

# Identifying Growth Opportunities in the Venetian Cultural Economy

Addressing the artistic and cultural opportunities through venues and their events in Venice, Italy

**Presented by:**

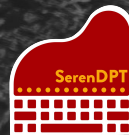
Emelia Carleton  
Lora Dufresne,  
Danforth Frost Kenerson  
Derik Pignone



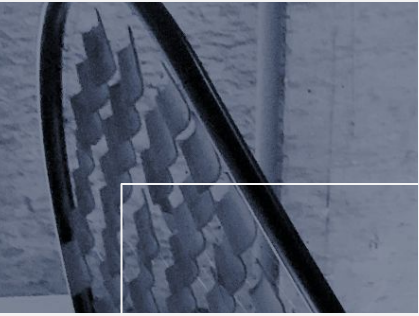
**WPI**

**Project Advisors:**

Dr. William Michalson  
Dr. Fabio Carrera



**COSMO**

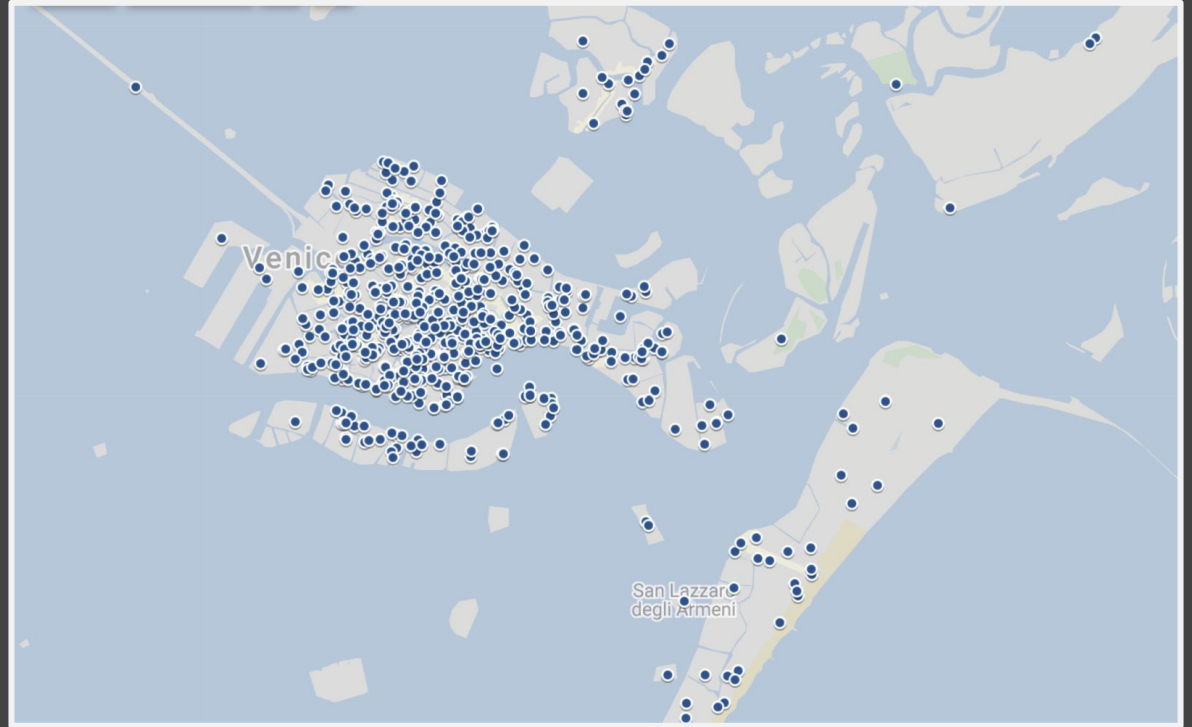


The main goal of this project is to **identify growth opportunities** for new models in the cultural and artistic sector of Venice to support the program COSMO.



**THERE ARE 912  
VENUES WHERE  
EVENTS OCCUR IN  
VENICE**

The markers on the map to the right highlight the most relevant venues located in the city of Venice, Italy.



# EVENICE

**EVENICE**  
Il portale degli eventi a Venezia

Events

Guide to Venice

 EVENTS  
TODAY

 EVENTS  
TOMORROW

 EVENTS  
WEEKEND



**Choose the category** ART AND CULTURE EXHIBITIONS MUSEUMS THEATER AND ENTERTAINMENT BY NIGHT AND EVENINGS OPERA AND CLASSICAL MUSIC CITY LIFE AND SPORT

## ALL THE EVENTS IN VENICE IN 2021



Art and  
Culture

Exhibitions

Museums

Theatre and  
Entertainment

By Night and  
Evenings

Opera and  
Classical  
Music

City Life and  
Sports

# THESE VENUES HAVE BEEN MAPPED

The screenshot displays the website 'osservatorio d'arte Venezia'. The main area features a map of Venice with numerous green circular markers indicating the locations of various venues. The map includes labels for 'Via della Libertà', 'Raffineria ENI Porto Marghera', 'Isola nuova delle Tresse', 'Tronchetto', 'Stazione Marittima', 'Giudecca', 'Le Vignole', and 'La Certosa'. On the right side, there is a search sidebar with the following elements:

