MISSIONE 4
ISTRUZIONE
RICERCA

SCHEMA DI PROPOSTA PROGETTUALE

ALLEGATO 2

Finanziato dall'Unione europea NextGenerationEU
Ministero dell'Università e della Ricerca
Italiadomani
PIANO NAZIONALE DI RIPRESA E RESILIENZA

AVVISO PER LA CONCESSIONE DI FINANZIAMENTI DESTINATI ALLA INTERNAZIONALIZZAZIONE DEGLI ISTITUTI DI ISTRUZIONE SUPERIORE ARTISTICA E MUSICALE (AFAM) – D.D. n. 124 del 19 luglio 2023 e s.m.i.

Piano Nazionale di Ripresa e Resilienza (PNRR) – Missione 4 – Componente 1 "Potenziamento dell'offerta dei servizi all'istruzione: dagli asili nido all'università" – Investimento 3.4 "Didattica e competenze universitarie avanzate", sotto-investimento T5 "Partenariati strategici/iniziative per innovare la dimensione internazionale del sistema AFAM", finanziato dall'Unione europea – NextGenerationEU.

PROJECT PROPOSAL

(art. 8, par. 4 of the Notice)

Structure of the Proposal

As to the participation in the selection process the Project Proposal must be completed as follows.

The Proposal consists in two parts:

- **Part A** describes the framework of the Initiative including a clear description of:
  - Objectives and expected results;
  - Planned activities;
  - Economic-financial sustainability profile.

- **Part B** describes the implementation of the Initiative in terms of:
  - Partnership characteristics;
  - Activity timeframe;
  - Economic - financial plan.

Font required: Times New Roman, 12

GENERAL AND ADMINISTRATIVE INFORMATION

1.Participants

List of participating members of the Partnership: AFAM, private or public University(s), Research Entity (s).

N.	***Partnership member Name***	***Type*** *(AFAM, private or public University(s), Research entity (s)*	***Role in the Partnership*** *(leader/ member)*
1	Istituto Poliarte	AFAM	Leader
2	Accademia di Belle Arti Urbino	AFAM	Member
3	Conservatorio di Musica di Pesaro	AFAM	Member
4	Conservatorio di Musica di Fermo	AFAM	Member
5	Università degli Studi di Urbino Carlo Bo	UNIVERSITY	Member

Please indicate the details of the possible associate members (non-beneficiaries) of the Partnership below:

N.	***Name of the associate member***	***Type of the associate member***	***Additional information (if any)***
1	-	-	-
2	-	-	-

2.General Information of the Project

Project Title:	*Meta*verse Raffaello - Marche's AFAMs together to promote Italian culture in the world
Acronym	MR
Duration in months	24
Start date of the Project	30/03/2024
Project total amount (euro/€)	1.579.200,00

APPLICATION FORM – PART A

Project description

In section A, the partnership has to declare: the objectives and expected results of the project (see section A.1), the planned activities with reference to the methodology involved in the process and the description of Work packages (see section A.2). In addition, there is a section (see section A.3) dedicated to the financial and economic sustainability profile.

A.1 Objectives and expected results

Please, refer to evaluation criterion n.1 (see art. 9, par. 6, of the Notice), describe and motivate the objectives of the project and highlight the expected results in terms of innovation, internationalization, cooperation and promotion of the artistic and musical Italian cultural heritage. In addition, please also indicate the interactions with other national or international initiatives related to the project as well as the presence of interconnections as to the PhD activities part of the project proposal. (Max 5.000 characters)

For the first time in the Marche Region four AFAM and one University will create a partnership to promote internationally their activities and programs. Considering the capacity of the cultural heritage present in the Marche Region to represent a complete fresco of Italian art, the aim is to transfer abroad an overall picture of Italian culture.

Icon and emblem of the project will be Raffaello, a visionary artist among the greatest of the Renaissance and, today, a timeless myth and indispensable model for the actual birth of the Academy as an Institution and for the training of many generations of artists.

To choose Raffaello means to be linked to the trajectory of great Italian art and, at the same time, to adopt a continuous research method that consider transversality among disciplines and new languages the focal point of action (hence the name "*Meta*verse Raffaello").

