



# ECONOMIC OPPORTUNITIES IN THE VENETIAN CULTURAL LANDSCAPE



COSMO



WPI

# **A PROJECT TO ADDRESS THE ARTISTIC AND CULTURAL OPPORTUNITIES THROUGH VENUES AND THEIR EVENTS IN VENICE, ITALY**

The main goal of this project is to identify growth opportunities for new models in the cultural and artistic sector of Venice, observing the economy to ultimately organize and optimize events.

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# WHAT IS COSMO?

# COSMO

COSMO IS A PROGRAM OF SERENDPT CREATED TO ADDRESS THE ARTISTIC AND CULTURAL NEEDS OF THE HISTORIC CITY.



Shown to the left is the H3 Factory, located on Giudecca island in Venice, Italy. This building is the headquarters of COSMO, and the entirety of SerenDPT.<sup>1</sup>

1.H3 Factory – SerenDPT. (n.d.). [H3 Factory - SerenDPT]. Retrieved September 14, 2021, from <https://serendptdev.veniceprojectcenter.org/h3-factory/>

The Italian benefit corporation, SerenDPT, was founded in 2017 with the goal of creating high-quality jobs in Venice in non-tourist sectors.<sup>2</sup> Their mission is to aid new start-up businesses and diversify the economy to benefit the future growth of the city. Among their initiatives, **COSMO is a semi-independent program specifically focused on building innovative creative pursuits, supporting artists and musicians, and providing a space to host their work.**

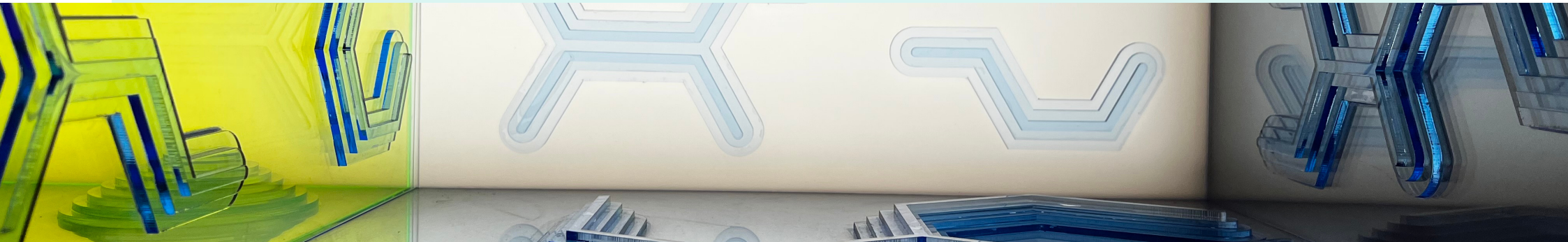
The program integrates the assets of various production spaces in order to produce a multitude of artistic works. It answers the demand for new production models by supplying artists and producers with a space, and technology, that can allow them to express themselves in innovative and modern ways.<sup>3</sup> COSMO is an ideal workspace for musicians, artists, directors, set designers, choreographers, institutions, and operators.

2, SerenDPT. (n.d.). Retrieved September 12, 2021, from <http://serendpt.net/en>

3. Wiltsch Barberio, E. (2021, September 15). COSMO: First Meeting [Personal communication].

# CULTRAL BACKGROUND OF VENICE


IN ORDER TO EVALUATE THE PAST, PRESENT, AND FUTURE OF COSMO, IT IS IMPERATIVE TO UNDERSTAND THE EXTENT TO WHICH VENICE HOUSES WORKS OF ART AND CULTURE.



Venice holds **year-round musical shows** including opera, instrumental, and other variations<sup>4</sup>. Teatro La Fenice sells tickets sorted by month and year. The historic city has **countless exhibition spaces** which are equipped to handle traveling installations. Some notable locations include the Venice Biennale, Casa dei Tre Oci, Le Stanze Del Vetro, and the VAC Foundation.

4. The European Cultural Centre—The Gem of the Continent in Venice. (n.d.). Widewalls. Retrieved September 15, 2021, from <https://www.widewalls.ch/magazine/european-cultural-centre-venice>





Performances held in Venice relate to a variety of disciplines including instrumental music, art, theatre, digital media, dance, and opera. Theatre, opera, and instrumental music, in particular, are staples in the city and are held on a continuous basis. According to IMDb, there have been **263 movies filmed in Venice in the past 10 years**. Some notable films include *Spiderman - Far From Home*, *A Discovery of Witches*, *Inferno*, and *Youth*.<sup>5</sup> The historic city already hosts a few major radio shows and podcasts available to the public. Topics range from history to spiritual to engineering. For instance, *TE Talks! History, Travel, and All Things Italian* is a popular podcast discussing stories first-hand as an Italian traveler.<sup>6</sup>

The program COSMO has become involved in all of the cultural sectors outlined above. The following pages detail the accomplishments of COSMO relating to music, installations, performances, cinema, and digital media.

5. Filming Location Matching "Venice, Veneto, Italy" (Sorted by Popularity Ascending). (n.d.). IMDb. Retrieved December 8, 2021, from <http://www.imdb.com/search/title/?locations=Venice,+Veneto,+Italy>

6. FM, P. (n.d.). Venice Podcasts. Retrieved December 9, 2021, from <https://player.fm/podcasts/Venice>

# MUSIC

THE H3 FACTORY HAS SPACE FOR MUSICAL PERFORMANCES WITH BEAUTIFUL ACOUSTIC PROPERTIES.

Since 2019 the H3 factory has hosted performances in the apse of the church; the beautiful acoustics provide an ideal place for live musical performances. The image to the right shows a Violin Masterclass taught there by Stefano Zanchetta.<sup>7</sup>