- Navigation links: Home Search Map About
- Search input: Search by Name or Keyword... SEARCH
- Date range: mm/dd/yyyy To mm/dd/yyyy
- Category filters: Galleries, Museums, Theatres, Opera Houses
- Selected item: **Church of San Beneto**
- Category: *(Category: Other)* -----



# FEATURES

## User-Friendly Interface

Intuitive buttons, text fields, and filter settings to search locations

## Interactive Map Display

Venues are shown as point markers on the map and can be color coded by category

## Search Bar and Filter Settings

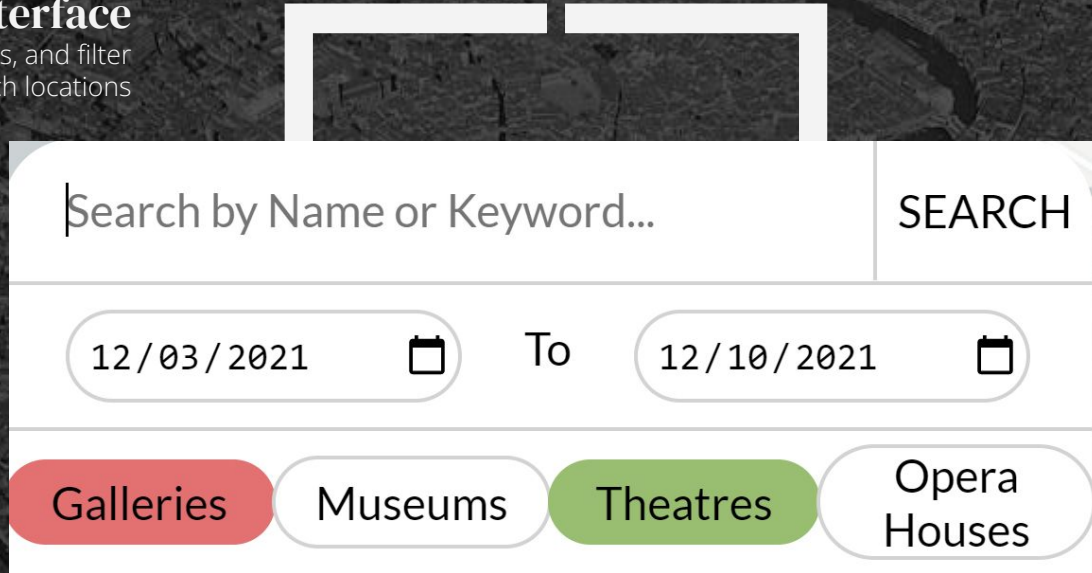
Users are able to find venues by name or keyword, as well as filter for specific wants.

## Live Updates



Information is updated continuously through our team's database

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Intuitive buttons, text fields, and filter settings to search locations



Search by Name or Keyword... SEARCH

12/03/2021  To 12/10/2021 

Galleries Museums Theatres Opera Houses



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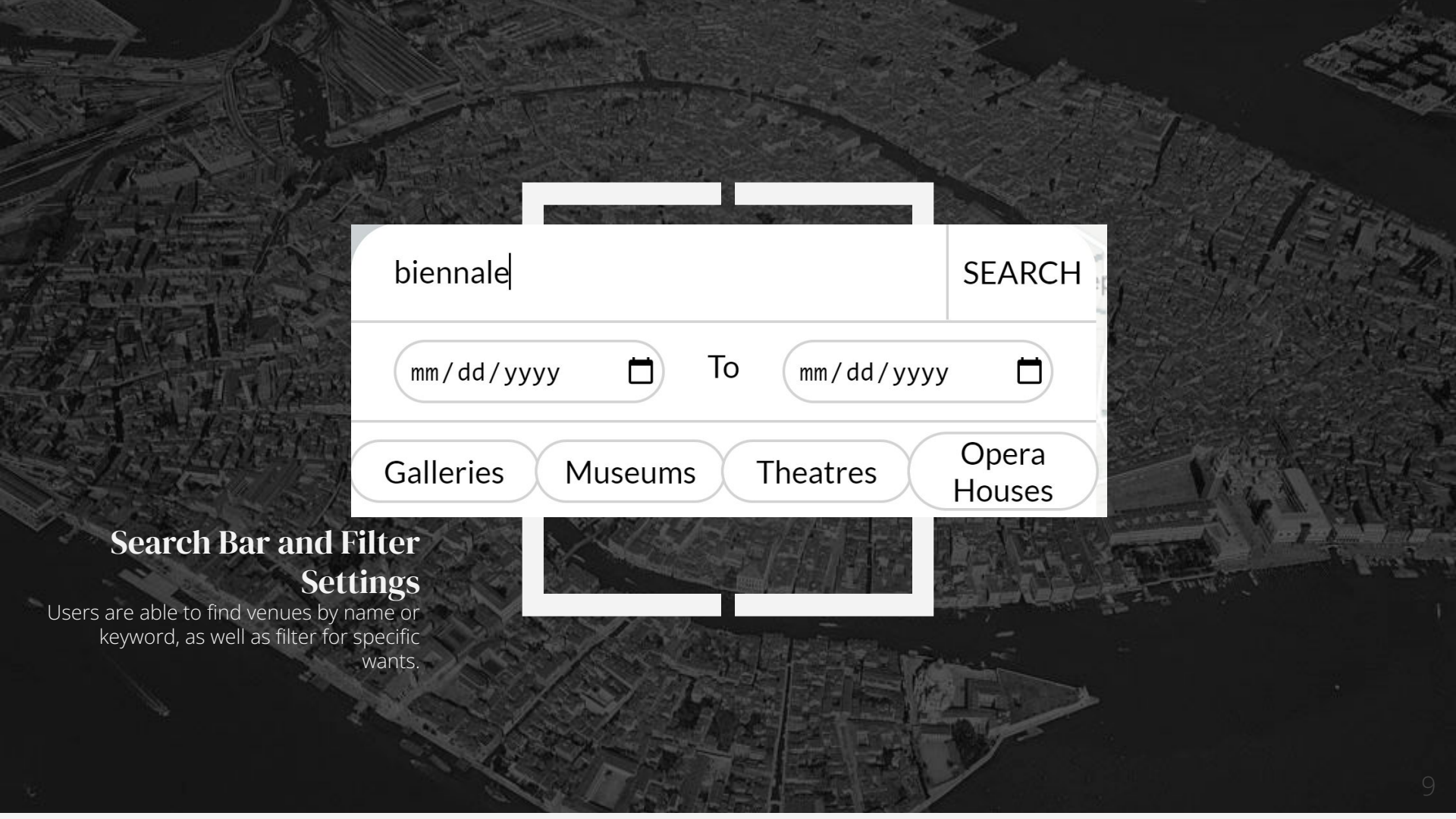
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biennale | SEARCH

