



COMUNE DI PESARO

Pesaro City of Music

BID to join the UNESCO Creative Cities Network

Application
of Pesaro
to the UNESCO
Creative Cities
Network

LETTER FROM THE MAYOR OF PESARO JUNE 2017



Music has always been a part of Pesaro's essence.

Since the Renaissance, Pesaro has always been renown for the support to music creativity. During the XVI century, the dukes della Rovere transformed Pesaro into a point of reference for court music style, and this set the base for developing the next experimentation in vocal technique "Cantar lontano" (1612). From that moment on, Pesaro let bloom the talent of many composers and excellent musicians: above all Gioachino Rossini, who was born here in 1792; but also Mascagni, Zandonai, and the famous film composer Riz Ortolani.

Thus, music is the main feature of Pesaro's identity.

Music is an excellent channel for passing the knowledge on through generations and for disseminating an artistic vision of the world. Music allows the dialogue between different cultures, and can be an inclusive instrument facing an increasingly multiethnic society.

For these reasons, in recent decades Pesaro strove hard to use music for binding the legacy of the past with the needs of today, for facing the volatility of an intangible wealth, for sewing together the two souls of the city, where the inheritance of the Renaissance and agricultural traditions live alongside the cult of the sea and a history of connections to the Balkan cultures.

Today Pesaro has a network of theaters and museums that others look to for inspiration and which runs innovative programs to bring music and knowledge to citizens. The importance of cultural diversity in our society makes us open and attentive in a global world. The access to culture for all, and the promotion of education and social inclusion are priorities in various musical ambits. Throughout the year, a full calendar of festivals gives the people of Pesaro, visitors and tourists the opportunity to access to musical heritage and cultural entertainment.

In Pesaro all the professional sectors involved in music thrive. One of the oldest and most prestigious Italian music conservatories was founded here. Renowned academies and advanced education centres offer specialist training related to music and art. But they also work strenuously to maintain and improve the excellence of the industry.

However, despite our unique musical heritage and our contemporary liveliness, artists, creators and cultural entrepreneurs still suffer a lack of spaces, infrastructures and networks, which hinders a full development of our potentialities. Our development strategy aims to bridge this gap and to provide a unified framework for the many musical and creative players of the area. We believe that the expansion of the music industry and the intensification of the interaction between the cultural, educational and entrepreneurial sectors can drive the development of a smart economy based on the creative industry and on a high social participation. This awareness led us to apply for joining the UCCN in the music field.

In the event of a favourable response, musicians and artists would have greater opportunities for internationalization and increased mobility; schools and research centers could intensify their projects of

international exchange and cooperation for artists, students and teachers; workers and entrepreneurs involved in the sectors of music and entertainment, along with and associations engaged in cultural promotion, would see a big increase in their opportunities for synergies in production and distribution. Furthermore, the success of our candidacy would bolster and legitimize the projects of cultural mediation and social inclusion promoted by the non-profit sector in collaboration with the Municipality and both local and international groups.

These are the main reasons why we are submitting this application to join the UNESCO Cities of Music programme. We want to forge links with other cities that pursue music projects as a social, cultural and economic driving force at a local and a global level. We have a lot to learn and a lot to offer as well. We firmly believe that, as part of this worldwide programme of music cities, we will be able to accomplish even more the objectives shared by the network, thanks to this project that speaks of our past, is carried out in the present and looks ahead to the future.

We are enthusiastic about this plan of work that we have begun to implement with the support of all the music professionals and the stakeholders with whom we have drawn up together this candidacy.

We want to make music a tool for the future. Thus, as the Mayor of Pesaro, and with the support of the entire music sector in the city, I am pleased and proud to officially submit Pesaro's candidacy to be designated as City of Music in the 2017 call for applications for the UNESCO Creative Cities Network.

Matteo Ricci

Mayor of Pesaro

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1.