7. Wiltch Barberio, E. et al 2020

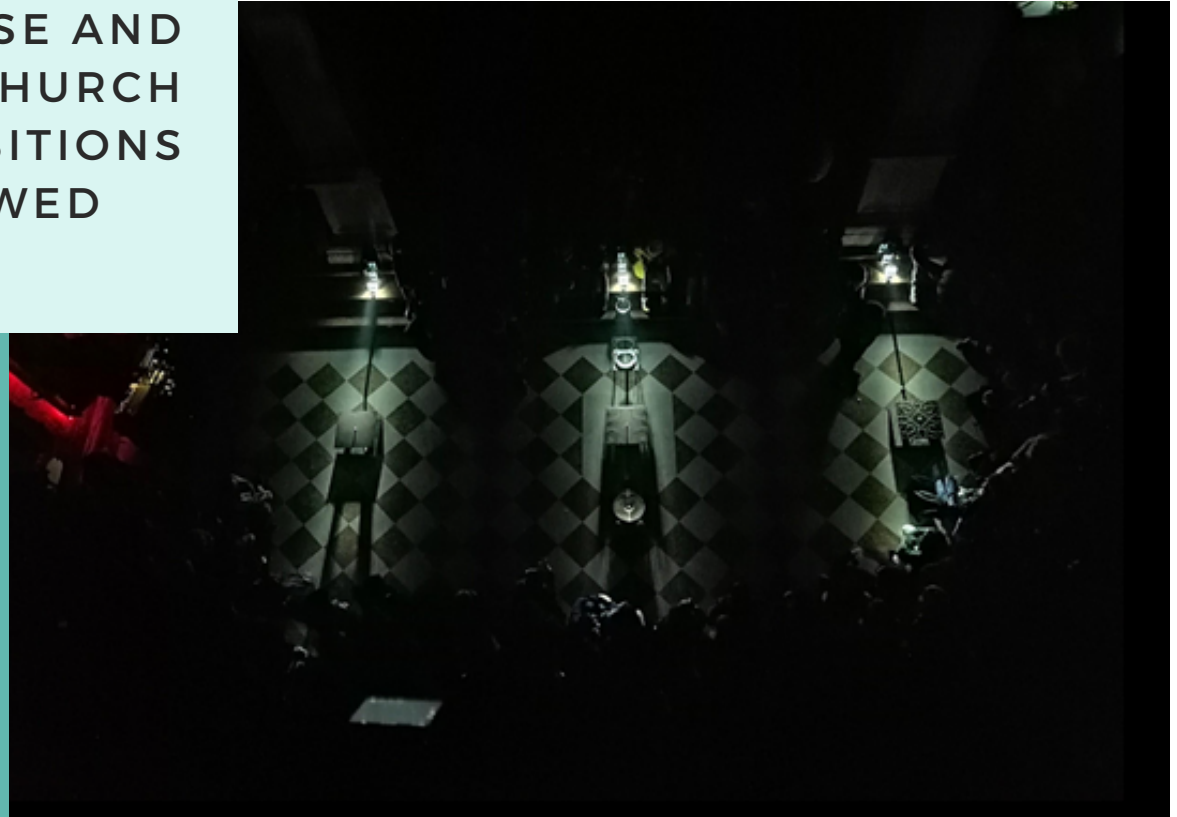


The use of the apse is not limited to musical performances. The acoustics are great for practicing as well as recording. The image displayed to the left is from a recording session in July 2020. The H3 factory also has separate rooms available to individual musicians for practicing and recording.<sup>7</sup>

# INSTALLATIONS

THERE IS ROOM IN THE APSE AND OTHER PARTS OF THE CHURCH THAT ALLOW FOR EXHIBITIONS TO BE INSTALLED AND VIEWED

COSMO has hosted multiple installations from various artists. All of these installations have been temporary, allowing for the rotation of works. The image displayed to the right is an example of such a sound installation in February 2020, called "80 Mesh" by Mirto Baliana<sup>8</sup>



8. Wiltch Barberio, E. et al 2020



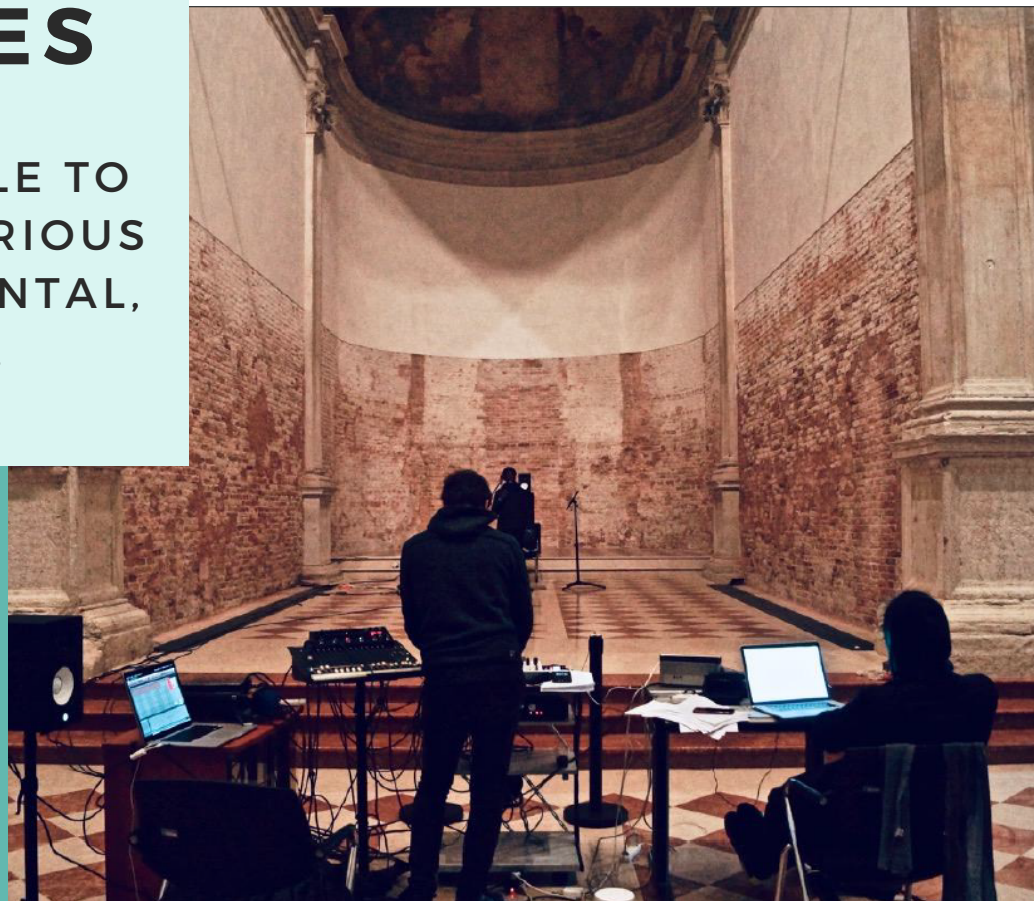
The image displayed above is from a collaborative installation in September 2020 by Brian Eno and David Tremlett.<sup>8</sup> A well-known musician, composer, record producer, and visual artist, Eno is famous for creating the genre of ambient music.<sup>9</sup>

9. Brian Eno | Biography, Albums, Collaborations, & Facts | Britannica. (n.d.). Retrieved December 8, 2021, from <https://www.britannica.com/biography/Brian-Eno>

# PERFORMANCES

COSMO HAS SPACE AVAILABLE TO HOST PERFORMANCES OF VARIOUS MEDIA INCLUDING INSTRUMENTAL, VOCAL, AND THEATRICALS.