mm/dd/yyyy  To mm/dd/yyyy 

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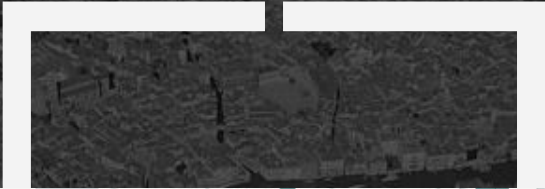
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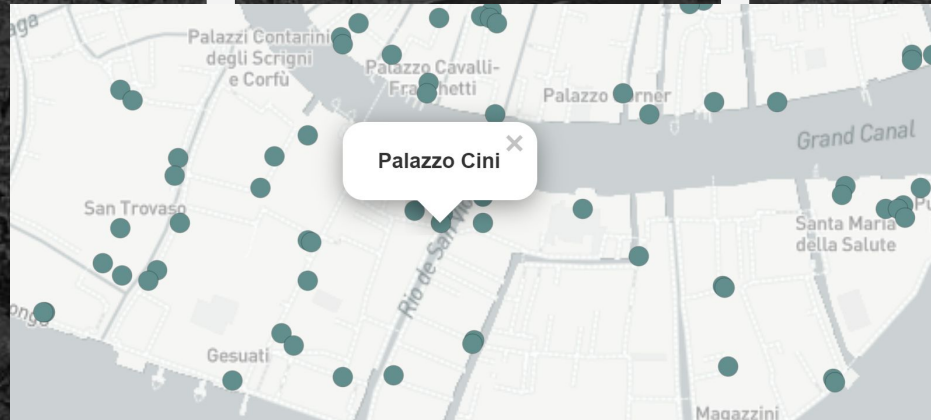
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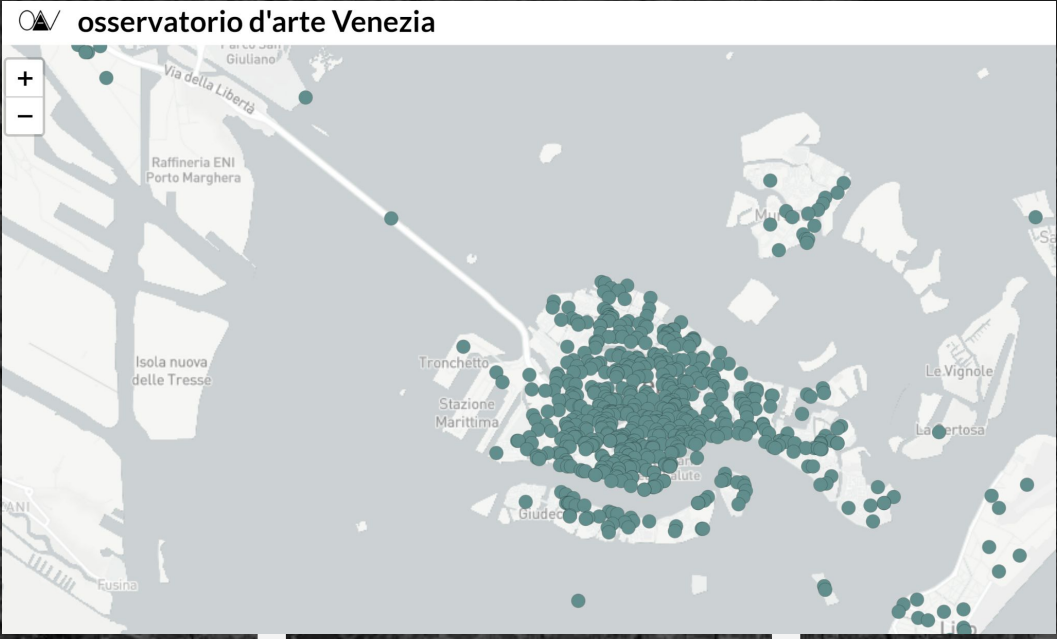
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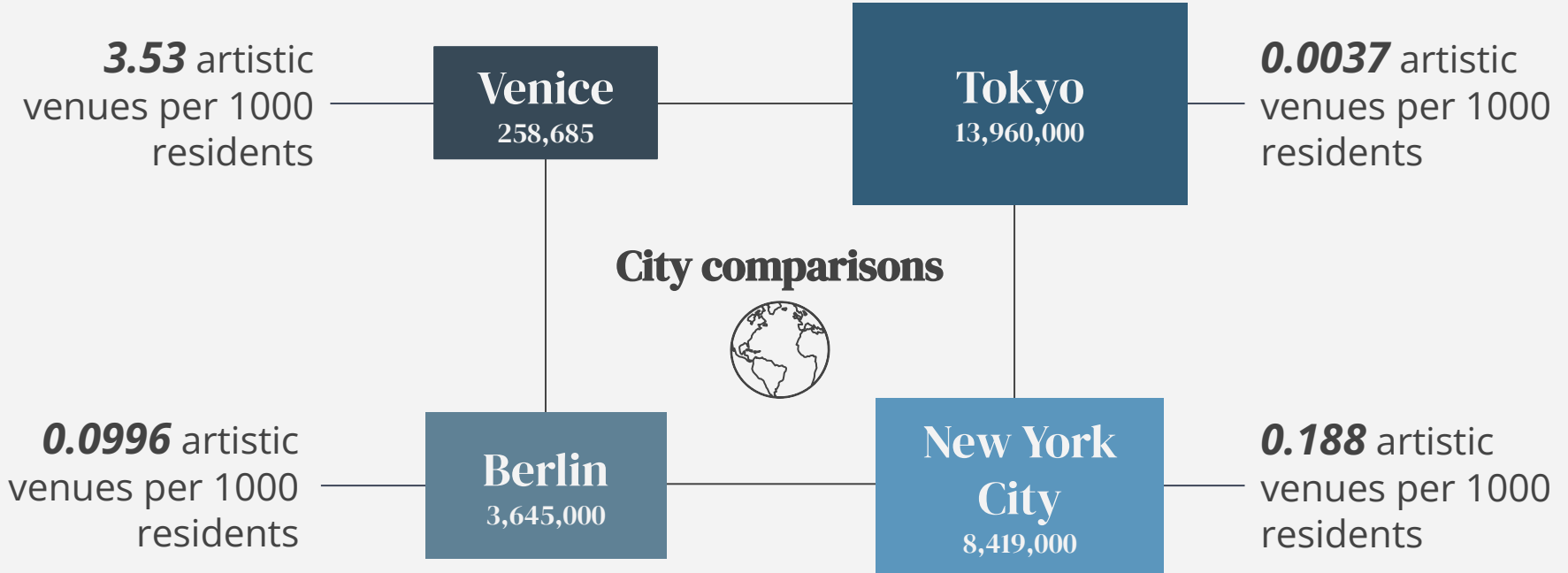
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**ANALYSIS**