An imagery, that one of the Renaissance, which owes much to the Marche region where that fertile and vital artistic climate developed, finding in Urbino an exceptional centre of experimentation.

The project does not want to tell the world about art, music and design of a region of Italy, but rather wants to offer a part to understand the whole.

The Marche region has almost always been on the border of the great centres of power -and therefore also of speculation and wars- and better than others has been able to preserve the environment that surrounds and complements its cultural heritage while maintaining an authenticity that has been lost elsewhere.

A fresco of the Raphaelite school in a Renaissance church that is itself set in an agricultural landscape still similar to that of the Montefeltros, a 19th-century theatre in which an opera by Rossini is staged, or a manufacturing tradition born 200 years ago that is now at the heart of the luxury and fashion industry.

The richness of these levels is a unique characteristic of this territory that travels through time, diluting that complexity that helps the researcher have a more direct and complete experience.

A significant investment, entrusted to the lead partner, will be made in the promotion and marketing activities and campaigns.

It is necessary to create a brand awareness around the services offered by the network. An experienced marketing team will develop the strategy throughout the project in parallel with the interventions of the individual partners.

The creation, in the initial phase, of a portfolio of integrated services will be followed by the promotion of the network's activities through the use of digital media, platforms and with the involvement of the *ambassadors* of the Academies and influencers linked to the single clusters (WP1).

The intervention will be completed in the final phase with the restitution of the outputs of the activities and actions carried out by the partners during the programme (see WP 7).

The project is adressed at an international target group made up mainly of young people (with a particular focus on the female gender), based on the fact that in the Marche region there is a strong demand for professionals working in the creative industries sector in the face of insufficient demand.

The other aspect on which the project will focus will be the attraction of teachers and researchers to contribute to a general growth of the cultural sphere of the territory.

The program will implement the connections related to the PhD courses in the area of digital transitions that are active at the University of Urbino and will also serve to better define the parameters of research in the field of artistic music in conjunction with the pathway launched by the R.A.M.I. (Italian artistic music research) network, of which the Rossini Conservatory is a founding member.

The proposal is capable of connecting and linking up with other national and international programs and initiatives thanks to the relationships of which the academic network is rich.

In addition to the networks related to participation in European programs and bilateral exchange and mobility activities with numerous European and non-European countries, the following networks are worth mentioning:

- the Italian Capital of Culture Program with the title assigned to the city of Pesaro in 2024,
- the UCCN - UNESCO Creative Cities Network of which the city of Pesaro, and with it its conservatory, is a member since 2017 (59 cities in the world),
- the UNESCO Global Network of Learning cities, of which the city of Fermo, and with it its conservatory, is a member (292 cities in the world),
- the *Bel Paese* program, "Promoting italian art around the world" forwarded by the Ministry of Culture and the Committee of Contemporary Art Foundations,
- the thematic review "Italian Design Day" launched in 2017 by the Ministry of Foreign Affair with the support of the Ministry of Culture,
- the events and initiatives promoted by BEDA (Bureau of European Design Association), with many leading associations operating in the field of creativity and Design.

A.2 Planned activities

A.2.1 Topics

The Project fosters [Please, flag one or more of the following topics]:

- ☑ Mobility and cultural exchange paths, promoting study opportunities and internship, for students, PhD, administrative staff and teachers;
- ☑ Creation and strengthening of international networks between partner institutions to promote common training paths – including doctoral courses, seminars, workshops, events and webinar, for the empowerment of artistic and cultural education;
- ☐ Mutual learning paths, aimed at promoting knowledge exchange activities between institutes that develop internationalization projects in European and non-European countries;
- ☑ Actions of research, innovation and artistic production, in order to promote the culture of research and enhance academic excellence through the development of scientific and artistic research projects, as well as support and promotion of PhD activities in the field of digital and environmental transitions.