The apse of the church, as well as the accompanying courtyard, provide ample room for artists to perform, no matter their discipline. Displayed to the right is a performance by Claron McFadden, Luigi De Angelis, and COSMO's own Emanuele Wiltsch Barbario in March 2020<sup>10</sup>



10. Wiltsch Barbario, E. et al 2020

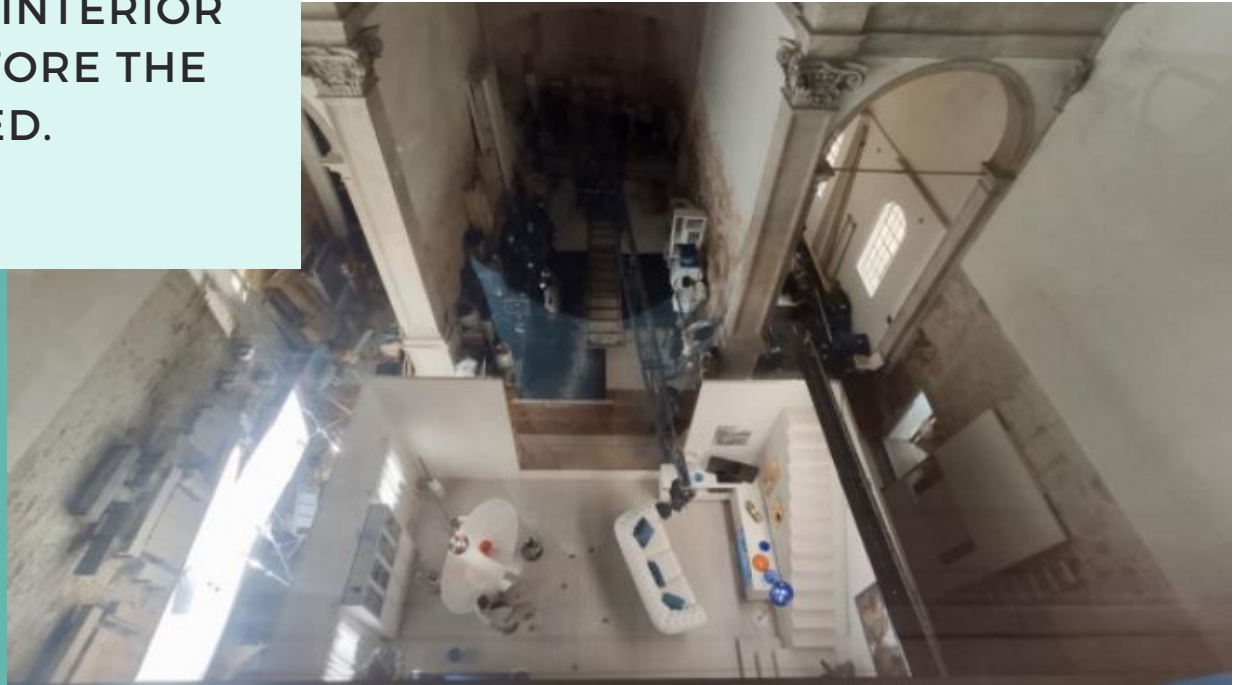


The image displayed above is from a performance by Michele Deiana and perpetual quartet in February 2021.<sup>10</sup>

# CINEMA

THE SPACE INSIDE THE CHURCH IS LARGE ENOUGH TO BUILD INTERIOR SETS FOR MOVIES AND STORE THE EQUIPMENT NEEDED.

The H3 factory has been a host to multiple film projects since COSMO's start in 2019<sup>11</sup>. The image displayed on the right is from a film shooting which took place within the apse from October to December 2020, where they are constructing a set.<sup>12</sup>