PREPARATION PROCESS FOR THE APPLICATION



PESARO IN CRESCENDO: MUSIC AS A DRIVER FOR URBAN SUSTAINABLE DEVELOPMENT

Pesaro is a small city with a strong musical tradition and is a famous seaside destination. Today the town faces important challenges linked to employment, the environment and the local effects of globalization. How the legacy of the past and a geographical frontier position can be transformed into an opportunity of growth? Music encapsulates the city's main strengths, and it can foster the development of a smart economy based on the creative industry and on a high social participation. Drawn up with the goal of unlocking such potential, Pesaro's Action Plan proposes to: support the synergy between tradition and innovation in the study, practice and diffusion of musical heritage; to improve collaboration around music between state agencies, businesses and operators in the culture and tourism sectors; to restore disused buildings as spaces and services for artistic creation and for the incubation of cultural enterprises; to incentivise the experimentation of new interdisciplinary artistic formats for didactic and pedagogic ends; to promote the international mobility of artists and skills and to further solidify relations between the two coasts of the Adriatic.

MAIN MOTIVES BEHIND THE DECISION TO SUBMIT AN APPLICATION TO THE UNESCO CREATIVE CITIES NETWORK

The admittance of Pesaro to the UCCN would shed light on our creative achievements in music on a global scale, and would affirm our desire to share and co-develop good practice and models of cultural entrepreneurship with the other partners of the network.

At a local level, the designation as a UCCN member would furnish the many musical and creative realities of the area with a unified framework: announcing Pesaro as an international destination for cultural tourism and study will stimulate local and regional synergies between artists, students, researchers and entrepreneurs. At an international level, becoming part of the network would create opportunities for international exchange for the city as a whole and for each of the groups involved in the musical sector. In case of designation, musicians would have greater opportunities for internationalisation and increased mobility; schools and research centres could intensify their projects of international exchange; workers, entrepreneurs and associations would see a big increase in their chances for synergies in production and distribution. Furthermore, it would bolster the projects of cultural mediation promoted by the nonprofit sector.

In the first 4 years, the city will make its music-centred productive sector more accessible to public and private actors, individuals and collectives, the vulnerables and disadvantaged, boosting opportunities for employment, training and professional specialization. Exchange programmes with the cities of the Adriatic-Ionian macro-region will strengthen the links between the Balkan countries and the cities of the UCCN.

DESIGN AND PREPARATION OF THE APPLICATION

The project for Pesaro's candidature was born in 2008 in collaboration with AMAT, ROF and Ente Concerti, and it is supported by MIBACT (Italian Ministry of Culture and Tourism), Regione Marche, Presidenza del Consiglio dei Ministri, Iniziativa Adriatico-Ionica, AGIS (Italian General Association for Entertainment), Federvivo (Italian General Association for Live Shows).

The preparatory process involved two previous applications, in 2011 and 2014, which stimulated the growing support of the citizens. The 'Tavolo per la musica', established in 2014, co-involved the principal interested parties. Through regular brainstorming sessions and meetings of artists, entrepreneurs and financiers, this coming together incubated many projects in response to the sector's needs, some of which came together in the action plan outlined below.

Subjects currently involved in the preparation of the application:

Accademia di Belle Arti di Urbino
Accademia Internazionale di Canto Renata Tebaldi-Mario Del Monaco
ADA Associazione Danze Antiche
AMAT (Associazione Marchigiana Attività Teatrali)
Arcobaleno
Cantar Lontano
Center Stage
Centro Coreografico di Danza asd
Centro Musicale Pantano
Coro Filarmonico Rossini
Coro Polifonico Jubilate di Candelara
Coro Polifonico San Carlo
Coro San Luigi
Corpo bandistico di Colombarone
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
Fondazione G. Rossini
Fondazione Rossini Opera Festival
Francesca Maticena
Francesco Gazzé
Gioachino Orchestra
Hangart
Hip Hop Connection
I Camillas
Il Grottino Mestieri Misti
InMusica
International Opera Studio Pesaro
ISIA Istituto Superiore per le Industrie Artistiche
Istituto Comprensivo D. Alighieri
Istituto Comprensivo Don Gaudiano
Istituto Comprensivo Olivieri
Libera Musica
Liceo Scientifico Musicale G. Marconi

Lorenzo Perosi
Lunik Studio
Marco Mencoboni
Marco Pacassoni
Mario Mariani
Mario Totaro
Michele Mucciaccito
Michele Panzieri
Music Stage sas
Naive Studio
Orchestra da camera CIMP
Orchestra da Camera Città di Pesaro
Orchestra Fiati, Banda e gruppo folcloristico di Candelara
Orchestra Santa Maria del Suffragio
Orchestra Sinfonica Rossini
Pamela Lucciarini
Paolo Giaro
Paolo Marzocchi
Paolo Tarsi
Peppe Consolmagno
Periferica
Pesaro Art&Music
Pesaro Jazz Club
Plastic Music Dispenser
Pueri Cantores
Riccardo Marongiu
Roberta Pandolfi
Rock al centro
Scuola di Canto Pianeta Musica
Sound d-Light
Spazio Musica
Stazione Gauss
Trio Diaghilev
Vespri d'organo a Cristo Re
WunderKammer Orchestra
Zero Crossing
Zoemicrofestival.



