

# Multi-functional centres

PROJECT MAIN OUTPUT WP T3.1

2019/2023



## MULTI-FUNCTIONAL CULTURAL CENTRES IN MONTENEGRO, ITALY AND ALBANIA

Investments in creative industries are of crucial importance for the development of the field of culture, not just because of the enormous economic potential that it brings, but also for the key role that it plays in bringing communities together and creating the feeling of common European identity, culture and values. Partners of the 3C project recognize the role that cultural and creative sectors can play in their territorial development as key strategic resources for their regions, on which it is important to invest to boost economic growth. All participating partners are interested in preserving and promoting their cultural and natural heritage, exploring its potential to enhance the attractiveness of their region and modernize the territorial productive system. Cooperation proves to be useful since it allows to transfer best practices from more experienced to less experienced partners going beyond the scope of both cross-border cooperation and local initiatives.

The overall objective of the project is to contribute to better cooperation of the relevant key actors of the area for the delivery of innovative cultural and creative products through Regional Arts Mobility and visiting program and joint cross border networking platform. It is also very important to create a synergy among those sectors and launch a sustainable platform for cooperation, exchange of knowledge, information, joint plans and actions, with the aim of sharing the creative potential across the entire region.

One of the main focus of 3C project is opening of 4 multi-functional culture centers/spaces in the region, Regional Culture enterprises' network including related web platform.

During the implementation period, the partners succeeded in the realization of four investments in Puglia, Molise, Albania and Montenegro.

## Montenegro: Restoration of the Old Prison Building in Kotor and establishing of Creative Hub

**Creative hub in Kotor** was opened in the restored former building of Old prison in Kotor, within project “Cross-border exchange for the development of Cultural and Creative industries – 3C”.

The works on the reconstruction of the building that is both UNESCO and national cultural heritage site started in 2020. After the reconstruction of the building in accordance with legislation and conditions from the field of cultural heritage, the Creative Hub was officially opened in July 2021 and it has been used as the center for residential stays of artists, artistic residencies, workshops, seminars, conferences and other events aiming at the promotion of creative industries, artistic creativity and cultural heritage.

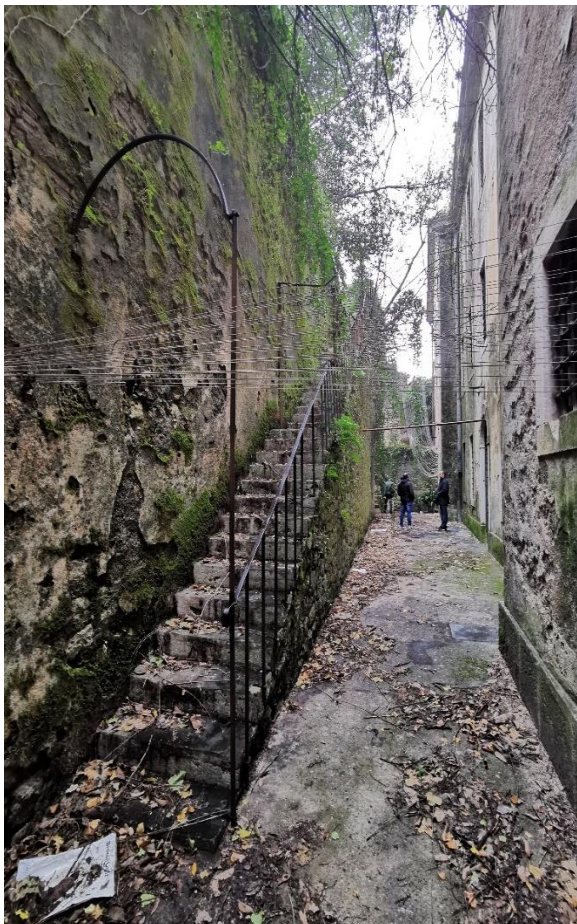
The aim of this activity was **to foster protection and valorization of cultural heritage**, which responds to numerous influences and challenges of modern age. Through strengthening the infrastructural state of cultural properties, support is provided to the education and improvement of entrepreneurial skills, residential and specialized training programs, the establishment of innovation ecosystems, technological innovations and the so-called product based entrepreneurship in cultural and creative industries.