11. COSMO - SerenDPT. (n.d.). Retrieved September 14, 2021, from <https://serendptdev.veniceprojectcenter.org/cosmo/>

12. Wiltch Barberio, E. et al 2020



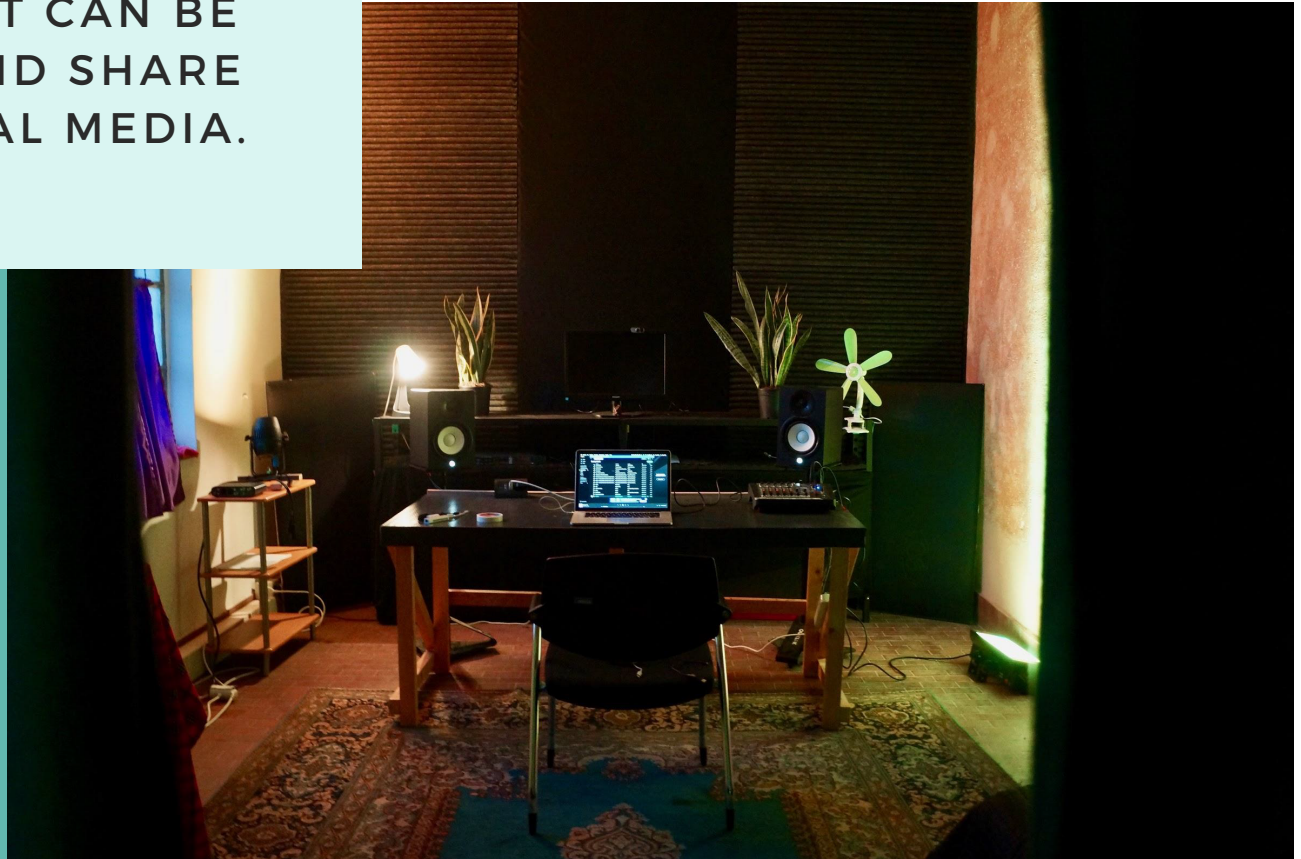


The image displayed above is from the same film shooting within the apse.<sup>12</sup> The ability to film indoor scenes within the limited space of the historic city is unique to the H3 factory, as most scenes shot in Venice are strictly outdoors.

# DIGITAL MEDIA

COSMO IS EQUIPPED WITH A SOUND STUDIO THAT CAN BE USED TO CREATE AND SHARE ALTERNATIVE DIGITAL MEDIA.

The image displayed to the right shows the music recording and production studio present in the H3 factory.<sup>13</sup> This recording studio is equipped with microphones, speakers, sound mixing equipment, and more.

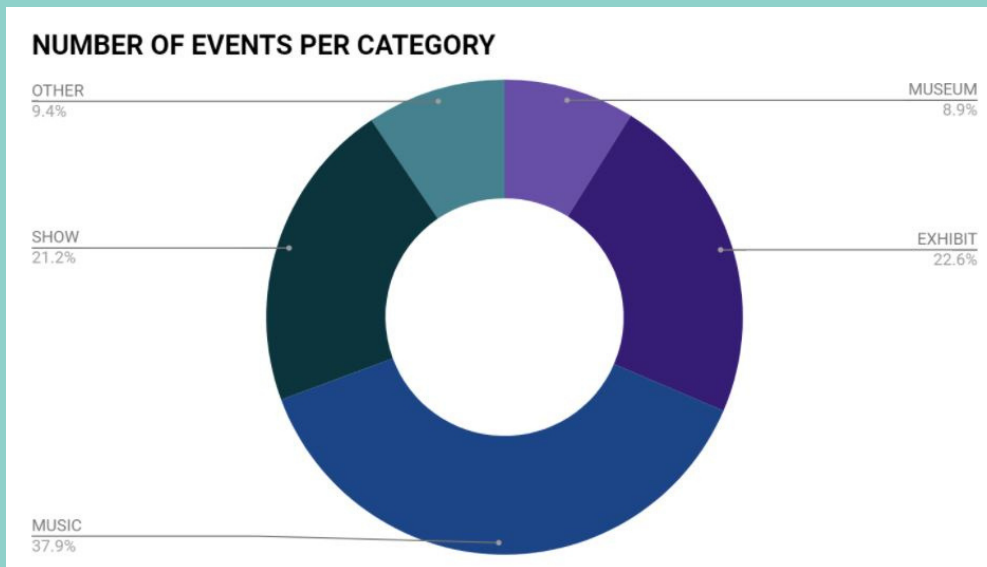


13. Wiltch Barberio, E. et al 2020



The image above shows one example of the use of the studio by Giorgio Andreotta Calo for the mixing of video and accompanying soundtracks.<sup>13</sup>

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



**WE GROUPED THESE VENUES INTO 5 MAIN CATEGORIES:**

**MUSEUM, SHOW, EXHIBIT, MUSIC, OR OTHER**

Through the data gathered from EVenice<sup>14</sup> we were able to conclude that music held the most amount of events in Venice, whereas museums held the least. Since this data is meant mainly for touristic use, these findings may not prove to be accurate if insignificant data points are filtered out.

14. Eventi a Venezia nel 2021 | Rimani Aggiornato con Evenice.it. (n.d.). Retrieved December 3, 2021, from <https://evenice.it/>



*The marks above highlight the venues identified by EVenice located in the city of Venice, Italy.*

According to members of the  
cultural sector in Venice,  
there are

**90**

**MAIN VENUES**

According to EVenice,<sup>14</sup> there are

**912**

**RELEVANT VENUES**

# VENICE HAS AN EXTRAORDINARY NUMBER OF CULTURAL VENUES FOR A CITY ITS SIZE.

WHEN COMPARED TO OTHER MAJOR CITIES ACROSS THE WORLD, VENICE, ITALY HAS THE MOST VENUES PER CAPITA

## 3.53

ARTISTIC VENUES PER 1000 RESIDENTS<sup>15</sup>

POPULATION: 258,685

All other major cities considered have **less than ~19 times** the amount of **artistic venues per capita** when referring to a residential number. This shows the focus put on arts within Venice, as well as the importance that the city places on cultural sectors. A multitude of these venues are available for residents to capitalize on and use to their own advantage, demonstrating that **there are opportunities for further artistic production and collaboration** within Venice.

15. Eventi a Venezia nel 2021 | Rimani Aggiornato con Evenice.it

16. Japan: Number of art museums by prefecture 2018. (n.d.). Statista. Retrieved December 14, 2021, from <https://www.statista.com/statistics/1066679/japan-number-of-art-museums-by-prefecture/>

17. Leading Art Galleries in Tokyo. (2021, December 14). <https://ocula.com/cities/japan/tokyo-art-galleries/galleries/>

18. 10 of the Best Art Galleries in NYC. (n.d.). Time Out New York. Retrieved December 14, 2021, from <https://www.timeout.com/newyork/art/best-art-galleries-in-new-york-city-galleries>

# TOKYO

**POPULATION: 13,960,000**

**0.0037**

*artistic venues per 1000  
residents<sup>16, 17</sup>*

# NEW YORK CITY

**POPULATION: 8,419,000**

**0.188**

*artistic venues per 1000  
residents<sup>18, 19</sup>*

# BERLIN

**POPULATION: 3,645,000**

**0.0996**

*artistic venues per 1000  
residents<sup>20, 21</sup>*

19. How many museums are in New York City? (2019, January 19). Museum Hack. <https://museumhack.com/how-many-museums-are-in-new-york-city/>

