

## **The M#C Project –Culture Matches Design**

### **Lombardy Region-Lead Partner (IT)**

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The project has the aim to create a transnational community made of young designers and creatives.

**The partnership** is composed by Lombardy Region-Lead Partner (IT), Politecnico di Milano-Design Department (IT), Sviluppo Basilicata (a Development Agency of Basilicata Region in Italy); STICHTING BUSINESS DEVELOPMENT FRIESLAND (a foundation set up to stimulate growth of SMEs in Friesland, NL), Errin European Regions Research and Innovation Network (a Brussels-based platform of Research and Innovation Organisations and Stakeholders in Regions), Lodzkie Region (PL) and Design2Innovate (a public entity that stimulates SMEs growth and advance their business through the use of design).

We have already submitted this project under Creative Europe - Call to support European Cooperation Projects on 5th March this year, and we succeeded to receive a score of 78 points. Nevertheless, the threshold for funding was 85.

We are currently working on improving the project proposal and we would like to find a partner in Spain that could have the competencies to join the partnership in order to submit again in the new call with deadline on **1st October**.

**The desired partner** is:

- an institution with competencies in creative and cultural companies mainly in art or design with unesco sites (or candidates) or capitals of culture (or candidates) in his region **OR**
- it is a region that deals with unesco sites or it is a candidate for it **OR**
- it is/it has been a capital of culture or a candidate.

**Budget** we would like to highlight that the Creative Europe Programme co-finance each partner budget at 50% but your 50% could be composed both by Staff valorisation(no cash) and cash.The other partners has around 100.000 euro each and we propose to you the same but we can decide together your amount. Notice that 100.000 euro are composed as follows:

50.000 euro cash contribution from EU, 50.000 euro from your contribution but for example you can put only 10.000 euro in cash, 40.000 euro can be staff valorization.

## **Summary      June 2015-April2018**

M#C aims at promoting a virtuous circle among Cultural and Creative Industries and Cultural Heritage, creating a transnational community made of young designers, new artisans and artists coming from the territories involved, within the valorisation framework of ECOC, ECOC Candidates, UNESCO sites. The different components of this interdisciplinary community would influence eachothers: from one side design, art and creativity will help to better communicate and experience cultural heritage, from the other side they would be inspired by it.

The core of the project are the transnational design laboratories about topics connected to the valorization of unesco sites/capitals of culture identified by the citizens, while other important activities of communication and audience involvement will be realized (public events in connection with design days in bruxelles and design week in Milan, local events,citizen audit)

**An open call** will be launched for 5 transnational design laboratories (2 in Italy, 1 in Netherlands, 1 in Denmark and 1 in your country) and teams of candidates (max 4-5 persons for each team) will be able to apply from whole Europe.

Each partner will set up a jury of stakeholders (*representatives from universities, chambers of commerce, associations, municipalities, policy makers, incubators, SMEs, institutions*) that to select at least 10 teams for each design laboratory.

Each laboratory consists in one week of design laboratory and an e-phase (remote working/e-mode) with mentoring and coaching made by experts in order to improve the quality and the feasibility of the projects. Each partner will select mentors/tutors to implement the laboratory each addressing a specific concept; will manage and pay the hospitality for talents coming from other European countries; will organize activities during the laboratory for the co-design of citizens with talents in order to share knowledge and experience with designers and artists and to realize an artistic exchange

each partner will organize a public session for the presentation of the projects to a jury (composed of policy makers, companies, artisans, associations etc) and to citizens for the selection of at least 1 best project developed. A dedicated Design Project Campus will take place during the Design Week in 2017 in Milan and will last 1 week. The selected projects of the design laboratories will participate to this international Campus where the talents will work

in order to connect the local experiences and design a strategy of networking and communication. Each partner will pay for the travel of at least 1 team selected during its design laboratory.

**In short the main activities we propose to you are: the realization of 1 Transnational design laboratory and 1 final local seminar with policy makers and citizens.**

If you are interested in participating please contact me as soon as possible at **[daniela\\_protti@regione.lombardia.it](mailto:daniela_protti@regione.lombardia.it)**.

Thank you very much.