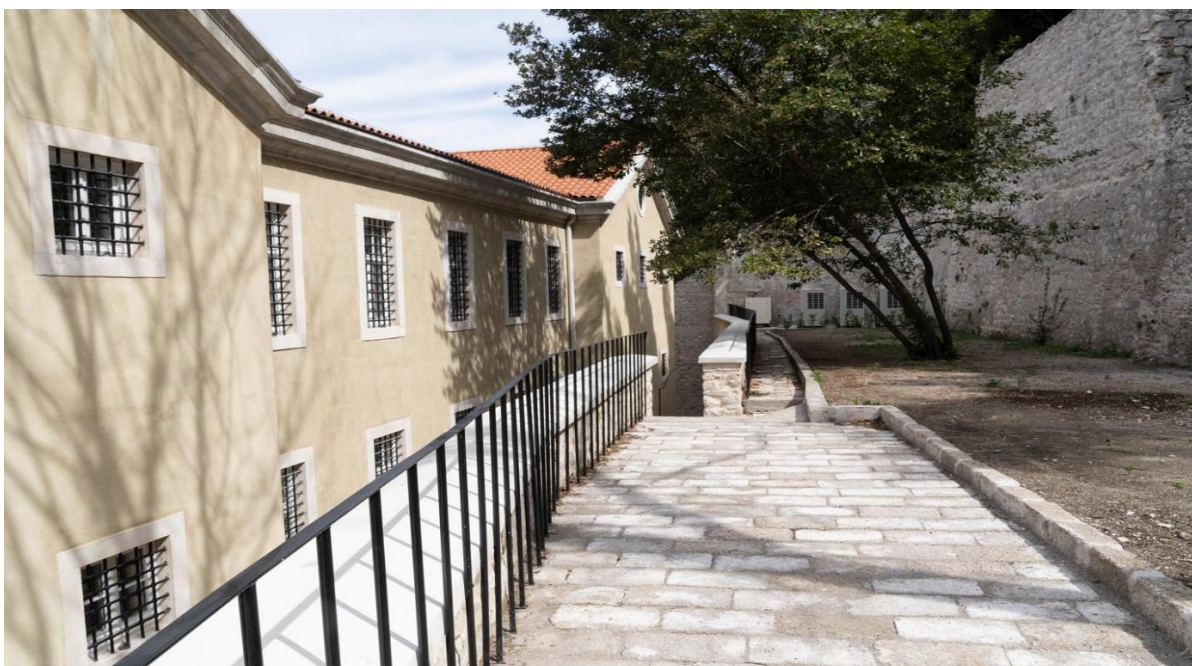
In addition, this activity contributed to the strategic goal aimed at promoting and developing the creative sector and creative industries in Programme area, as a generator of economic development and potential for positioning Montenegrin culture at the regional and international level.

Creative Hub in Kotor is now a local and regional center for diverse cultural and creative programmes that include artistic residencies, workshops, presentations, concerts, conferences.

Video: <https://youtu.be/3vyihVxrgJM?feature=shared>

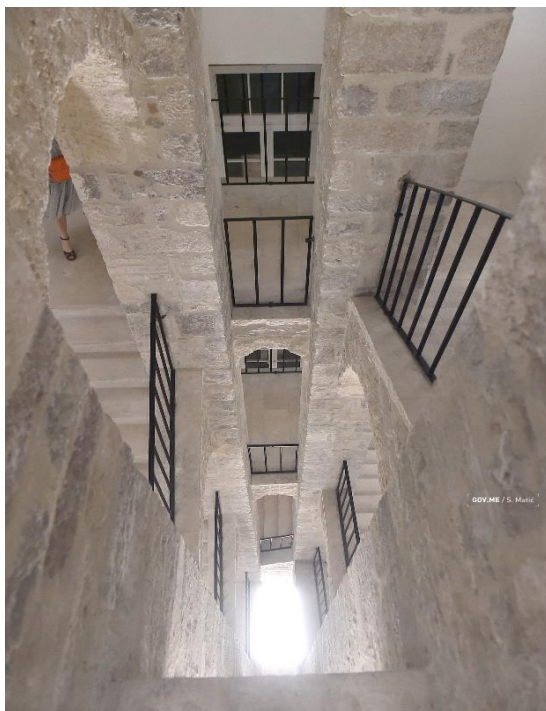
Photos before and after the reconstruction:















# Interreg - IPA CBC

Italy - Albania - Montenegro



3C

## „3C“

### „Cross-border exchange for the development of Cultural and Creative industries“

Main goal is to enhance cooperation between CCI actors in the project area through the creation of innovative centres with residential artistic programmes and joint cross-border cooperation networks. By revitalizing cultural heritage through contemporary art, the project will contribute to reconnecting culture and territory by sharing knowledge, experience and creative potential



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Montenegro  
Ministry of Education,  
Science, Culture and Sports



Montenegro  
Ministry of Economic Development



Albania  
MINISTRIA E KULTURËS



IMK  
INSTITUTE FOR INNOVATION  
AND CREATIVITY  
"LANE STRATEGIC"