20. Art museums. (n.d.). Retrieved December 14, 2021, from <https://www.visitberlin.de/en/art-museums>

21. 12 Top-Rated Museums and Art Galleries in Berlin | PlanetWare. (n.d.). Retrieved December 14, 2021, from <https://www.planetware.com/germany/top-rated-museums-and-art-galleries-in-berlin-d-zzz-11.htm>

# TOURISM VS. LOCALS

APPROXIMATELY 10% OF VENUES  
IDENTIFIED BY EVENICE<sup>22</sup> ARE  
MAIN INSTITUTIONS



THESE VENUES CATER TO  
LOCALS AS WELL AS  
TOURISTS

22. Eventi a Venezia nel 2021 | Rimani Aggiornato con Evenice.it



# THERE IS A LARGE INVESTMENT IN THE CITY'S PROMOTION OF CULTURE ON THE ISLAND.



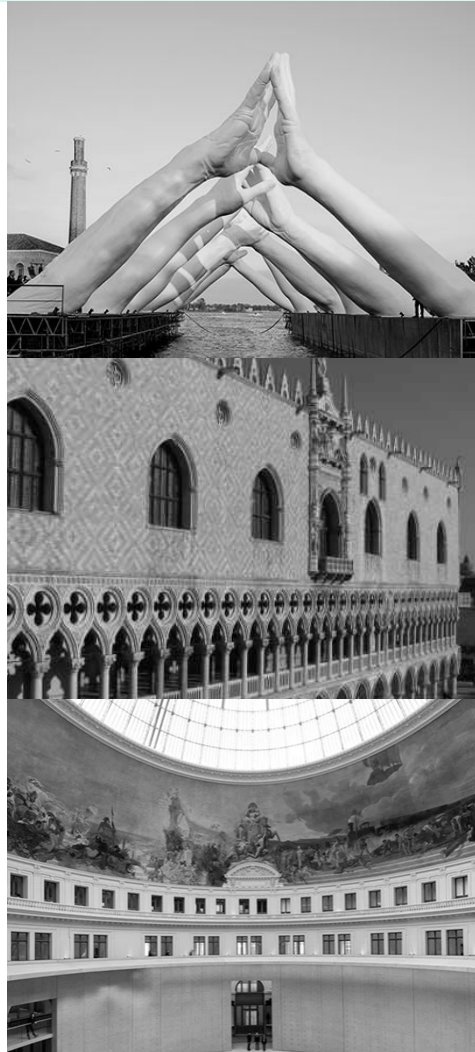
These associations work closely with the artistic sector. Note that **nearly half of the historic center's associations are related to culture**, which implies that culture plays a key role within the dynamic of the city.

# MAIN CULTURAL PLAYERS

VENICE  
BIENNALE

CIVIC  
MUSEUMS OF  
VENICE

STATE  
MUSEUMS OF  
VENICE



Identified by a member of the cultural sector of Venice, these venues are **significant in providing space for both local and outside artists** to show work. The material shown varies from permanent to temporary exhibitions. These exhibitions serve as **rich, reputable sources of artistic information**. Although these venues are known to attract the majority of the tourists that visit the city, they hold crucial cultural value for locals and tourists alike.

23. La Biennale di Venezia. (2017, February 20). La Biennale Di Venezia. <https://www.labiennale.org/en/homepage>

24. venis\_admin. (2014, November 19). MUSEI CIVICI VENEZIA [Text]. VeneziaUnica City Pass. <https://www.veneziaunica.it/en/content/musei-civici-venezia>

VENICE BIENNALE	CIVIC MUSEUMS OF VENICE	STATE MUSEUMS OF VENICE
<p>In 2021, the Venice Biennale attracted <b>31,000 visitors</b> within <b>24 days</b>, 30% of those visitors coming from abroad.<sup>23</sup></p> <p>By the opening week, 70% of hotels had opened with <b>60% of rooms booked</b> on weekends in mid-June.<sup>23</sup></p>	<p>This collection of museums run by the city hold <b>over 700,000</b> works of art and culture.<sup>24</sup></p> <p>These venues host <b>research, education, and temporary exhibition production</b> for local and outside producers alike.</p>	<p>The Venice state museums attract around <b>800,000</b> visitors annually.<sup>25</sup></p> <p>These venues consist of <b>palaces and museums</b> which showcase not only <b>historical architecture</b>, but also extensive <b>art collections</b> available to the public.</p>

25. venis\_admin. (2014, November 21). POLO MUSEALE VENEZIANO [Text]. VeneziaUnica City Pass. <https://www.veneziunica.it/en/content/polo-museale-veneziano>

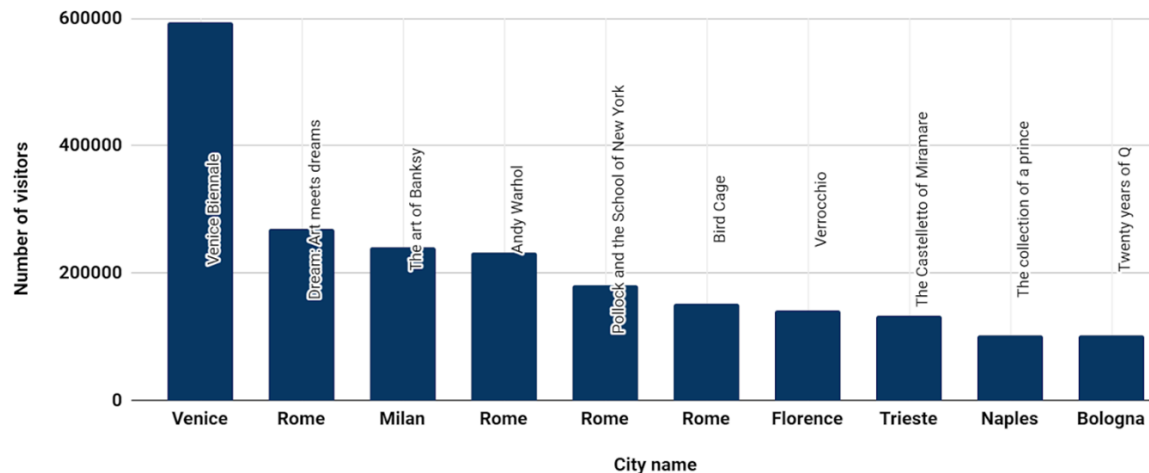
# THE IMPORTANCE OF THE VENICE BIENNALE

OUT OF ALL OF THE TEMPORARY EXHIBITIONS HELD IN ITALY, THE VENICE BIENNALE IS THE MOST VISITED.

