

21st

European Week of Regions and Cities

Thriving Regions, Stronger Europe



9-12
October
2023

#EURegionsWeek



**Cultural heritage and creativity:
a powerful driver for small and medium-sized urban centres**

UMBRIA REGION - MUSEUMS AND CULTURAL WELFARE

Antonella Pinna



Regione Umbria

AIMS

Museums and cultural welfare

Enhancing the community
well-being and health, with **visual arts**,
performance and **cultural heritage**



CONTEXT

Development through culture
Activate new social responsibilities
Museums as cultural stages with
therapeutic effects



THE CALL

Regional Funds
Museums and cultural venues
projects addressing to families
and communities with
disadvantaged or vulnerable
people, with the aim of
combining art, culture and social
inclusion

OPEN CALL: MUSEUMS AND CULTURAL WELFARE

Funds L. R. n. 24/2003



ADDRESSED TO:

- micro, small and medium-sized cultural enterprises
- non profit legal entities

operating in the field: **art therapy**
management, enhancement and
promotion of cultural heritage, cultural
activities and every other artistic activity

☐ APPLICATION: 19 PROJECTS

☐ APPROVED: 11 PROJECTS

☐ COMPLETED: 10 PROJECTS

☐ TOTAL REGIONAL CONTRIBUTIONS:

€ 156,558.00

☐ Average contribution approx. € 16,000.00

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WHERE

LIBRARIES N.4

ECOMUSEUMS N. 1

MUSEUMS N. 14:

- Archaeology
- Contemporary Arts
- Churches
- Ceramics
- Fine Arts

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ACTIVITIES AND ART TECHNIQUES

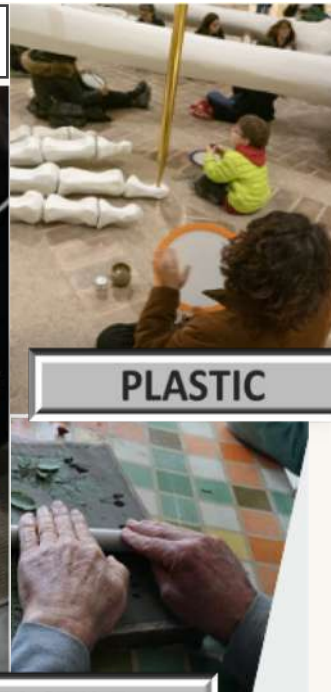
CLAY



MUSIC



PLASTIC



GLASS



VIDEO



TACTILE
ENGAGEMENT



PAINTING



PHOTOGRAPHY



DIGITAL



ECOMUSEO DEL TEVERE, PERUGIA



EX CHIESA SS ANNUNZIATA, FOLIGNO



TORGIANO – PARCO DELLE SCULTURE DI BRUFA



MUSEO DELLA PESCA, MAGIONE



MUSEO DELLA CITTÀ, BETTONA



ANTIQUARIUM COMUNALE, CORCIANO



**BIBLIOTECA DIOCESANA BEATA LUCIA
BROCCADELLI, NARNI**



PALAZZO CESI, ACQUASPARTA



**GALLERIA D'ARTE MODERNA
G. CARANDENTE, SPOLETO**



THE 10 APPROVED PROJECTS

MIXED METHODS APPROACHES

- GROUP ART THERAPY
- CREATIVE ENGAGEMENT
- THEATER PLAYS - POETRY - VIDEO – SOUND AND MUSIC – HAPTIC ART EDUCATION
- DIGITAL IMMERSION
- VIDEO GUIDES IN SIGN LANGUAGE

ACTIVITIES AND ART MEDIUMS

CLAY – GLASS – PAINTING – PLASTIC - MUSIC – PHOTOGRAPHY AND FILM – DIGITAL CREATION

RECIPIENTS

- DEAF DUMB SUBJECTS
- PEOPLE WITH AUTISM SPECTRUM DISORDER
- CHILDREN WITH COGNITIVE AND/OR MOTOR DISABILITIES
- DISADVANTAGED FAMILIES
- IMMIGRANT ADULTS - UNACCOMPANIED FOREIGN MINORS
- REFUGEES AND ASYLUM SEEKERS
- ELDERLY PEOPLE - SCHOOLCHILDREN
- TERMINALLY ILL PATIENTS AND THEIR CAREGIVERS
- SUBJECTS WITH SEVERE PSYCHOPHYSICAL DISCOMFORTS
- PATIENTS WITH SPINAL CORD TEARS
- MOTHERS AND CHILDREN IN SOCIAL SHELTERS

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Museums and cultural welfare
from **SPERIMENTAL PROJECT**
to **SOCIAL DEVELOPMENT PARADIGM**

TODAY: REPLICATE THE PROJECT WITH EU FUNDS

As an implementation of action 1.3.4 of the PR FESR 2021-2027

"Call for the support of projects in the cultural welfare sector" Year 2023

Endowment: € 400,000.00

With the aim to stimulate the new social responsibilities of cultural operators towards disadvantaged or vulnerable subjects and the relational capital of cultural organizations as well as networks between cultural operators.

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THANKS FOR YOUR ATTENTION
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