REGIONE PUGLIA  
Dipartimento Cultura, Patrimonio, Beni Culturali  
e Musei Regionali del Sud

FONDAZIONE  
MOLISE CULTURA



REGIONE MOLISE

### Partnership:

#### LEAD PARTNER:

Ministry of Education, Science, Culture and Sports of Montenegro

#### PARTNERS:

Ministarstvo ekonomije Crne Gore (ME)

Ministria e Kultures (AL)

Instituti Kombëtar i Trashëgimisë Kulturore (AL)

Regione Puglia – Dip. Turismo, economia della cultura e valorizzazione territoriale (IT)

Regione Molise- Fondazione Molise Cultura (IT)

#### Associated Partners:

Qendra Kombëtare e Kinematografisë (AL)

Fondazione Gramsci di Puglia (IT)

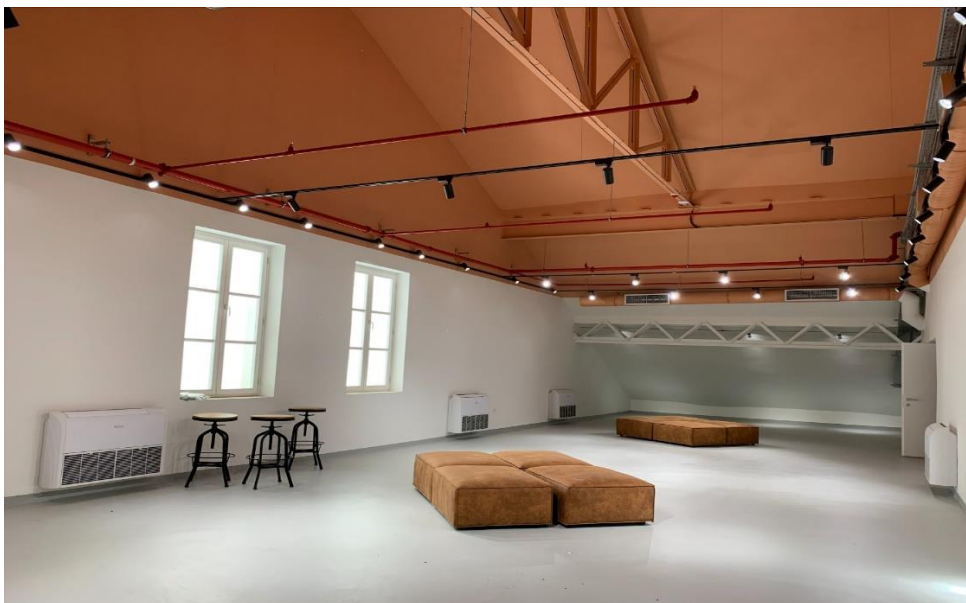
## **Albania "Park of Art - Revitalization and Requalification of the Territory of Former Kinostudios Shqipëria e Re"**

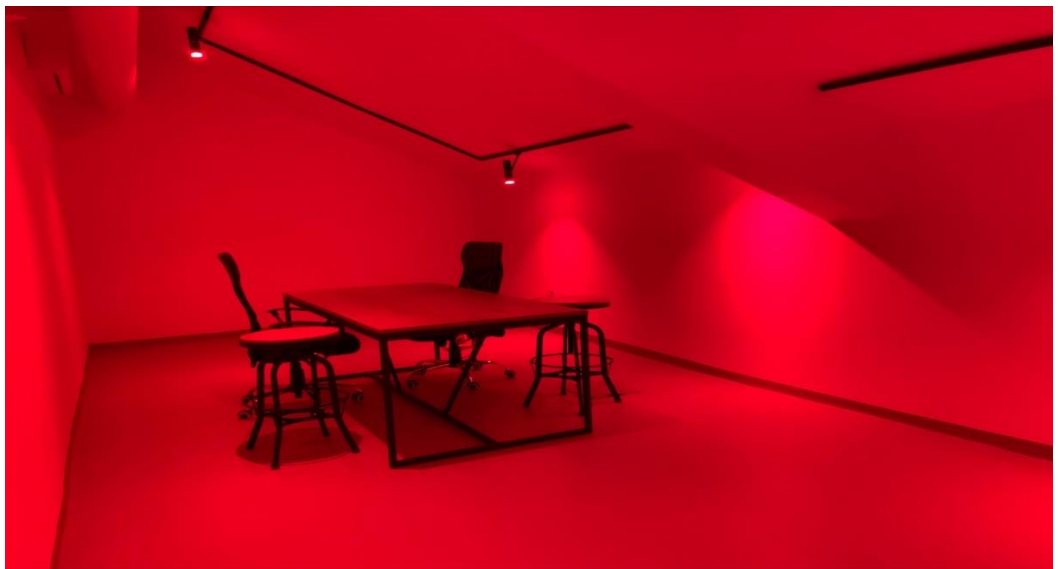
The idea of the project is to create a public space characterized by the presence of artistic works but with a symbolic and very strong civil value: a "garden" that will contain in its interior a permanent installation along with some view of nature and history.