This temporary exhibition attracted 593,616 visitors in 2019, **more than double the number of visitors of any other temporary exhibition** in the country<sup>26</sup>. The **nearly 600,000 visitors** approach the sum of all visitors to Rome's top four temporary exhibitions combined at 683,303.

The most visited temporary exhibitions in Italy

2019 Tourism Data: Total visitors

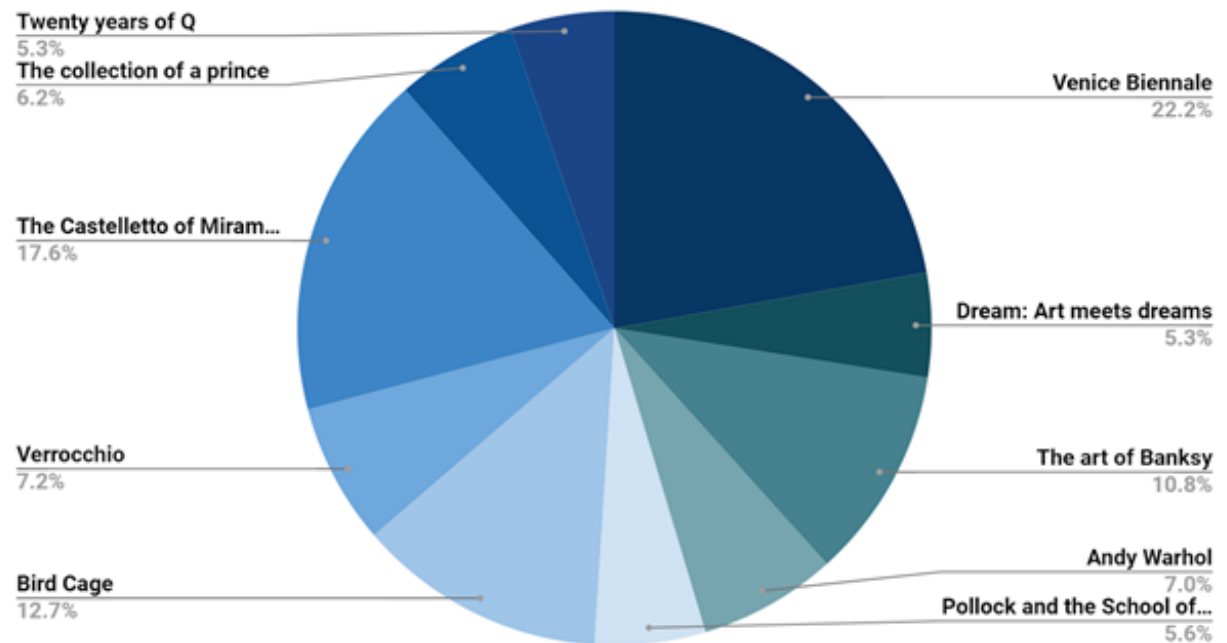


26. Yearbook of tourism data 2019. (n.d.). City of Venice, Tourism Department.

28% OF ALL  
TOTAL  
VISITORS THAT  
TRAVELED TO  
TEMPORARY  
EXHIBITIONS  
IN ITALY  
ATTENDED THE  
VENICE  
BIENNALE.<sup>26</sup>

### The most visited temporary exhibitions in Italy

2019 Tourism Data: Visitors per day

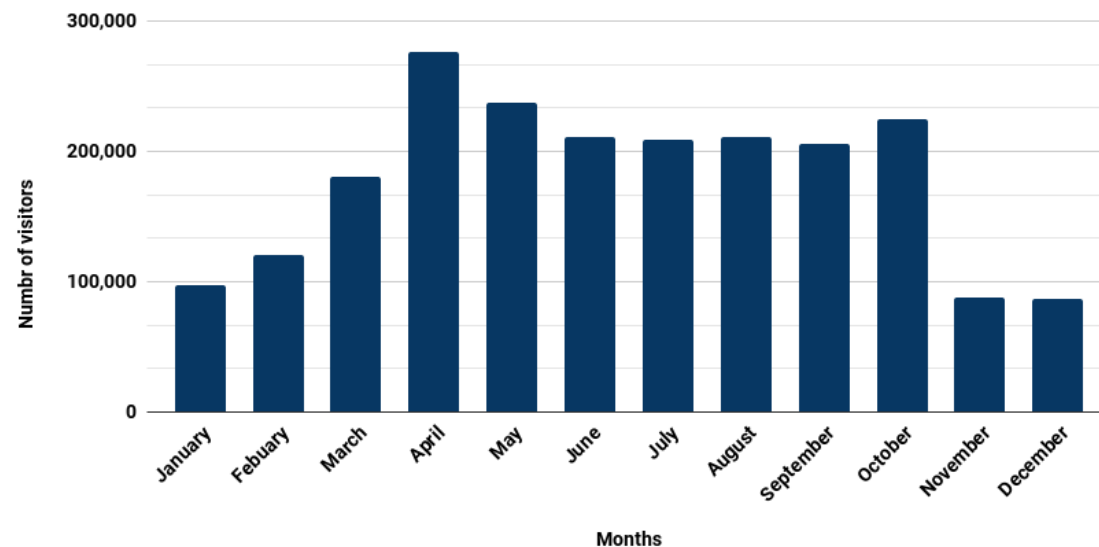


With over 1/4 of the visitors to these exhibitions in the historic city of Venice, there will be an increase of visitors to other nearby venues as well. The Biennale works to draw in additional visitors to Venician cultural venues, ultimately increasing the value tourists place on the artistic sector as a whole.

# THE IMPORTANCE OF THE VENICE CIVIC MUSEUMS FOUNDATION

## Foundation Civic Museums: Total visitors

2019 Tourism Data: Total number of visitors in 2019



NOTE THE  
PEAK MONTHS  
OF APRIL, MAY,  
AND OCTOBER.

As stated on page 29, these months are high in tourism due to the beginning and end of the Venice Biennale. When the Biennale is not running the number of attendees to other artistic venues, such as the Civic museums, also declines.