In order to promote multidisciplinarity, the actions should cover one or more of the following clusters, as indicate in Directorial Decree n. 124 of the 19 July 2023, Article 5, paragraph 4 [Please, flag one or more of the following clusters]:

- ☑ Design and Applied Arts;
- ☑ Arts and Technology;
- ☑ Theatre, Acting, Dance and Performatives Arts;
- ☑ Cinema and Audiovisual;
- ☑ Visual Arts;
- ☑ Music.

Please, refer to evaluation criterion n.2 (see art. 9, par. 6, of the Notice), describe the cross-sector approach, by highlighting the ability to exploit synergies between different clusters, also taking into account the different types of AFAM institutions, in order to promote the interdisciplinary nature of the proposed initiatives. (Max 5.000 characters)

The most important "institutional" result, difficult to predict until recently, is the joint effort among the various academic institutions to create (for the first time in an area traditionally refractory to collaborations) a coordinated project for the promotion and offer abroad of services in the field of training in the arts and culture.

The choice, also motivated by the characteristics and dimension of the organisations involved, is to present the network on an international scale with a portfolio of academic services integreted among the various clusters and partecipated by all the institutions.

A complete synergy both between disciplines and between institutions that allows to act as a single player in a scenario of great international competition.

Ambitious operation that determines that quality leap that is indispensable to compete in the field of internationalization.

The element of intersectoriality between the different clusters and the close cooperation between the network members, are therefore not an outline factor of the project, but structural and constitutive requirements of the proposal and of the format of "Metaverso Raffaello".

The service offer will be an integrated set of interventions aimed at realising i) mobility and exchange paths; ii) strengthening of international networks between institutions and iii) research, innovation, experimentation and artistic production actions. Each WP will contain several activities linked to the different clusters and also capable of involving all the network partners in their implementation (see section A.2.2).

This complementarity and synergy will then find its moment of organic and harmonic representation in the marketing actions where the Marche Region system will be promoted as a unity highlighting that intent to co-operate and collaborate together only until recently hardly imaginable. All clusters are involved in the action program and they develop in intersecting circles.

The four AFAMs constituting the network together with the University of Urbino have specific competences that make them peculiar and distinctive in the context of the network.

- Since its foundation as an experimental design centre, the leader "Poliarte Academy of Arts "has developed an innovative path that has led it to be a nationally recognised player in the Fashion, Graphic and Web, Product and Interior Design sectors. Most recently, following its acquisition by the Rainbow group, one of the largest independent producers in the European audiovisual system, it has developed the Cinema & New Media, Set & Location Design branch. Part of the group are also the film production company Colorado Film and Rainbow Academy, a school in the field of Computer Animation.

- Among the most renowned academies of fine arts in Italy, the one of Urbino, established in 1967, presents itself to students as a 'unique laboratory space'. From its beginnings it has been transformed over time, giving shape today to an articulated training offer between classical subjects and disciplines characterised by new languages. Great emphasis is placed on new technologies related to 3D applied to sculpture.

- The two Conservatories represent two excellencies in the field of Italian music education: in particular, the Conservatorio Rossini is one of Italy's most prestigious musical institutions, rich in tradition, created by Gioachino Rossini's will and active since 1882.

It can also play a decisive role in the project because of the relationships it is capable of activating, since the city of Pesaro has not only been part of the 'Unesco Creative Cities of Music' network since 2017 but will be 'Italian Capital of Culture' in 2024.

The Fermo institution, named after another musical genius from the Marche region, Gianbattista Pergolesi, was founded as a detached section of the Pesaro Conservatory and was granted its autonomy in 1999. Since then, it has embarked on a virtuous path that is gradually establishing it on the national panorama of music education.

The Carlo Bo University of Urbino is one of the oldest universities in Europe (1506). Since 2003, the university has been named after the Italian poet and man of letters Carlo Bo, (rector from 1947 to 2001) who promoted a strong relationship between the city and its university. In addition to its core missions (didactics, scientific research and third mission) UniUrb recognizes internationalization, inclusiveness and sustainable development as crucial transversal missions.

The network thus described, therefore possesses the competences to operate in the best possible way in order to promote the interdisciplinary nature of the proposed initiatives.