Ministry of Culture of Albania has implemented "3C Cross-border exchange for the development of Cultural and Creative Industries" Project, Interreg IPA CBC Italy – Albania – Montenegro Programme. In this framework, the Ministry of Culture has implemented the investment package "Park of Art - Revitalization and Requalification of the Territory of the former Kinostudio Shqipëria e Re". The "Park of Art" is the creation of a temporary and permanent exhibition space for the works of artists, around the Ministry of Culture. Ministry of Culture of Albania has developed a cultural hub in one of the most valuable structures, which has also the status of a monument of culture.

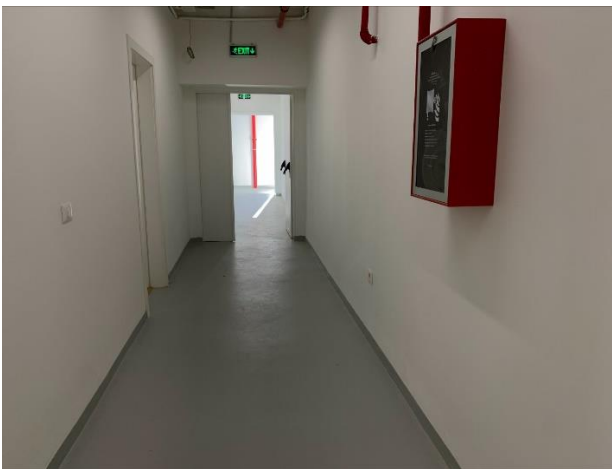
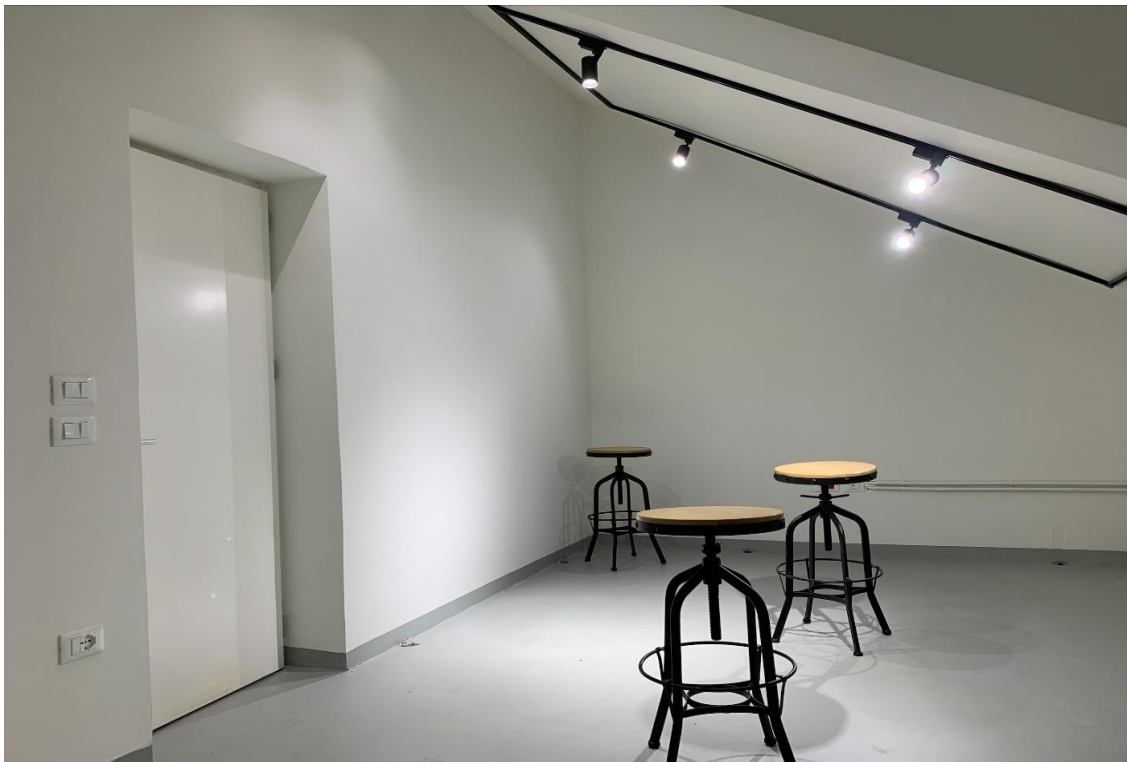
Realization of the Park of Art and the requalification of the territory of the Former Kinostudio "Shqipëria e Re", is the promotion of the cultural heritage values that this area contains and the increase in the number of visitors to the park who increase the possibility of cultural artistic production, youth education and community cohesion through art -culture. The development of a cultural center in one of the most valuable buildings in the city, which also has the status of "**Cultural Monument**", aims to achieve an urban revitalization of the area, not only by rebuilding's the entire complex, but also by creating active infrastructure that will encourage the development of the cultural and creative sector. The project will create an important cultural pole for the capital, space to host cultural and artistic activities as well as exhibitions, social economic revitalization of the former Kinostudio area, making this area a new point of reference for young artists.