**OF EVENTS  
AND CITY  
DATA**

# VENICE IS A SMALL CITY ACTIVE IN ARTS AND CULTURE COMPARED TO OTHER CITIES



# 90 Main Venues

Deemed most popular by  
members of the cultural sector  
in Venice.

Fabbrica H3 | Palazzo Grimani Venezia | Spazio Berlendis | Alma Zevi | Museo  
Andrich | Museo Archeologico | Visioni Altre | Ca' Pesaro | Ca' Rezzonico |  
Marignana Arte | Museo Correr | Museo Correr Le Stanze di Sissi | Nella Galleria  
d'arte Paradiso | Pinacoteca Egidio Martini | Fondazione Angelo Masieri | Palazzo  
Fortuny | Galleria Franchetti Alla Ca' D'oro | Galleria Dell'Accademia | Scuola Grande  
San Rocco | Scuola San Giovanni | Museo di Palazzo Mocenigo | Museo delle icone,  
Istituto ellenico | Museo Braico Venezia | Galleria Mondonuevo | Il Museo del  
Novecento | Biblioteca Marciana | Museo del Vetro di Murano | Museo Di Storia  
Naturale | Museo Navale | Museo d'Arte Orientale Venezia | Peggy Guggenheim  
Collection | Pinacoteca e museo dell'isola di San Lazzaro degli Armeni | Fondazione  
Querini Stampalia | Museo San Marco | Scuola Dal | Progetto Akka | GAD | Palazzo  
Vendramin Grimani | Museo del Merletto di Burano | Teatro di Palazzo Grassi | La  
Cases di Carlo Goldoni | Fondazione Berengo | Teatro Malibrán | Spac Spazio Arte  
Contemporanea | Spazio Silvio Pasqualini | Galleria Alberta Pane | Galleria Michela  
Rizzo | Il Cantiere della Galleria d'Arte | Teatro La Fenice | Teatro Goldoni | Palazzo  
Grassi - Fondazione François Pinault | Palazzo Ducal | Casa dei Tre Oci | Casa Bortoli  
| Fondazione Archivio Luigi Nono Onlus | Magazzini del Sale | Fondazione Querini  
Stampalia | D3082 | Fondazione di Venezia | Fondazione di Emily Harvey | Domus  
Grimani | Fondazione Prada | Fondazione V-A-C | Teatro Toniolo | Punta della  
Dogana - Fondazione François Pinault | Fondazione di Giorgio Cini | Palazzo  
Malipiero | Fondaco Marcello | Palazzo delle Prigioni | Palazzo Giustinian Lolin |  
Palazzo Mora | Biennale di Venezia | Galleria A+A | About | Away | Venice Art Project