The variety of the educational offer, of the disciplines covered and the presence of a special focus on new languages, that is entirely transversal to the network, also guarantees a synergic approach to all project activities.

A.2.2 Project model and Work Package

Please, refer to evaluation criterion n.3 (see art. 9, par. 6, of the Notice), describe the overall project model in order to explain how this will enable to reach the project's objectives. Refer to possible important challenges that may occur due to the chosen methodology and feasible solutions. (Max 5.000 characters)

The model is structured on three coordinated levels that guarantee the project's effectiveness and the achievement of the given objectives: A) operations, B) governance, C) monitoring and evaluation.

A) The operations (WP 1 to 7) will be structured on two axes.

-) Marketing and promoting (WP1 and WP7) is the horizontal activity with respect to all the other WPs. Under the responsibility of the lead partner, the marketing operations will have the task of ensuring the achievement of internationalisation objectives, the promotion of cooperation initiatives and the role of AFAMs abroad.

The action will be aimed at a young international audience, mainly female, and will serve to create a brand of the AFAM network that represents the essence and artistic creativity of the region and of Italy.

It will be led by the lead partner but will see the active collaboration of all the project partners.

-) The cooperation actions (from WP2 to WP6) will instead concern research and artistic production actions where incoming teachers and students will be involved from the outset and through which international networks will be implemented and strengthened.

All network partners will be involved in the planning and implementation of the operations in a transversal and contextual manner according to their specific institutional competences.

The operations will cover all the clusters envisaged, none excluded, leading to synergies and transversality between disciplines within the individual WPs.

B) Speaking of governance, the cluster will be equipped with an organisation capable of defining the roles and tasks assigned to each partner and of planning the activities, tools and management models of the financial and contractual aspects.

The ultimate aim of project coordination and management is thus to ensure that the objectives are fully achieved, within the limits of time, cost and resources.

The lead partner will be the intermediary between the network and the Ministry of Universities and Research (MUR) maintaining all formal and contractual responsibilities, including administrative and operational management activities.

In order to manage the complexity of the project activities, a management and coordination committee of the network will be created, under the supervision of a Project Manager Team identified at the start of the project.

The PMT will be in charge of budgeting, planning and controlling the progress of the activities and the timetable, managing and monitoring the different phases of the project.

The PMT will be supported by a Project Administrative Manager (RAP) who will have the task of overseeing all the administrative and reporting aspects.

The management committee will be the technical and organisational "governing structure" and will be composed by the Coordinator of the lead partner, the PMT, the RAP and by a responsible from each partner, with competences capable of monitoring and assessing the progress of the activities, as well as solving any critical issues in a timely and effective manner.

During the implementation phase of the activities, the PMT in collaboration with the RAP will have the task of supervising both the respect of the specific timetable assigned to the single actions and the organic and rational management of all the resources necessary to carry out the project activities, including the financial ones.

Each contact person will be responsible for the aspects related to the project activities assigned to his or her organisation and will ensure the coherent and organic use of the assigned budget according to the indicated timetable.

The work of the Committee will be carried out on a daily basis, through project back-office activities, in order to: i) plan the project activities, ii) analyze their progress, iii) verify the feasibility of the project timetable and deadlines, iv) analyze the project expenditure situation and define any corrective actions.

C) The monitoring and evaluation system will accompany all the phases of the project and will be managed by the management committee, the PMT and the RAP, with the task of ascertaining and supervising the management and co-ordination of the project activities, the organisation of events for the dissemination of the project results, the quality of the interventions developed and the implementation of the project activities. Special attention will be paid to the evaluation of the project's impact.

A.2.2.1 Work Packages

This section contains a list of Work Packages in which the activities are declined.

A Work Packages (WP) is identified as a set of activities aimed at achieving a specific objective of the project. Each WP is composed of one or more activity(s).