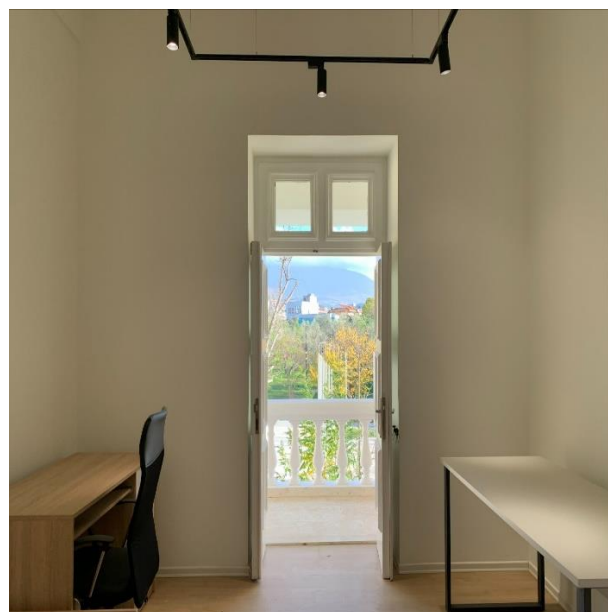
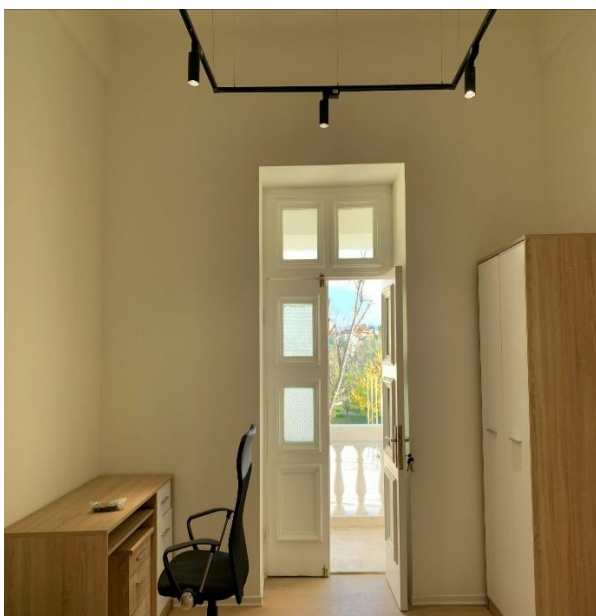














## **Region Molise: Investment in Palazzo Ex Gil**

Region Molise realized the investment in Palazzo ex Gil while improving the state of the building and its sustainable function. The former GIL palace of Campobasso, built between the years 1933/38 to a design by arch. Domenico Filippone (1903-1970) is an example of functionalist architecture in the city. The presence of this building was the premise for the subsequent growth of the surrounding area. The general feasibility of the intervention has been assessed by verifying its compatibility with urban planning and land use planning tools.

The investment included works on the outdoor area at the entrance and exhibition hall, as well as in the garage and basement of the building and replacement of the elevator.