2. PESARO CITY OF MUSIC



THE CITY'S MUSIC HERITAGE

A flourishing Renaissance and baroque city, Pesaro has cultivated a deep musical tradition, and today offers a unique contribution to the history of opera in the West. The figure and the works of G. Rossini and the main musical institutions of the city, represent a rich network of material assets, traditions and multi-disciplinary learning, that forms the city's memory and identity. The tradition of musical theatre in Pesaro has helped develop synergies with other arts and has stimulated a hybridization between high-culture and popular art forms. In the last few decades, the independent rock scene has seen a remarkable expansion, bringing forth artists and projects of international renown.

It is the value placed on creative heritage, innovation and interdisciplinary experimentation that sets apart the city's 80 musical festivals, the 30 educational programs and the projects for the studying and practicing music as an instrument of cultural mediation and social inclusion.

INSTITUTIONS, PROFESSIONAL ASSOCIATIONS AND CIVIL SOCIETY

The Pesaro area counts more than 700 musicians, composers and soloists and 40 musical ensembles, including orchestras, bands, choirs and groups. The [Fondazione Rossini](#), the [Fondazione Riz Ortolani](#), the [LEMS](#), and the [SPACE](#) count around 200 students and professionals in the various branches of music production. The [Conservatory Rossini](#), the Liceo Musicale G. Marconi and the over thirty formal and informal schools and academies involve around 700 teachers. The city's rich concert season formally involves around 800 show business professionals. The city is home to 10 entertainment enterprises, 7 businesses involved in manufacturing musical instruments, and 21 involved in offering support for artistic productions, altogether employing around 1000 people. More than 30 associations and co-operatives for social and cultural promotion have initiated programmes for using musical culture as an instrument for overcoming cultural and social inequality.





centro
arti visive
pescheria



THEATERS AND MUSIC VENUES

Pesaro boasts a rich network of theaters and museums, many historical buildings and formerly industrial buildings converted to venues for live arts performances. The *Teatro Rossini*, the *Teatro Sperimentale*, and the *Auditorium Pedrotti* are historical musical institutions founded in the nineteenth and twentieth centuries. The *ADRIATIC Arena*, the *Pala Scavolini* and the *Stadio Benelli* are more recent structures equipped for large shows and events. The *Centro Arti Visive Pescheria*, situated in the city's converted old fish market, is today the most important centre for contemporary art in the Adriatic region. *Stazione Gauss* is a multi-use structure situated in the goods deposit of the city's old railway station which hosts concerts, shows, visual arts and local handicrafts. The city's beaches, the Parco San Bartolo, the old town centre, and its suburbs play host to musical shows and festivals thanks to a collaboration with the area's cultural and tourism associations and businesses.

FESTIVALS AND MUSIC EVENTS

The *Rossini Opera Festival* (ROF), founded in 1980, is dedicated to produce and stage the critical editions of G. Rossini's works. The festival, which has become a brand for the city, joins together the conservation of this operatic patrimony with experimentation in contemporary language and formats, creating a sustainable model of cultural production and promotion.

The *Villa'n'Roll*, *From Pesaro With Love* and *ZoeMicro* festivals aim at the promotion of independent pop and rock music. Local and international artists and labels involved reach a high level of youth participation.

Playlist Pesaro is a winter festival promoted by the Municipality and by AMAT that enriches the city's already packed musical season. *Musicae amoeni loci* (early music festival), *Rossini in sorsi* (following the lively traces of Rossini's esprit in town), *I concerti del sabato* bring classical and contemporary music to historical areas, hilltop villages and along the seafront, attracting a large participation.

The Municipality, in collaboration with other state institutions and private partners, has developed mechanisms of social promotion dedicated to young talent: *Giovani in Crescendo* is an international music competition for all types of schools that involves 13 Italian regions and 3 foreign countries; the *Giovani per la musica* festival offers young local talents use of a professional classical orchestra to accompany different types of musical genres; CIMP is an international music competition aimed at promoting the younger generation of lyric artists and contemporary musicians. *Musica a Km zero* is a competition for local bands aimed at placing young groups in the music festivals organised by the administration.