Wp. n.	*WP title*	*Participant(s) name*	*Start month*	*End month*	*Cluster(s) identification*
1	Marketing and promotion. The AFAM ambassadors around the world	Poliarte (resp), Accademia Belle Arti Urbino, Conservatorio di Pesaro, Conservatorio di Fermo, Università di Urbino	april 2024	march 2026	all
2	Raffaello, pop or myth?	Accademia Belle Arti Urbino (resp), Conservatorio di Pesaro, Conservatorio di Fermo, Università di Urbino, Poliarte	july 2024	august 2025	Theatre, performing arts, art and technology, visual arts, music
3	Made in Italy -Design for the renaissance of Italian "*saper fare*"	Poliarte (resp), Università di Urbino, Accademia Belle Arti di Urbino	july 2024	august 2025	design and applied arts, art and technology, visual arts

4	The new digital renaissance Marche Universal Sound Accessible (MUSA)	Università di Urbino (resp.), Accademia Belle Arti di Urbino, Conservatorio di Pesaro	july 2024	august 2025	art and technology, music, visual arts
5	The reinessance of inland areas - Design for social innovation	Poliarte (resp), Università di Urbino, Accademia Belle Arti Urbino	july 2024	august 2025	design and applied arts, art and tecnology, visual arts
6	The Italian musical genius	Conservatorio di Pesaro, Conservatorio di Fermo, Accademia Belle Arti Urbino	july 2024	august 2025	music, performing art, art and technology, visual art
7	The restituition. The Road Show and the "Expo MetaVerso Raffaello"	Poliarte (resp), Accademia Belle Arti Urbino, Conservatorio di Pesaro, Conservatorio di Fermo, Università di Urbino	september 2025	march 2026	all

A.2.2.2 Work Packages details

For each Work Package:

Work package number	1
Work package title	Marketing and promotion. The AFAM ambassadors around the world

WP objectives and description *(Max 2.000 characters)*

This is the first of two WPs dedicated to the promotion of partners abroad: the pivot around which internationalisation activities revolve. structured in three stages, thanks to Raffaello's iconic imagery, it will also bring to light those cultural deposits in the Marches shared today only by a small community

Data Acquisition: definition of the integrated strategy intended to present and promote the territory, the network as a whole and the educational peculiarities of the individual institutions, in addition to the contents of the research lines indicated in the following WPs. Media Output: phase dedicated to the realisation of open digital outputs (information and community platforms, teasers, images, prototypes, etc...), tools, dedicated channels, and to the activation of the global network of project *Ambassadors*: relevant professionals or influencers operating in the artistic clusters of reference, who will have the task of representing the network worldwide. The selection will be based on: academic and professional experience, studies or experience at AFAM institutions, sharing the same ethical and sustainable values of the Project, visibility, social activities in the reference market and/or internationally. Implementation. The previously realised media outputs will be conveyed abroad through the activities of the Ambassadors, selected influencers, partner institutions, and through channels chosen according to the target countries.

The aim is to generate, in the short term, an increase in incoming and outgoing mobility (to be immediately involved in the research and production activities mentioned in the following WP's) while, in the medium and long term, the increase and growth of the partners' international reputation of the AFAM sector and of the territory.

The marketing team will constantly assist and support the partners to ensure the convergence of research and production activities towards the shared objectives.

Work package number	2
Work package title	Raffaello, pop or myth?

WP objectives and description ***(Max 2.000 characters)***

Raffaello, as mentioned, is the imaginary around which the project will build its narrative through the intersection between the new technological languages and digital transition and those of the great artistic tradition. The visual, performing and musical arts will find in the city-theatre of Urbino the setting for study, research and artistic experimentation and production, enhancing academic excellence.

Students, researchers and lecturers from foreign academies and institutions will be involved in the interventions.

Performance events will be organised and coordinated by the Academy of Fine Arts of Urbino with the collaboration of the other project partners.

The role of the teachers and students will be to realise a) scenic/artistic with virtual architectures, 3D and the use of AI, b) dramaturgic/theatrical with storytelling, scriptwriting and creative writing c) musical with scripts and concert performances resulting from the collaboration with the two conservatories.