# Tourism vs. locals

Approximately **10%** of identified venues are main institutions



These venues **cater to locals** as well as tourists

# Main cultural players in Venice

Venice  
Biennale



Civici Museums



Pinault  
Collection



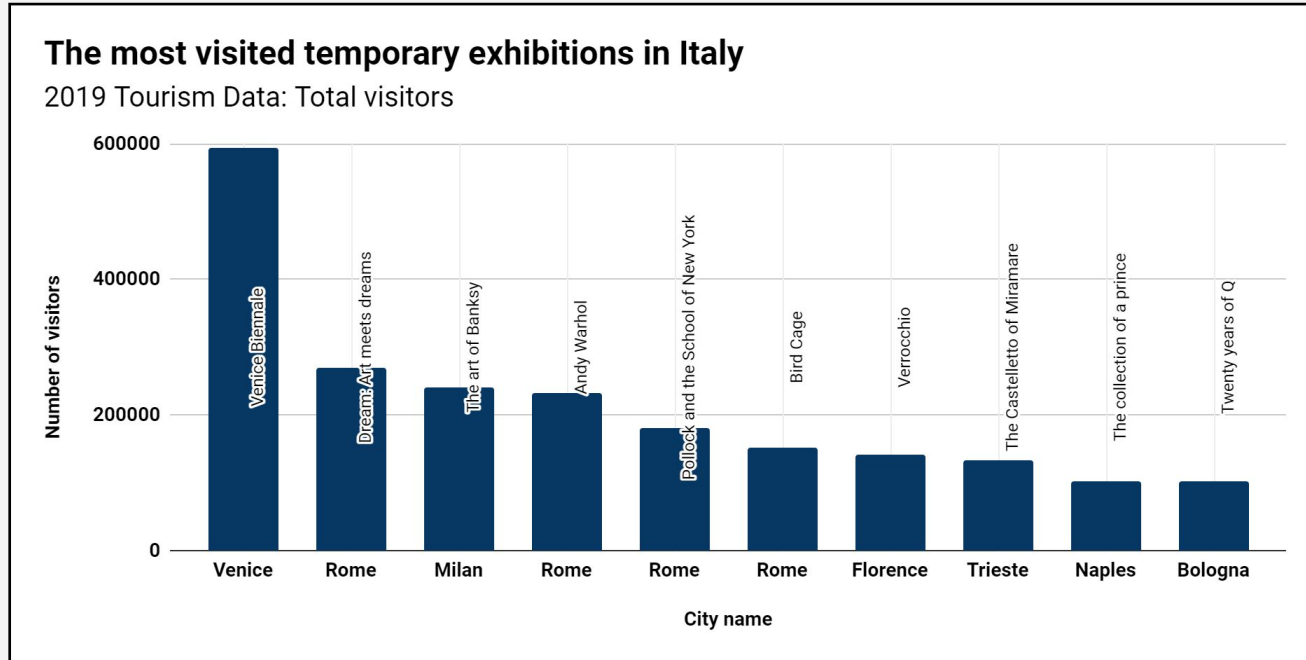
# Venice Biennale



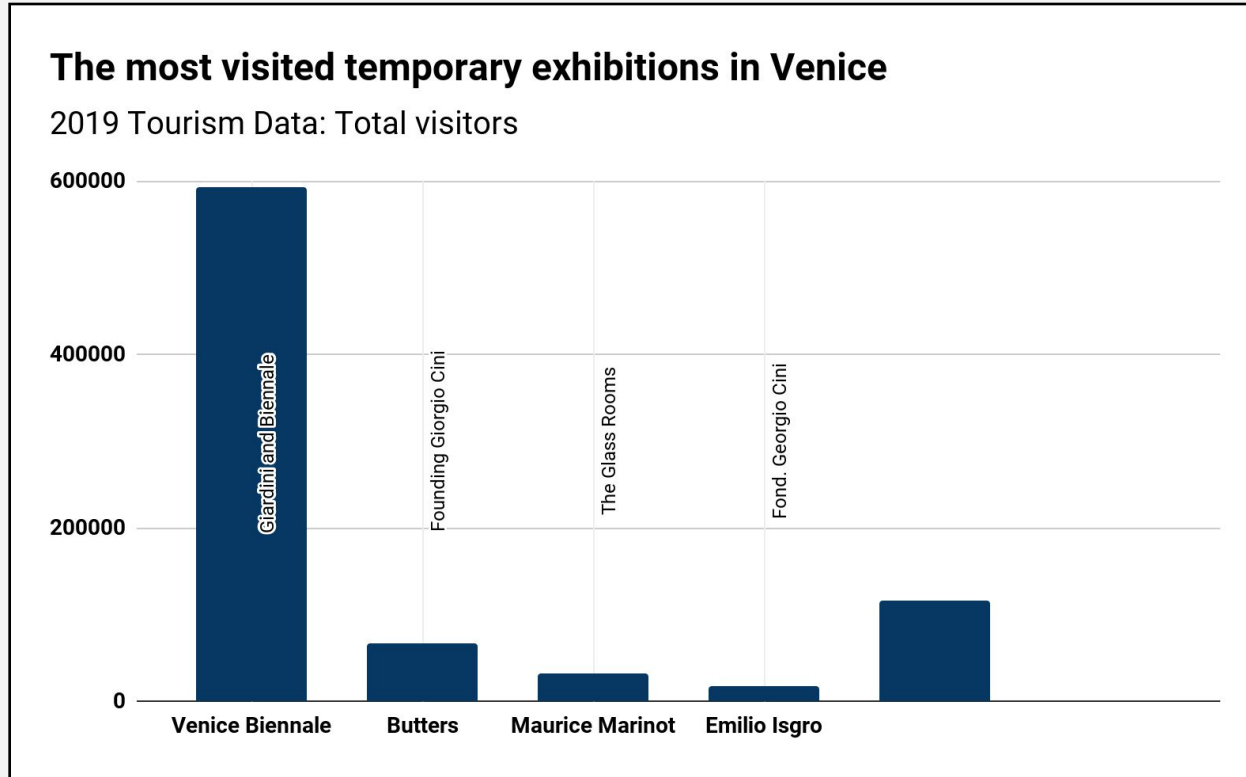
**28%** of all visitors that traveled to **temporary exhibitions** in Italy attended the **Venice Biennale**