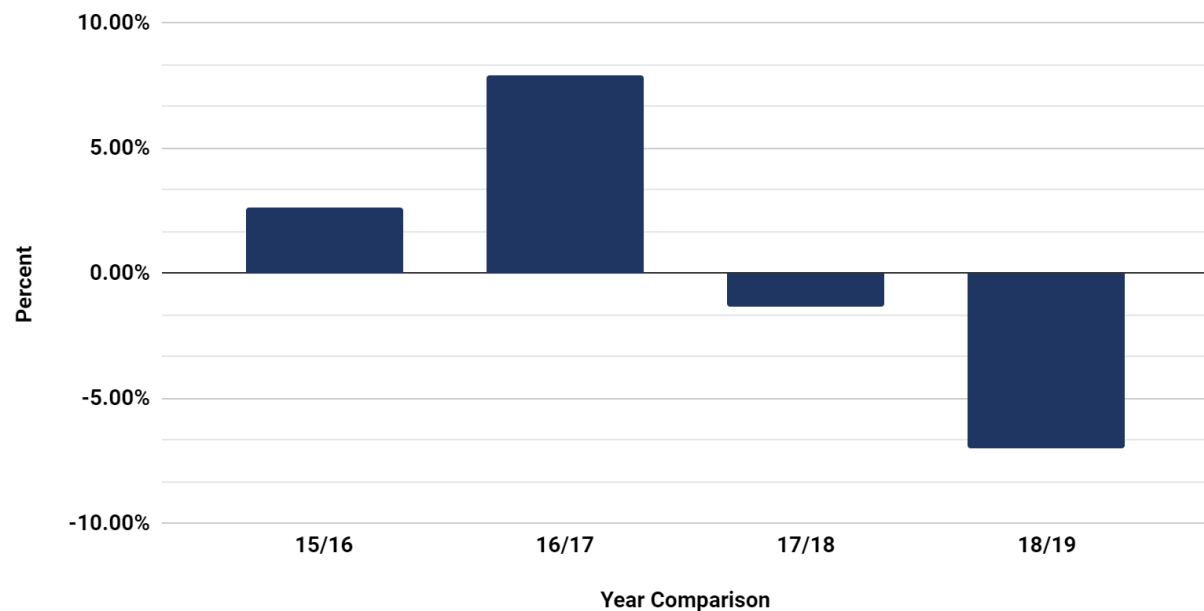
27. Yearbook of tourism data 2019. City of Venice, Tourism Department.

## THE VENICE CIVIC MUSEUMS REGULARLY RECEIVE OVER 2.2 MILLION VISITORS PER YEAR

The graph on the right displays percent change in visitors from 2015 to 2019. Note the small variance in visitors, at most approaching 8%. This shows there is a consistent flow of tourists visiting the historic city, with over **2.2 million visitors**<sup>27</sup> expected to attend the Civic Museums each year.