The workshops, "stage workshops", exhibitions, masterclasses and meetings in Urbino between masters and students will take the form of

- an international Theatre, Music and Performing Arts review with under 35 groups (mostly women) on the theme of New Technologies and Visual Arts. The participation of international groups with strong activities in the field of technological research and with proposals for scenic innovation is envisaged;

- a workshop exhibition of young artists and masters on the theme of contemporary living places: large cities, peripheral cities, villages, a reflection starting from Urbino ideal city of the Renaissance with international masters and workshops in the field of illustration on the theme of the Ideal City.

- Visual arts exhibitions and publication of two artistic and scientific catalogues, one of which on restoration between tradition and innovation.

Work package number	3
Work package title	Made in Italy - Design for the renaissance of Italian "saper fare"

WP objectives and description ***(Max 2.000 characters)***

The intervention, entrusted in coordination to the leader Poliarte, intends to involve foreign teachers and researchers active in the cluster of design, applied arts and visual and scenic arts in the "Made in Italy" sector, a heritage that represents culture and creativity Italian expertise applied to production.

The Marche region is an ideal place to study this 'renaissance' of Italian *saper fare*, especially in the luxury sector where traditional techniques and the recovery of finishes and details are favoured. Here, in fact, numerous production chains work for major international luxury brands, finding in the recovery of traditional workmanship their strong point. For these actors, design represents the indispensable key to implement the sector in terms of quality and therefore competitiveness.

The cooperation program plans to involve researchers and lecturers from foreign academies and universities engaged with the marketing action (WP1) in study and research projects related to design, applied arts and visual arts.

The most important districts in the region, where the skills and qualities are greatest, (footwear, furniture, yachts, textiles, clothing and semi-finished products for the furniture industry) will be the focus of the research work.

A special and specific focus, again due to the link between the sector and the Marche region, will then be devoted to the economy of the sea and thus to design for tourism and boating. Collaboration with the other project partners will take place on aspects related to design, graphics, illustration, photography and digital and multimedia arts.

Research and study activities will take the form of seminars, workshops and events both in person and remotely involving at least 4 foreign partner institutions and 10 participants for each event.

Work package number	4
Work package title	The new digital renaissance Marche Universal Sound Accessible (MUSA)

WP objectives and description *(Max 2.000 characters)*

The intervention is part of the project's strategy to make known to the international community of students, researchers and teachers those cultural deposits that have remained the shared heritage only for a small scientific community.

These include the Marche's musical heritage, which is vast and diverse, and often inaccessible to the public. The aim is to digitize the scores of music present in the Marche region, starting from the Albani archive, the Urbino State archive, the library of San Francesco and the Confraternity of San Giuseppe in Urbino, making them available online.

The digitized scores will be published on a dedicated website in open mode, making them georeferenced and accessible to a wider public. The project also envisages the realization of two didactic workshops: one to disseminate knowledge of software for digitizing and performing ancient scores and one for sensory paths directed at people with deafblindness and psychosensory pluriminorations for understanding the scores reproduced through 3D prints. The cooperation program will involve both researchers and lecturers from foreign academies and universities, engaged through the marketing action (WP1), as well as musicians and citizens, including those with hearing disabilities, offering access to valuable musical heritage and interactive educational workshops.

Around this intervention, international networks in which the University already participates, will be consolidated and new ones will be created.

The phases of the WP are subdivided into source research, scanning, transcription of the scores into modern notation, recognition of the notes and their online dissemination, in addition to the previously mentioned tactile pathway. State-of-the-art software and 3D printers will be used to digitize the scores and realize the tactile pathway. Cooperation with conservatories and the Academy of Fine Arts in Urbino will be active.

Work package number	5
Work package title	The reinassance of inland areas - Design for social innovation

WP objectives and description ***(Max 2.000 characters)***

Among the cultural renaissances that the country needs, that of the inland areas is one of the most delicate and nevralgic and for years has been the focus of public policies supporting the regeneration of those territories.

The protection and conservation of the enormous richness present there (both the material one and the cultural one made of history, knowledge, arts and traditions) is an essential asset for the protection and conservation of the so-called minor cultural heritage.

