recognized creativity as a strategic factor of their sustainable development; strengthen the creation, production, distribution and dissemination of cultural activities, goods and services; develop hubs of creativity and innovation and broaden opportunities for creators and professionals in the cultural sector.

Covered UCCN sharing experiences, knowledge and best practices; professional and artistic exchange Areas of action programmes and networks; communication and awareness raising activities.



VI.I CRESCENDO IN PESARO Three main initiatives aimed at achieving the objectives of the Network at the local level

The overall budget includes the resources (personnel, facilities, in kind etc.) described in the previous paragraph, and the following financial resources:

A - Programmes aimed at achieving the objectives of the Network locally (85,14%)	€ 5.350.000
TRAINING AND DEVELOPMENT OF SKILLS	€ 330.000
INNOVATION AND SUPPORT FOR THE DEVELOPMENT OF CULTURAL SUPPLY CHAINS	€ 220.000
ENVIRONMENTAL SUSTAINABILITY	€ 1.250.000
IMPROVEMENT AND UPGRADING OF HISTORICAL-CULTURAL PATRIMONY	€ 3.550.000

B - Programmes aimed at achieving the objectives of the Network on an international level	
(14,86%)	€ 1.100.000

These resources are complemented by EU Cohesion Policy investment for 2021-2027.

VI.IV PLAN FOR COMMUNICATION AND AWARENESS

According to the communication strategy designed and implemented on the occasion of the previous communication plan, the present one focuses on digitizing and making accessible the city's musical tangible and intangible heritage, on promoting the activities, the events, the objectives and results of the Action Plan, on engaging stakeholders and beneficiaries and accelerating inclusive participatory processes along the Action Plan design and implementation, as well as on promoting culture and tourism. The plan involves:

- · a multi-channel cross-media information platform;
- a **media team** coordinated by a professional social media manager;
- production, editing and disclosure of contents and digital products on the musical heritage, the activities of the Campus della Musica and the processes and events related to Pesaro's application for Capitale Italiana della Cultura
- design and implementation of virtual, real and hybrid educational and promotional initiatives;
- development of integrated informative systems linked to sustainable territorial mobility.

The plan foresees the establishment of research grants and collaborative contracts with the Marche Polytechnic University, ISIA, and the University of Urbino, private companies in the area of Cultural and Creative Industries and New Journalism.

VII. INITIATIVES UNDERTAKEN IN RESPONSE TO AND FOR THE RECOVERY FROM COVID-19

Casa Pesaro To face the lockdown imposed by the COVID-19 pandemic, two virtual platforms conveying the #iorestoacasa city cultural offer have been created:

Facebook groups Casa Pesaro, the official group of the Municipality, is a container of initiatives addressed to all citizens. Thanks to the collaboration offered by various local realities, a rich and original programme has been proposed concerning sport, cuisine, education, music and culture;

> #iorestoacasa con Pesaro Cultura aimed to bring videos and digital content into the homes of the public to show how rich and lively our area still was (and is) by following its strongest vocations: music, theatre, art, books and reading, recipes and gastronomic advice.

> Although a 'small' opportunity to feel less isolated and disconnected from everyday life, these initiatives allowed citizens to enjoy positive moments; at the same time, they were instruments used for launching a message of hope towards a future in which normality shall soon return: places of culture were to be ready to reopen their doors, and give new impetus to Pesaro UNESCO Creative City of Music.

- MLOL The Municipality of Pesaro provided all its citizens with the possibility to collect or renew online tool the MLOL (MediaLibraryOnLine) card, which became free for everyone. MLOL allows remote access to more than 7,000 national and international newspapers and magazines, 120,000 audio files, about 42,000 latest e-books, 350,000 books, 865 audiobooks, and Spotify services.
- PANDORA Pandora is a computerised system for the management of the historical and artistic heritage facility included in the museum collections of the Municipality of Pesaro, involving four databases (decorative arts, ceramics, paintings-drawings, prints). Contents are fully accessible for free; during the quarantine, we decided to intensively promote it, with a huge response from scholars from all over the world.

Educational and dissemination initiatives

Pesaro Città che legge Literature

Social care A voce alta [Aloud], readings performed by citizens and shared through the Association Facebook and inclusion Page, and Filastrocche per grandi e piccini [nursery rhymes for adults and children], cadences by Gianni Rodari performed by actors and amateurs, are two very participated digital activities designed and coordinated by the **Association "Le voci dei libri"**. and dis

Education and The Municipality's Educational Services organized in the children's homes...with the Educatiodissemination **nal Services**, educational readings specifically aimed at children.