Attracted **593,616** visitors in 2019; more than **double the number of visitors** of any other temporary exhibition in the country

# Venice Biennale



# Venice Biennale



# Civici Museums

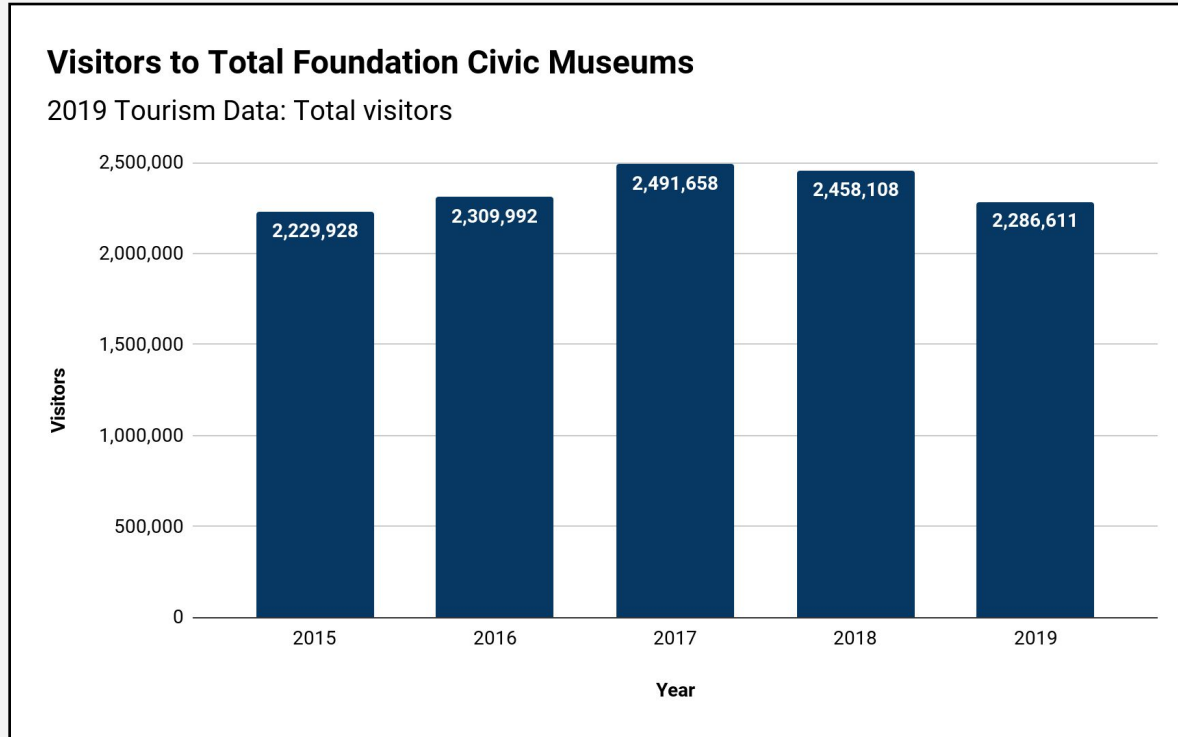
Over **700,000** works of art and culture