In this case, too, the Marche region represents a fresco, in little, of Italy. The reconstruction efforts after the 2016 earthquake have brought out advanced technical and administrative skills to counter the phenomena of abandonment.

Social innovation acts on the proximity of rich and poor areas and on the mechanisms with which it is possible to bring the weaker part of a territory to benefit from the wealth of its neighbors without eroding its benefits: in this context, the discipline of design for social innovation was born, which is increasingly attracting the attention of the international academic community.

The paper proposes a specific focus on the discipline of social regeneration, treating the Marche case as a model that can be easily replicated in further and different areas.

The contribution of Design and AFAM Institutions can take place firstly through physical and digital communication and secondly through the design of networks of relations and services that enhance territories and their cultural deposits.

Since a long time, the DESIS university network, with which a collaboration will be activated, has been working on these issues. The intervention is entrusted to the lead partner Poliarte, but it will foreseen the contribution of Academy and of the University of Urbino. Researchers and lecturers from foreign academies and universities will be involved in these projects on social innovation design to be developed with seminars and workshops both in presence and remotely.

Work package number	6
Work package title	The Italian musical genius

WP objectives and description ***(Max 2.000 characters)***

The Rossini and Pergolesi Conservatories will leverage the name of the two world-famous musical geniuses to strengthen cooperation activities and consolidate both the respective UNESCO networks of which the cities of Pesaro and Fermo already belong and the role of Italian Capital of Culture assigned to the first for the year 2024.

The artistic research initiatives will enhance the musical heritage through academic excellence with a multidisciplinary approach and linked to technological innovation.

In Pesaro, students and teachers will be confronted with established projects inspired by contamination such as "Io write music" (a tribute to Riz Ortolani) and "C'è del Nuovo..." (an event of contemporary music) and with a new production dedicated to Raffaello Sanzio.

The event "a Raffaello" will consist of two distinct moments: in the theatre with the "Cantata per quarto centenario natalizio di Raffaello" by Lauro Rossi (another great composer from the Marche region) while in Sonosfera (a theatre for deep listening to ecosystems and music) the motifs of the "Stanza della Segnatura" and their underlying symbolism will be transformed into enveloping sound. The 360° view and three-dimensional 'listening' of Raffaello's frescoes will complete the event.

Pergolesi will be involved in two multimedia productions. In the spirit of interaction between arts, his music will be juxtaposed with two famous painters who lent their work to the Marche region in different centuries: Crivelli and Licini.

With the collaboration of the department of composition and electronic music, Pergolesi's masterpieces will be performed: the 'Stabat Mater', a milestone of sacred music, and 'La Serva Padrona', the first example of opera buffa.

The 'Stabat' will be linked to the works of Crivelli, while 'La Serva Padrona' will make use of Licini's images for the scenes and backdrops.

The WP will be realised in cooperation with the partners for the multimedia, costumes and jewellery, and stage furnishings.

Work package number	7
Work package title	The restituition. The Road Show and the "Expo MetaVerso Raffaello"

WP objectives and description ***(Max 2.000 characters)***

The intervention is entrusted to Poliarte and the marketing team which, in collaboration with the Urbino Academy and the other partners, will thus complete the communication and promotion actions started with WP1.

The restitution of the interventions carried out by the network (WP from 2 to 6) will be functional to the continuation of international relations and exchanges in the following years. The aim is to intercept new opportunities for incoming and outgoing mobility and the implementation of international networks.

Two are the activities planned in this section.

A) Road Show Promotional Tour.

The work carried out in the individual WPs will be promoted through a series of promotional "incursions" at important events held abroad and which are closely linked to the missions and

activities of the Marche network (music festivals, design, exhibitions, fashion weeks, conventions, etc..)

The road show will make use of communication and digital tools and channels, using what has already been developed during WP 1 and the material created by the marketing team during the accompanying phase of the network's activities.

The target events will be identified together with the partners during the accompanying activity carried out by the marketing team throughout the project.

B) Expo Metaverso Raffaello.

Two days of great international cultural animation in Urbino to give prominence to the outputs and productions created by the AFAM network.