The *GAD* is one of the most popular Italian festivals of theater companies, which involves a network of over two thousand companies. Through an open competition, GAD selects eight dramatic productions, a musical, and three shows by young talents.

EDUCATION

The study and practice of music have a central role in primary and secondary education in the city. 32 pre-schools participate in didactic music programmes for children; 12 primary institutions and numerous informal schools run preparatory courses and ensemble music classes according to the *Io cresco con la musica* method. *Libere Voci*, which was created through the collaboration of the Conservatory, the social cooperative Labirinto, a number of the region's municipalities and the UIC, is a children's choir that promotes the inclusion of children with disabilities. *Musica da Favola*, *Crescendo per Rossini*, *Viaggetto a Reims* and *La scuola va a teatro* are musical initiatives for children from 3 to 14 years old, aiming at expanding the appeal of music and theatre, even through programmes of learning through play. *Scuola di platea* is an educational project for students of higher secondary schools run by AMAT with the University of Urbino.









UNIVERSITIES AND RESEARCH

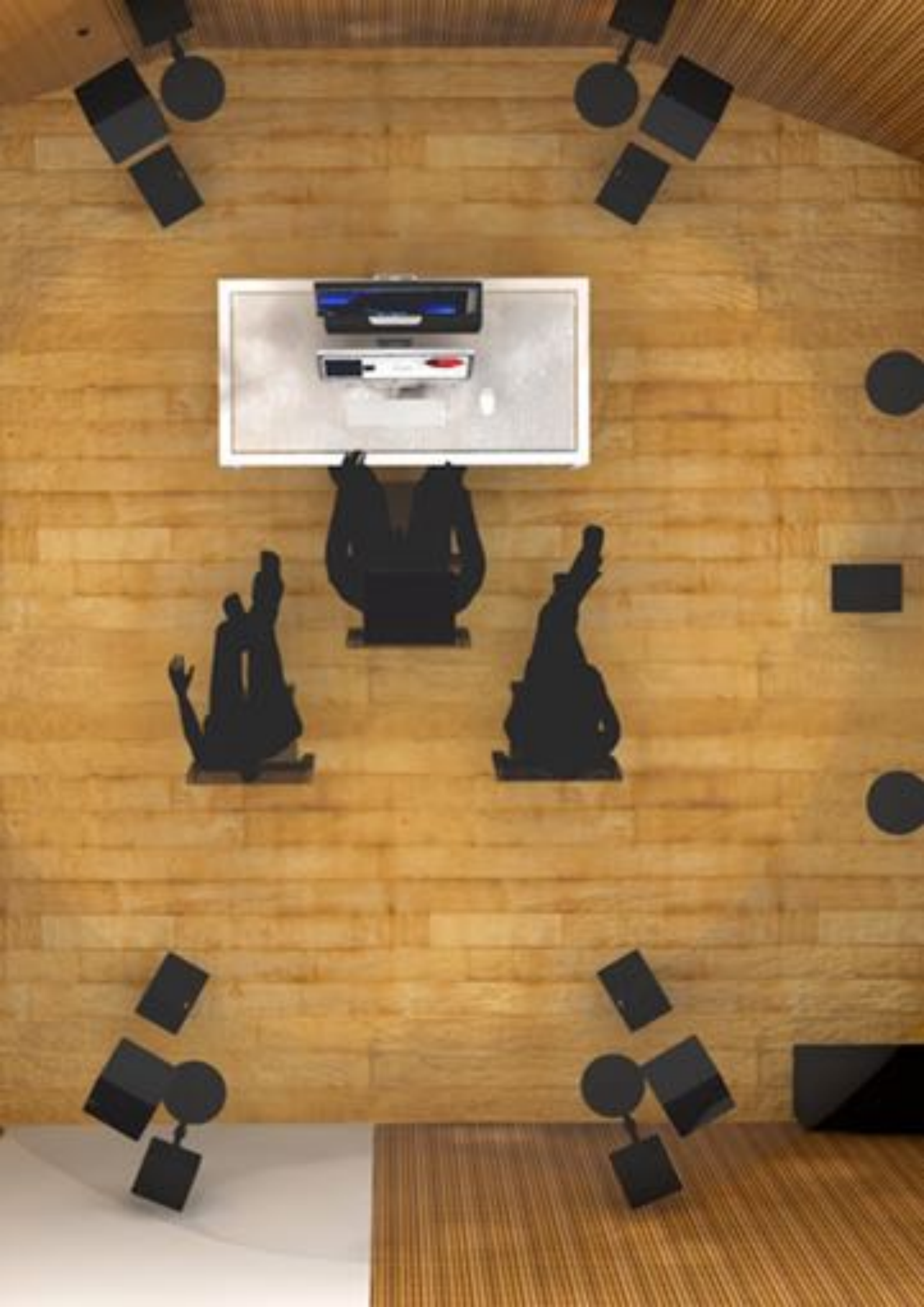
The Conservatory instructs more than 900 students a year and offers numerous programmes of specialisation and ongoing development aimed at composers, students and actors. The Fondazione G. Rossini promote study and research into the city's musical heritage through courses, seminars and the publication of scientific journals in musicological studies.