The Oliveriana Library fostered the dissemination of knowledge and heritage at local, national and international level with several online initiatives.

The San Giovanni Library and Biblioteche di Quartiere [Neighborhood libraries] have activated home book loans and carried out online information initiatives and special projects such as "La Biblioteca ha cura di te" [The Library takes care of you] to incentivate a proper choice of books to read.

Citizenship Genìa Association organized Leggiamo insieme da casa [Let's read together from home], a diengagement gital reading marathon which gathered more than 85 contributions from the different partners of Pesaro Città che legge, which involved more than 90 readers of all ages and kinds (readings were made in libraries, schools, bookshops, private homes, institutional spaces, by writers, political representatives, cultural and social associations, amateurs, among others). The marathon took place on May 24th, 2020, as one of the Maggio dei Libri initiatives. The event recorded 17,500 views and thousand viewers for the live broadcast on Rossini TV. Later on, during the summer, the partnership continued with live initiatives such as Tra Borghi e Quartieri, a participatory cultural ini-tiative aimed at valorizing and disseminating the heritage disclosed by local places and neighbors which involved many of the readings performed during the marathon.

Given the persistence of the limits imposed by the containment of contagion, the organizers continued to promote reading with **Pesaro meets Authors**, a series of meetings – both virtual and in person – launched in 2021 as part of the Pesaro Città che legge project.

A Rossini Opera Festival concert held in the main square of Pesaro, Piazza del Popolo



OUR PARTNERS

Accademia di Belle Arti Urbino I Accademia Internazionale di Canto Renata Tebaldi, Mario del Monaco AMAT (Associazione Marchigiana Attività Teatrali) | Alte Marche Altra Musica | Angela Benelli | Cantar Lontano Castelli d'aria Circo El Grito | Center Stage | Centro Coreografico di Danza asd | Centro Musicale Pantano | Clio Gaudenzi | Cristiano Filippini Conservatorio "G. Rossini" | Coro Filarmonico Rossini | Coro Polifonico Jubilate di Candelara | Coro Polifonico San Carlo | Coro San Luigi Corpo Bandistico Colombarone – Fiorenzuola di Focara I Corpo Bandistico G. Rossini Montelabbate Daniele Di Gregorio | David Monacchi | DjThor (Andrea Schianini) | Elisa Ridolfi | Ente Concerti | Eugenio Giordani | Fano Jazz Network Filarmonica Gioachino Rossini I Festival nazionale II Belcanto ritrovato I Fondazione Rossini I Francesca Matacena I Francesco Gazzé Gioachino Orchestra | Hangart | Hip Hop Connection | I Camillas - oggi CREMA | I Touristi | InMusica | International Opera Studio Pesaro ISIA (Istituto Superiore per le Industrie Artistiche) Urbino I Istituto Comprensivo Statale "D. Alighieri" I Istituto Comprensivo Statale "G. Gaudiano" Istituto Comprensivo Statale "A.Olivieri" | Jester in Jail | LiberaMusica | Liceo Scientifico Musicale e Coreutico "G. Marconi" | Log 2 Lunik Recording Studio | Marco Mencoboni | Marco Pacassoni | Mario Mariani | Mario Totaro | Michele Mucciacito | Michele Panzieri Moltedo Jazz Band | Naïve Recording Studio | CIMP - Associazione Orchestra da camera Pesaro | Orchestra da Camera Città di Pesaro Orchestra Fiati, Banda e gruppo folkloristico di Candelara I Orchestra Santa Maria del Suffragio I Orchestra Sinfonica Rossini I Pamela Lucciarini Paolo Marzocchi | Paolo Tarsi | Peppe Consolmagno | Periferica | Pesaro Art&Music | Pesaro Jazz Club | Pueri Cantores | Raffaele Damen Riccardo Marongiu I Roberta Pandolfi I Rock al centro I Scuola di Canto Pianeta Musica I Scuola di Musica Arcobaleno Libertas I Spazio Musica Spazio Webo | Stazione Gauss | Trio Diaghilev | Trio Kaos | Vespri d'Organo a Cristo Re | WKO-ADA Associazione Danze Antiche WunderKammer Orchestra | Willem Peerik Musicae Amoeni Loci | Zero Crossing | Zoe Associazione