During intervention





After intervention

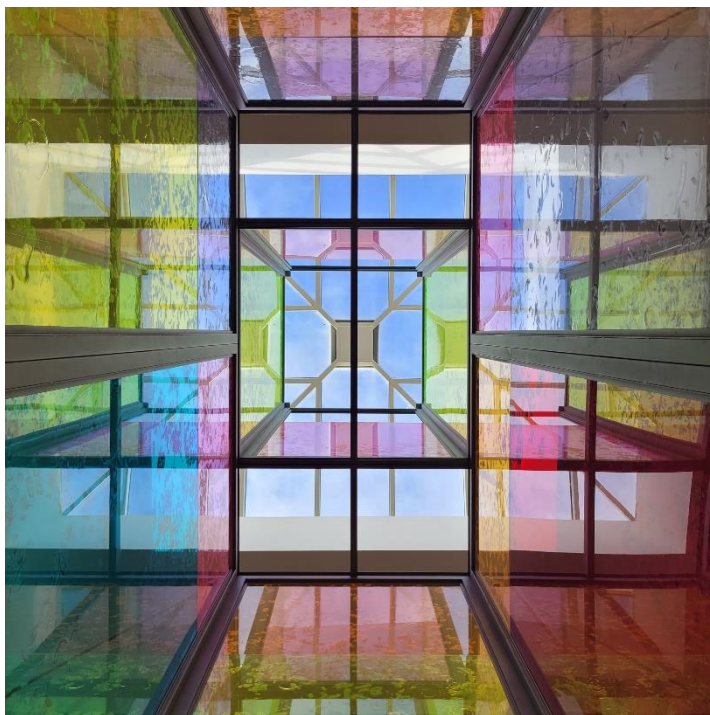
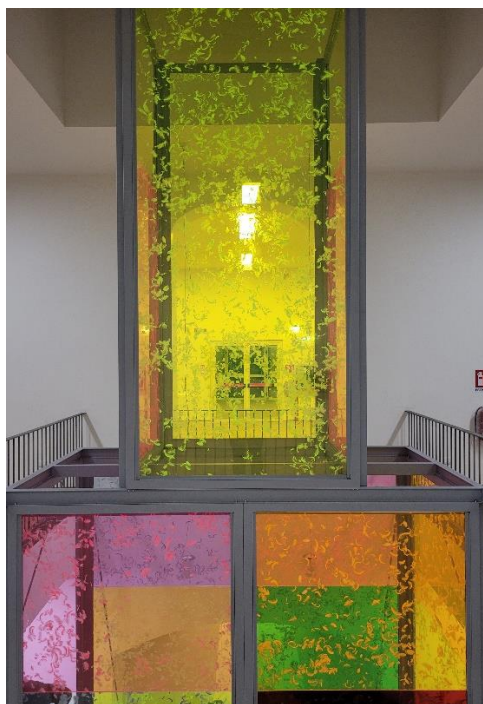


## **Puglia Region: Investment in the multi-functional culture center in the Regional Library-Museum Pole of Bari**

Puglia Region invested in the multi-functional culture center localized in the Regional Library-Museum Pole of Bari, a diffused system that includes a restored building in the former “Caserma Rossani” area, a former military barracks in the central part of Bari, and the “Kursaal Santa Lucia” theatre. In particular, in the Kursaal Santalucia, the interior fitting out of the House of the Arts (in particular the Giuseppina Room and the offices), including some artworks, has been completed, while in the former Rossani Barracks it has been installed the artwork by maestro Pirri "Compagnie Angeli", an artwork dedicated to the memory of Antonio Gramsci, that will welcome visitors to the new Public Library in the former Rossani Barracks, which, once the fitting-out work has been completed, will be a reference library centre at regional level, the physical headquarters of Apulia's library services system.

*The artwork "Compagni e Angeli" by maestro Pirri in the former Rossani Barracks in Bari*