In the Renaissance scenario, conferences, theatrical and musical performances, design and art exhibitions will enliven the various exhibition spaces: halls, cloisters, national gallery, theatres, squares.

During the event, which will be attended by representatives of the foreign institutions with which the network collaborated during the project, further synergies and cooperation programs will be launched.

It will also be an opportunity to reflect at a national and institutional level on the policies and strategies to support the sector.

A.3 Economic and Financial sustainability profile

Please, refer to evaluation criterion n. 5 (see art. 9, par. 6, of the Notice), indicate the Economic-Financial sustainability profile of the initiative in terms of implementation and feasibility of the interventions, focusing on the adequacy of financed interventions to guarantee the continuity of the project. (Max 5.000 characters)

The congruity of the costs shown with respect to the project objectives and the work plan outlined is highlighted. The financial economic plan is structured according to a precise strategy.

In terms of costs, most relevance is assigned to marketing activities, communication campaigns, and promotion of partners abroad and, also, to training programs, workshop, festival.

The interventions in this area are coordinated by the leader, who will be in charge of the strategy together with the marketing team (WP 1 and WP 7) and in strict collaboration with other partners to develop the contents of the project in terms of productions and activity.

The choice is consistent and consequent to the objectives and goals of the project. It takes into account the need to build an innovative brand awareness which, although facilitated by the iconic choice of Raffaello as "testimonial", will require a significant and massive campaign as mentioned based largely on digital leverage and on the activity of ambassadors and influencers (also taking into consideration of the young target of the operation).

The investment in communication is also strategic with a view to the subsequent sustainability of the project since only a significant impact in terms of communication can allow, over time, the strengthening and consolidation of international networks and an effective continuation of the exchange and mobility activity.

Another significant item is dedicated to research activities and to the production of dissemination events in Italy and abroad to facilitate the sharing of knowledge and international cooperation.

In the academic field, research activity, events and productions are considered very important factors of attraction for those who intend to come to study or teach from outside Italy and very effective dissemination tools for representing Italian culture abroad.

From a production point of view, their multimedia and "light" format will allow agile use during the project (WP1 activity and WP7 road show) and, in the future, in further and subsequent future internationalization actions.

The investment program drawn up is functional to the overall sustainability of the project, fulfills the various aspects of development requirements on an economic, social and cultural level and takes shape in the activities described in the WPs.

The institutions making up the partnership guarantee functional coverage of all aspects of the project and represent implementation verticals with specific skills gained in the sector. The structures will be supported by senior specialist consultants for marketing, project management and administrative management actions.

The interventions envisaged in the seven WPs are in line with the skills and the human and financial resources that the institutions will allocate to the project.

The individual planned activities will be started immediately:

1) start of marketing activities (WP1) aimed at developing mobility and exchange programs and consolidating networks (from months 1 to 12)

2) start of teaching and research activities, master classes and workshops, and production activities (WP 2 to 6 - from month 4 to 14) supported and constantly accompanied by the marketing and communications team (WP1)

3) final phase with the restitution at an international and national level of the interventions carried out (Road Show and Expo Raffaello WP7). Beginning of the capitalization phase of all the work done during the project to open new opportunities of international cooperation

The project carries out actions and offers services which, once absorbed, can in the medium and long term be transformed into a further integrated offer developed through its own resources to implement the achieved results both on public and private financing lines. Sustainability is guaranteed through the transition from an experimental phase supported by the Ministry of University and Research to a subsequent and mature one in which the cost is transferred in a controlled and progressive manner to the end users of the services themselves and on the academic institutions, which in the meantime have increased their awareness of the value of the interventions in terms of international return, academic prestige, image and competitiveness.

Finally, the entry of external investors operating in the field of production and artistic research, interested in the growth prospects of the intervention, will be expected.

The experience gained in the field by the proponents at the end of the intervention, which will strengthen an already consolidated international activity, will therefore support the continuation of the operations in the years to come.

Furthermore, the presence of a private partner, with a solid industrial reality behind it, allows you to count on a network of potential private financiers in the field of cultural and creative enterprises linked to design, cinema and art, always interested in dynamics on an international scale.