Spread over **13 locations**

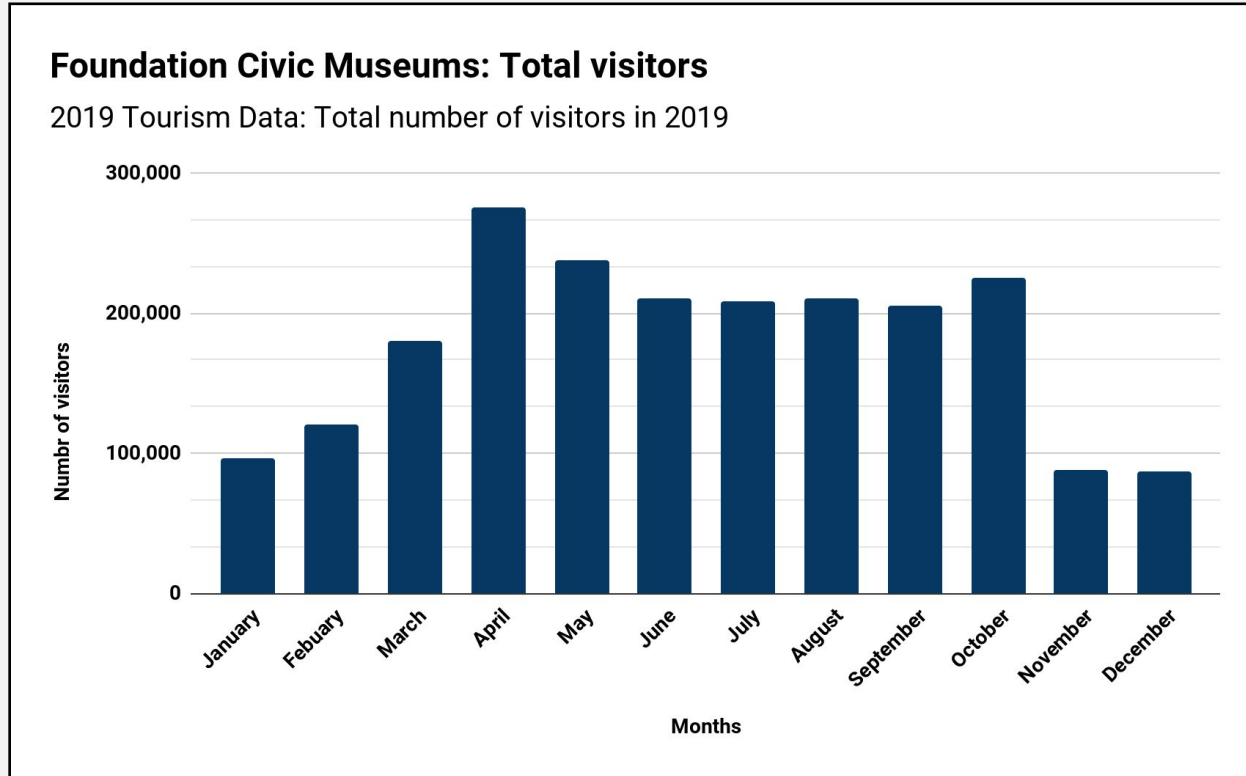
Hosts **research, education,** and  
**temporary exhibition production**



# Civici Museums



# Civici Museums





# Pinault Collection



Over **10,000 pieces** by almost **400 artists**

Collection includes

**Palazzo Grassi**

**Punta della Dogana**

**Theatre of Palazzo Grassi**

**ASSOCIATIONS**

**IN THE  
VENETIAN  
ECONOMY**

## THERE IS A LARGE PROMOTION OF CULTURE IN THE HISTORIC CITY.



Nearly half of the associations in the historic city are related to culture, which implies that culture plays a key role within the dynamic of the city.

**COSMO**

**WHAT HAS  
ALREADY  
BEEN DONE**

**COSMO was created  
to address gaps  
identified in Venice**

**Music**



**Installation**



**Exhibit**



**Cinema**



**Broadcasting**



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Many performances have taken place in the apse of the church, which has beautiful acoustic properties

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Room in the apse and other parts of the church allow for installations to be installed and viewed

# COSMO was created to address gaps identified in Venice

Music



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Room in the apse and other parts of the church allow for exhibitions to be installed and viewed



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The space inside the church is also large enough to build interior sets for movies and store the equipment needed

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Cinema



Broadcasting



COSMO is equipped with a sound studio that can be used to create and share alternative digital media

**GAPS AND  
OPPORTUNITIES**

**WITHIN THE  
SCOPE OF  
COSMO**

## EDUCATION DOMINATES IN VENICE

**2/5** major universities in Venice house **50%** of the city's population

## MANY ARTISTS ARE NOT RESIDENTS

Majority of independent art studios and music labels are **not run by residents**

## VENUES ARE OVERSPECIALIZED

Venues **lack integration functions** and are in **need of art production**





# Music

## **GAP**

There are only 3 recording studios available

## **OPPORTUNITY**

Private recording space available for production

Digital audio

Performance space available

Live performances

## **GAP**

Many installation locations are reserved for the Venice Biennale

## **OPPORTUNITY**

Manage the storage of travelling installations

Ensure safety and preservation of works

Flexible space available for viewing

# Installation





# Exhibits

## **GAP**

Many independent and private organizations rent space to country pavilions

Less space for unaffiliated individuals to show work

## **OPPORTUNITY**

Space available for artists to display their work and host showings

Public or private

## **GAP**

Many films come to Venice as a destination location to shoot, but interior scenes are filmed elsewhere

## **OPPORTUNITY**

Indoor and outdoor space available for...

- Production of movies/films
- Construction of sets
- Showings
- Sound setups
- Seating

# Cinema







# Broadcasting

## **GAP**

No current broadcasting locations

## **OPPORTUNITY**

Setup space, internet access, technical support available

Already available sound studio and equipment including...