The LEMS offers programmes in continuing education in electronic music and sound engineering geared towards both students and professionals. In 2015 the Orchestra Filarmonica Rossini started a collaboration with the *La Bottega Peter Maag* educational project of Verona which will involve internships and masterclasses over the next three years and the production of three of Mozart's operas.

In 2015, the Municipality of Pesaro, in collaboration with the Conservatory and the PU province, set up professional training courses in orchestral training and in stage-crafts and a course in musical instrument repair, aimed at bringing the unemployed into the world of work. The Pesaro area counts 35 music schools, formal and informal, with 700 teachers training a total of around 10,000 students.

The LEMS, established within the Conservatory in 1971, still possesses the original analogue equipment from this time (all still in full working order), which represents a unique historical testimony of Italian and international experimentation in new forms of music. SPACE is a facility for advanced research into sound inaugurated in 2013, dedicated to researching and producing 3D sound, represents international excellence in technology. Both centers offer masterclasses, workshops and seminars with experts of international renown.

The Conservatory's multimedia library and the Fondazione G. Rossini's library provide access to documents, operas, and unique historical material.





CULTURAL MEDIATION AND SOCIAL INCLUSION

WunderKammer Orchestra, a musical association that began life in 2016 with the support of the city's administration, creatively re-conceives of the ensemble as an innovative instrument for overcoming the physical, economic and social barriers to the diffusion of symphonic music. The WKO made its debut in March 2017 at Lampedusa, currently at the centre of the Mediterranean's migration emergency.

S.O.U.L. is a project aimed at asylum seekers that began in 2017 at the initiative of Cooperativa Labirinto in collaboration with the Conservatory and the local groups Africa Chiama and Africa Milele. This project involves the creation of a multi-ethnic choir and a band, using rhythm as a tool for counteracting the discomfort of the refugee's condition and for promoting social integration.

From 2015, the project *Musica in Carcere*, promoted by the Orchestra Sinfonica Rossini in collaboration with Pesaro's district penitentiary, offers musical courses for prisoners aimed at social inclusion.

MAIN INTERNATIONAL AND REGIONAL COOPERATION INITIATIVES

The Conservatory is linked through the ERASMUS programme with Institutes of learning in 30 cities all over Europe, allowing for the mobility of students and staff between Spain, Portugal, UK, France, Belgium, Germany, Sweden, Estonia, Poland, Lithuania. It is also part of a network of ambisonic studios with Oslo, Graz and York. The ROF is a member of Opera Europa and contributes to the network's training and promotional activities. The FGR orchestra has close collaborative links with Beirut (Beiteddine Art Festival), London (Rosenblatt Recital Series) and Salzburg (Mozarteum). The non-profit association Fragments of Extinction is a member of, among others, ECSITE, WFAE and LEONARDO international networks. In 2015, as birthplace of G. Rossini, Pesaro joins Icon Cities, a network of European cities in which the international renown of outstanding figures in art and science plays a vital role in the city's identity. The city is a member of FAIC and EUROCITIES networks (Culture Forum).