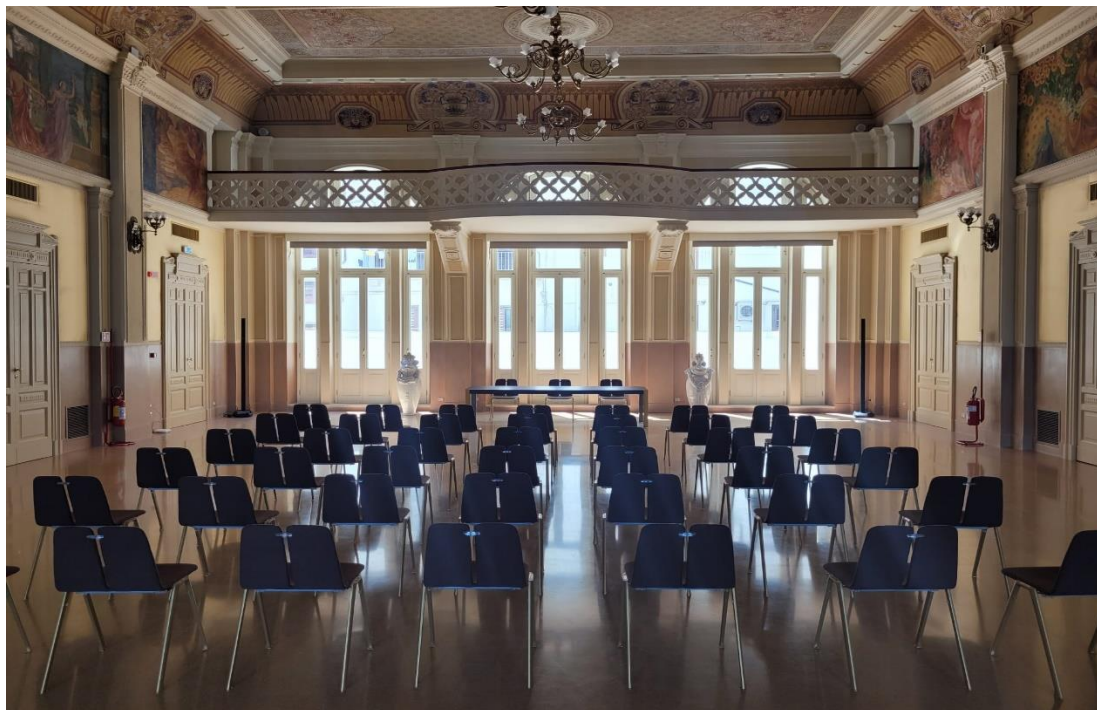




*The artwork in the first phase of the installation*

***The interior fitting out of the Kurssal Santa Lucia Theatre:***

*Giuseppina Hall:* An auditorium configuration is planned for the Sala Giuseppina with 99 seats. The set up includes conference tables, a piano and curtains for the darkening of the room during any video projections.

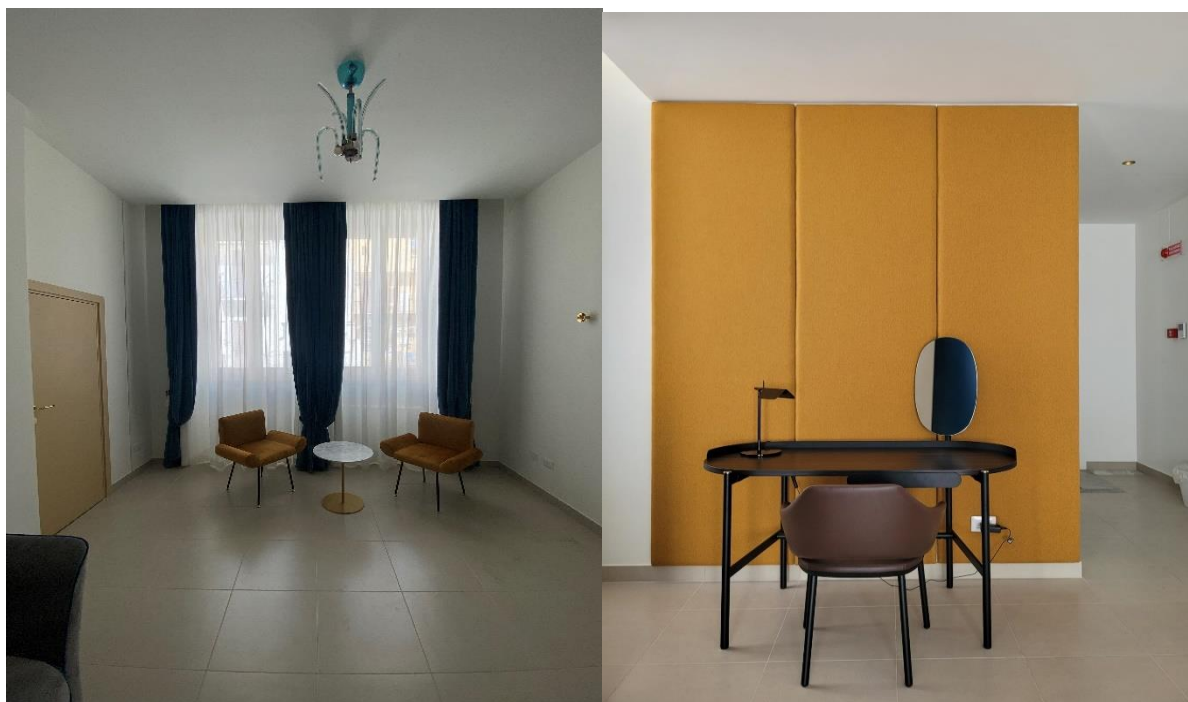






### *Main dressing room*

One of the available spaces near the dressing rooms has been designated as the main dressing room, as it is equipped with a personal bathroom and generous useful dimensions, allowing it to be fully furnished, with armchair, bar table, wardrobe cupboard, writing desk, even a convertible sofa that allow the performer a better rest during breaks in the performance.