Microphones

Cameras

Computers

Servers

## INCOME

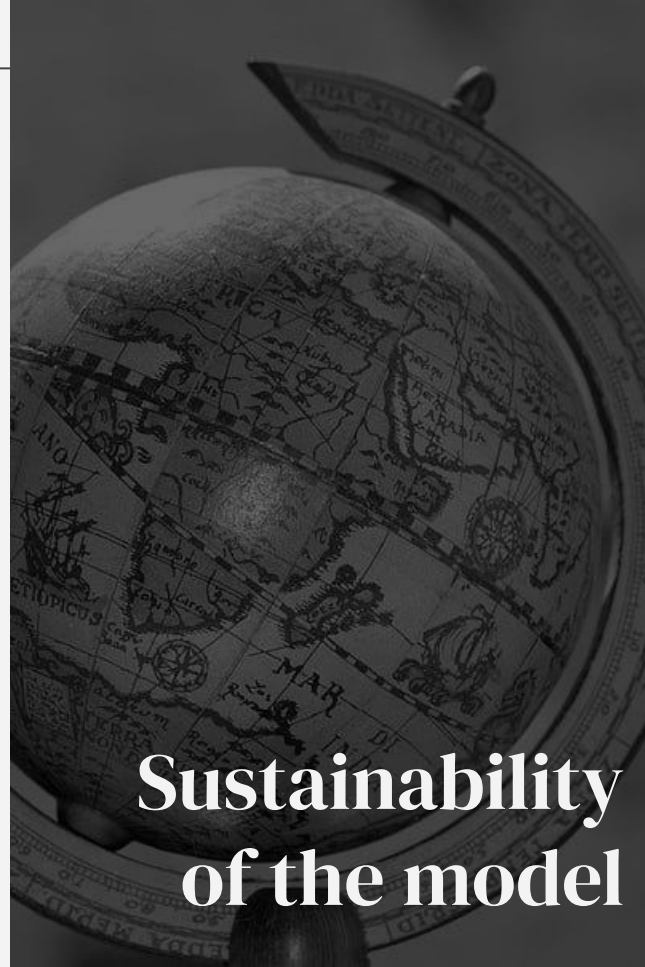
Record label profits

Space rental fees

Film showing ticket sales

Live performance ticket sales

Travelling installation storage fees



## Sustainability of the model

## EXPENSE

Employee wages

Set construction materials

Equipment purchase, maintenance, and updates

# Future Opportunities for COSMO model

Great space, co produce collaborations with artists, production for local artists



## Great Space

Even at the lowest level of interest, the space can be rented out. This makes it possible to acquire funds.



## Collaborations

It is possible to produce and perform at one location, benefiting both the company and the artists involved.



## Production

The H3 factory offers flexibility for artists to produce in several different categories of art and culture.

# Future Opportunity Proposals



# Future Opportunity Proposals



## Great Space

Rent for shorter time periods to acquire funds and optimize opportunity costs.

# Future Opportunity Proposals



## Collaborations

Films and musical endeavors  
may prove to be ideal  
collaborations.

# Future Opportunity Proposals



## Production

Prioritize local producers from Venice to create in a well - equipped space close to home.



# FINAL REMARKS

**Encouraging model viable in the  
Venetian cultural economy**

**Capable to develop in several  
directions**

**Focus on the local economy and  
producers is essential**

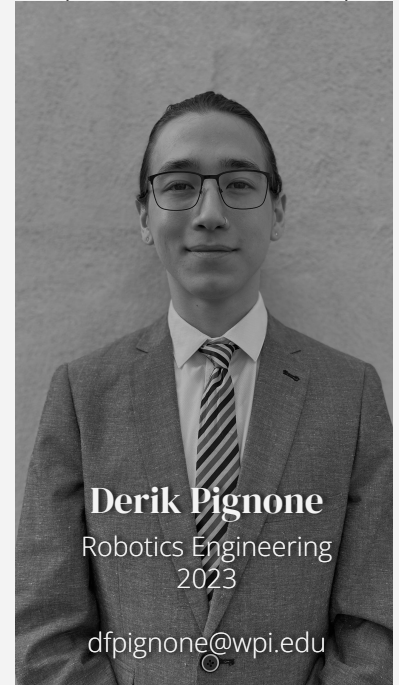
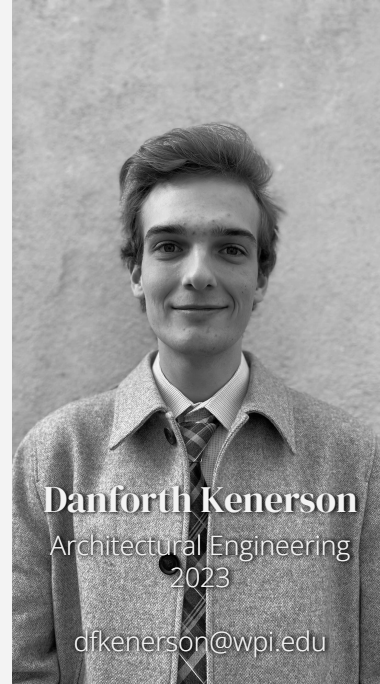
**The data has shown the model is  
sustainable**



# Our Team



**Contact Us:**  
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## Bibliography

- Ca' Foscari University of Venice [Acceptance Rate + Statistics]*. (2019, November 21). EduRank.Org - Discover University Rankings by Location. <https://edurank.org/uni/ca-foscari-university-of-venice/>
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- Wiltch Barberio, E. (2021, September 15). COSMO: First Meeting [Personal communication].