As the *Fragments of Extinction* project's control room, SPACE patented in 2013 the Eco-acoustic Theatre first prototype, designed for the immersive listening of ecosystems. The project includes interdisciplinary expertise from science, art, sound engineering, exhibition design and communication. Current partners are, among others, ISVR (UK), IEM (AU), Sonus Audio Services SRL (IT), MH Acoustics (US), Stanford University (US), Universiti Brunei Darussalam (BR). *Dante in ambisonics*, a biennial project aimed at reconstructing the locations of the Divine Comedy through 3D sound, exploits such facilities, expertises and international networks in order to develop new formats for transmitting literary heritage.

In 2016 Pesaro hosted the third international seminar of ICON Cities, with contributions from Malaga, Skien and Odense, devoted to share models and best practice for revitalising cultural heritage.

MUSIC AND THE OTHER CREATIVE FIELDS

Rossini Gourmet is a project which focuses on the gourmet culture Rossini lived, in order to recreate the cultural atmosphere of the 19th century cafe and to promote gastronomy and conviviality as a cultural and aesthetic experience. The project, which became a brand in 2017, experiments with new formats of live shows through theatrical tastings which combine culinary arts, music, theatre and history in an interactive multimedia experience that has been a big success with the public and has won the support and backing of local institutions.

MIRO Fest is a festival dedicated to music and visual arts named after Riz Ortolani, a world-famous film composer who, in the second half of the twentieth century, helped build the partnership of music and theatre and stimulated synergies between composers, film-makers and visual artists. The MIRO Fest includes showings, round-table discussions and multi-artist interactive shows for the public as well as programmes for young people and children.

The *Pesaro Film Festival*, established in 1965, is one of the most important international cinema festivals devoted to new cinematographic languages. At its last biennial the Festival dedicated ever more attention to the young, both film-makers and audiences, as well as to the area's cultural uniqueness.

DOC FEST, a festival of documentary on society and custom, began in 2006 with the aim of promoting and celebrating the documentary genre as an instrument for historical and critical enquiry and as a means of communication and exchange between different societies and cultures.

Popsophia, established in 2013, is a festival dedicated to pop-philosophy, an international cultural genre that joins philosophical reflection with the pop phenomena of mass culture. Popsophia has created a permanent laboratory which joints critical thought and popular forms of music, cinema, theatre, sport, TV and media arts. It has been recognised by the Head of State as a cultural festival of excellence.







3.
PLAYING ACROSS BOUNDARIES.
PESARO CITY OF MUSIC ACTION PLAN



Playing Across Boundaries (PAB) is an action plan through which Pesaro will make music a fundamental driver of social innovation and development.

PAB includes two main actions:

- *A Land of Music* is geared towards the needs of local stakeholders;
- *A Sea of Music* is aimed to strengthen and expand the international networks of the city.

A LAND OF MUSIC



PLAYING ACROSS THE URBAN SPACES (PATUS)

The first action (2016-2018) regards the realisation of the Campus della Musica, a multi-use space intended to respond to the needs expressed by the local musical community and by the sector's stakeholders. Therefore, the Municipality is converting Palazzo Ricci (2700m²), a disused historical building that is adjacent to the Conservatory. The new space built according to the highest criteria of energy efficiency will host: fully-equipped classrooms for students; facilities for the music practice of professionals and amateurs; a guesthouse for artists and researchers. The access to the facilities will be free of charge for social inclusion initiatives. In a part of the building, a new multi-media library will host the collections belonging to Fondazione Rossini and the Conservatory. Those currently underutilised assets will be restored to the community of artists and scientists. The Campus will establish as a world centre for musicological research.

PLAYING ACROSS COMPETENCES (PAC)

The Municipality intervenes in favour of creating employment opportunities through a training programme (2017-2021) centred on the union of tradition, creativity and new technology. The plan involves launching the following courses: a Professional qualification in luthiery, developed in collaboration with local craft businesses; advanced courses in Music Engineering and in Computer Music Production, promoted by the Conservatory and the Marche Polytechnic University; School for Stage Crafts designed by the ROF; training courses for staff at the multimedia library (PAUS), aimed at training professionals suitable to work there on a permanent basis. PAC also plans the creation of the Contamination Lab, a space for informal meetings and business incubation, open 24 hours a day. Its approach, which allows the free use of spaces within a programme of workshops and conferences, creates cultural supply to develop new products and services through the interaction between creators, researchers, entrepreneurs and policy makers.

PLAYING ACROSS DESIGN (PAD)

This intervention (2019-2021) aims at fulfilling a mobile ambisonic studio for listening to 3D multimedia content. The project uses technology patented by the SPACE center. The involvement of local excellent expertises in the fields of musical research, new sound technology, interaction-design and theatre design will help SPACE to further develop its creation.