### *Sala Cielo and adjoining exhibition spaces*

For the Sala Cielo, whose function is exhibition, a minimum of self-supporting modular panels are provided for paintings or photographs self-supporting panels for the exhibition of paintings or photographs, in the adjacent spaces the exhibition function continues, assisted by a reception desk and temporary seating for observing the works.



### *Verdi Hall and Vivaldi Hall*

The rooms intended for relaxation and at the same time designated as quiet spaces, have been equipped with an ergonomic seating group and a support table



*Puccini and Donizetti Hall*

The rooms are intended as offices



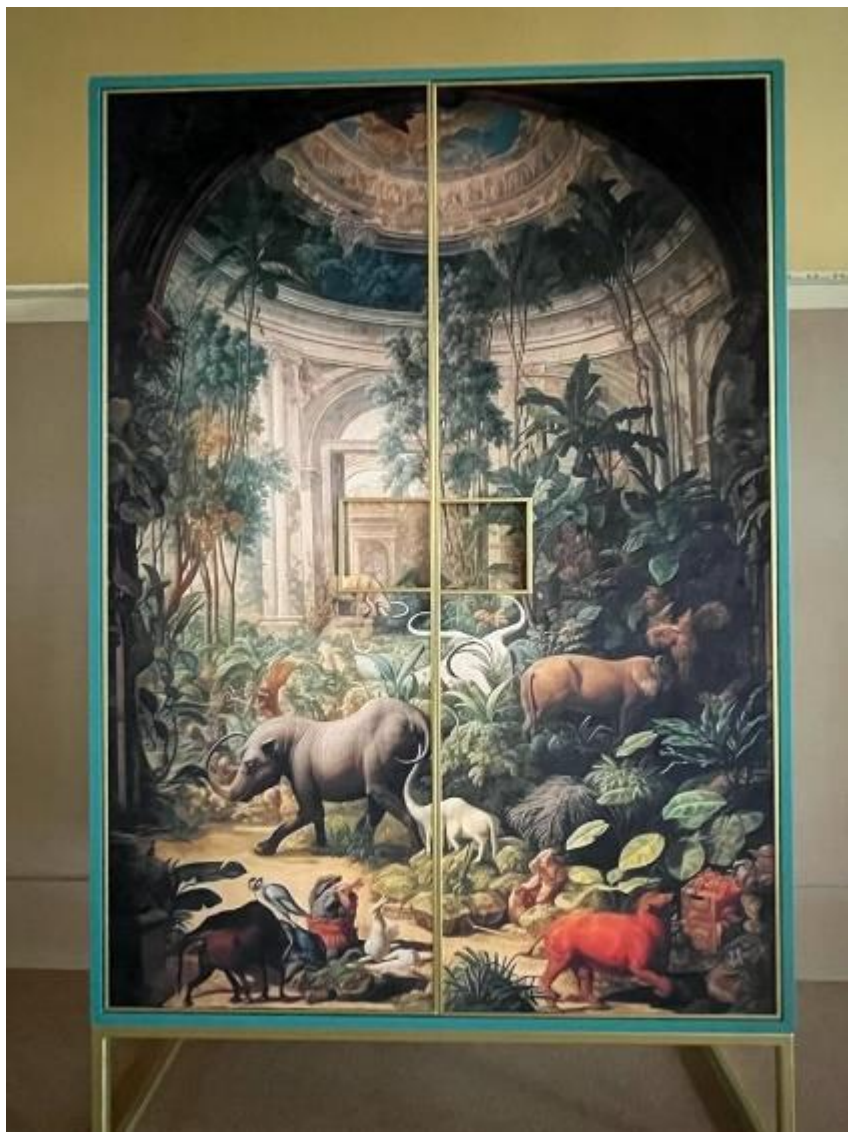
### *Entrance Corridors to the Gallery*

The entrance corridors to the Gallery have been verified as having the necessary and sufficient dimensions to accommodate historical stage costumes received as donations from the managing body.

The entrance corridors to the Gallery have been verified as having the necessary and sufficient dimensions to accommodate glass showcases without impeding escape in the event of an emergency.



*Design works for permanent exhibition*



Gianluca Migliorino: Madia Charm modello



Madia Charm



No. 4 coat hooks model IDEA



no. 1 cabinet and bench model SEGNO



n. 1 table model NUVOLA 01 en. 6 stools model PRIMITIVO



n. 1 console table model NUVOLA 02



No. 1 bookcase model CAOS





n. 2 BB lamps



Marcello Fasano

No. 2 white glazed ceramic pupae

### *Roof garden*



### *Artworks*

**Francesco Arena**  
**La misura delle cose :**



**Luigi Presicce**  
**Il Cherubino rubato,**



**Rossella Biscotti**  
**Millenocentottantuno**



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