PAD aims at the conservation of soundscapes through new ways for passing on theatrical and literary heritage. Furthermore, PAD designs new tools of sensorial amplification for people affected by reduced perceptual ability. Because of its mobility, the ambisonic studio is an effective instrument for the promotion of scientific musical research and for bringing musical heritage to the wider public. During the development of a prototype, museums, schools and public spaces will temporarily host the structure locally (2019), nationally (2020), and Europe-wide (2021), in order to implement the project from the feedback of the community.

A SEA OF MUSIC



PLAYING ACROSS THE SEA (PAS)

The first action (2017-2020) aims to strengthen the relations with the Adriatic-Ionian area and the Balkans. To accomplish this, from 2017 Pesaro is part of *Adriatico Mediterraneo*, one of the most renowned musical projects in the region that celebrates the links between music and the sea that are common to the peoples of the region. AD MED wishes to contribute to the construction of an Adriatic-Ionian macro-region. As in the past, the Adriatic Sea today acts as a bridge between its shores, reconnecting worlds that once were intimately related. Main themes of the project are: the intertwined Mediterranean cultures; the vivacity of the Balkans just re-emerged from the war; migrations; the environment and marine ecosystem. AD MED will involve shows, public meetings and a convention, *Playing Across the Sea* (2020). In this initiative, the other UCCN Creative Cities of Music located in strategic maritime zones will be invited for developing a common reflection on the current problems arising from the Mediterranean geopolitical scenario.

PLAYING ACROSS THE WORLD (PAW)

PAW (2018-2021) develops and supports international exchange for the revitalisation of theatrical arts and skills. The twinning of Pesaro with Kakegawa, home to Yamaha, set the grounds for substantial institutional contacts with the neighbouring city, Hamamatsu. Already a Unesco City of Music, Hamamatsu will become a privileged partner for a programme of initiatives on innovative models for the transmission of knowledge. PAW will organise the first-ever Japanese tour of the musicians of the ROF (2018), and the incubation of the *Laboratorio Rinascimentale*, a professional training initiative based on interweaving of antique Italian skills and Japanese technical excellence in instrument making and musical crafts. In 2021, a pilot model of the Laboratorio Rinascimentale will be presented to the other partners of the UCCN at an international convention made in collaboration with the prefectures of Kakegawa and Hamamatsu, with the participation of Yamaha and several Japanese and Italian artisan crafts businesses.

PLAYING ACROSS MEMORIES (PAM)

The third initiative, developed in collaboration with the city of Ljubljana, is dedicated to the memory of the Second World War shared by the countries of the Adriatic-Ionian region. PAM will collect documents, letters, diaries, photographs and audio-visual material from public and private archives, in order to create a multimedia digital archive embedded in We Pesaro 3.0 (see 10.5). The collection of materials (2018-2019) will be curated by ISCOP, University of Ljubljana, the two cities' primary, secondary and high schools. In 2021 a programme will be launched to invite musicians, film-makers, writers and visual artists from the two cities to re-elaborate the archive documents. Such contents will feed into the first edition of *Playing Across Memories Festival* (2022), organized in collaboration with AD MED, Pesaro Film Fest, Popsophia, Living Literature Festival of Ljubljana. The UNESCO creative cities of the Adriatic and Mediterranean will be invited to contribute to PAM Festival through initiatives about the Adriatic memory of the War. The festival will close with an international UCCN convention on innovative models of transmitting and sharing memory.

WE PESARO 3.0. COMMUNICATION AND SOCIAL INCLUSION

We Pesaro 3.0 is an integrated communications programme focused on digitizing and making accessible the city's musical heritage, on promoting tourism and on promoting the objectives and results of the Action Plan. The initiative aims to establish: a multi-channel cross-media information platform; the production of specialist and informative multimedia material related to musical heritage and to the activities of the Campus della Musica; cultural-tourism informative and promotional initiatives using virtual and enhanced reality; the development of integrated informative systems whose content is linked to sustainable territorial mobility; the creation of a social media team for planning and running promotional campaigns. The plan foresees establishing research grants and collaborative contracts with the Marche Polytechnic University, ISIA, and the University of Urbino; issuing an invitation to tender aimed at private companies in the area of communications.