### Visitors to Total Foundation Civic Museums

2019 Tourism Data: Percent change per year

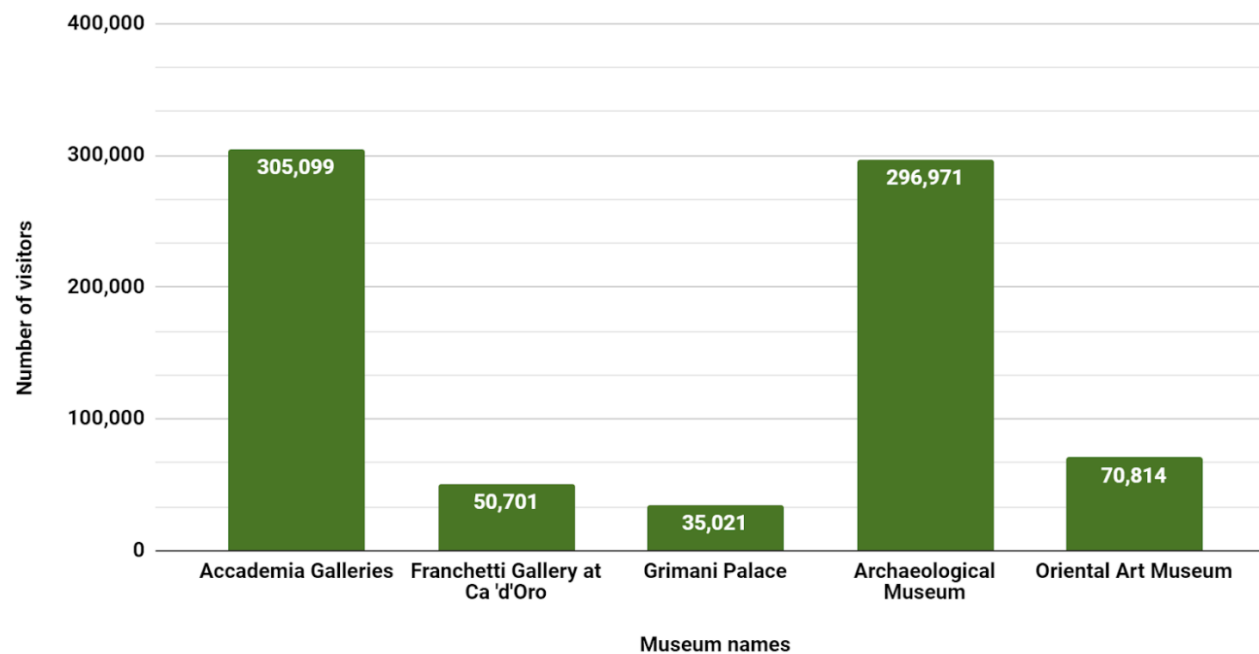


# THE IMPORTANCE OF THE STATE MUSEUMS OF VENICE

## STATE MUSEUM

### State Museums: Number of total visitors

2019 Tourism Data: Total number of visitors 2019



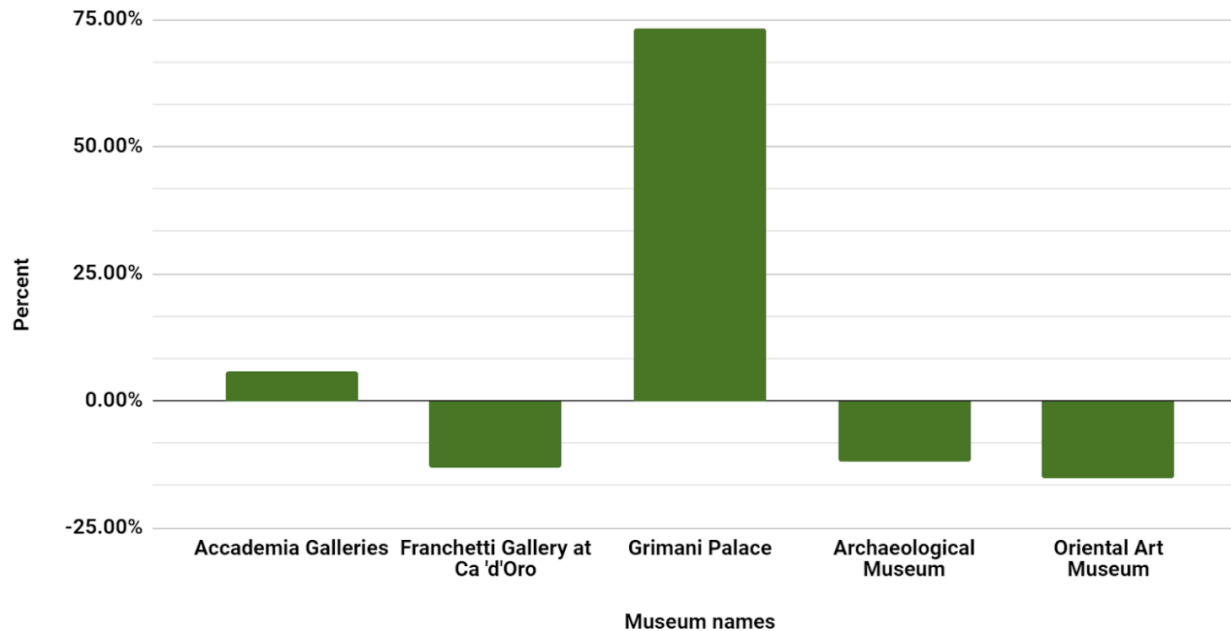
Note that the most visited State Museums are the Accademia Galleries and the Archaeological Museum, combining for a total of **over 600,000 visitors**.<sup>28</sup>

28. Yearbook of tourism data 2019. City of Venice, Tourism Department.



### State Museums: Yearly visitor percentge change

2019 Tourism Data: Percentage change per year



In 2019, the state museums totaled just over **750,000 visitors**.<sup>28</sup> The graph above displays the percent change in the number of visitors from 2018 to 2019.

Based on previous findings from the Biennale and Civic Museums, these visitors are likely to attend other events in the historic city, ultimately **increasing the opportunity for other cultural venues** to see increased attendance.

# WHAT DOES THIS MEAN FOR COSMO?

As shown in the evaluation of the Venice Biennale, Civic Museums of Venice, and State Museums of Venice, visitors to the historic city are likely to **attend more than one venue** throughout their stay. For the program COSMO, this means there is **already a base number of potential visitors** to attend events.

The success of these three main cultural players indicates the **potential for other programs' success** in the historic city.

The program COSMO is in a position where they do not need to draw visitors from scratch. The **cultural economy already exists** within Venice, attracting visitors that place value on art and culture.

The city is rich in cultural opportunity as displayed in the world city comparison. The local members of the community place values on the arts, confirmed when analyzing the associations of Venice. **The historic city should therefore be able to support the program COSMO.**

# COSMO WAS CREATED TO ADDRESS THE GAPS IDENTIFIED IN VENICE

COSMO AIMS TO FULFILL THE ARTISTIC AND CULTURAL NEEDS IN THE HISTORIC CITY BY PROVIDING A SPACE THAT CAN REPLY TO ANY REQUEST



COSMO was formally created in September 2020 to offer project management, technical direction, and management.<sup>29</sup> They provide **incubator space** for **local artists** to produce and exhibit their work while surrounded by like-minded individuals and resources.

This program aims to achieve its goals by working with the H3 factory.<sup>23</sup> Together, their emphasis is on the **modernization of the city**, weaving digital and technological innovation throughout the rich cultural heritage already present.

29. COSMO – SerenDPT.

30. H3 Factory – SerenDPT.

31. Wiltsch Barberio, E. et al 2020

## MUSIC



Private recording space can be provided for the production of digital audio, as well as equipment, support, and management. Performance space is also available in an environment acoustically ideal for live performances of vocals, instrumentals, and more.<sup>31</sup>

## INSTALLATIONS



Can manage the storage of traveling installations, ensuring the safety and preservation of the works. Support for the setup and breakdown of traveling installations can also be provided. It can also serve as the exhibition space for these installations' viewings.<sup>31</sup>

## PERFORMANCES



Space can be provided for artists to display their works and host showings. These showings could be either public or private and aim to either just display the works or to auction them off.<sup>31</sup>

## CINEMA



Space for the production of films and movies is available. Sets can be constructed for the films, along with recording equipment, lighting, and other production necessities. Both indoor and outdoor space can be provided for film showings, along with seating and sound setups.<sup>31</sup>

## DIGITAL MEDIA



Setup space, internet access, technical support, and moderation for digital media broadcasting can be provided, as well as equipment such as microphones, cameras, computers, servers, and more.<sup>31</sup>

# FUTURE OPPURTUNITIES FOR THE COSMO MODEL

## PRODUCTION FOR LOCAL ARTISTS

The H3 factory has **ample space** with a variety of uses local artists can take advantage of. Although the historic city has a large number of artistic venues per capita, these facilities are often specialized and do not offer the flexibility that the H3 factory provides. Whether a producer wishes to create visual art, music, film, or an installation, they will have the resources to do so. **COSMO is the first company to introduce this type of model to Venice**, Italy, therefore providing local producers with means of construction they have not had access to before.

## GREAT SPACE

The space can be rented out, even at the lowest level of interest. This space makes it possible to acquire funds as the Venetian economy relies heavily on rentals.

## CO-PRODUCE COLLABORATIONS WITH ARTISTS

It is possible to **produce** and **perform** at COSMO. These collaborations with artists will not only promote the local producer but likewise the community and the company. An example of a collaboration COSMO has completed successfully is the collaborative installation in 2020 completed by Brian Eno and David Tremlett.

# SUSTAINABILITY OF THE MODEL

## EXPENSE

The operation of an art incubator space requires funds. Employees must be paid for jobs such as set construction, maintenance, and more. Additionally, necessary equipment must be purchased, maintained, and updated.



## **INCOME**

This model can generate income in a variety of ways. A record label could be created to generate income through on-site recording studios and music promotion. Space can be rented out for exhibitions and installations. Tickets can be sold to live performances and film showings. Fees can be applied to the storage and maintenance of traveling exhibitions.

# FINAL REMARKS

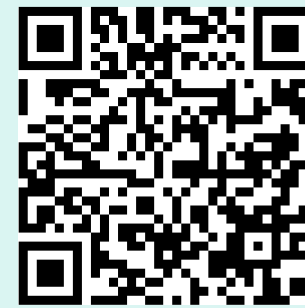
COSMO IS AN ENCOURAGING MODEL THAT SO FAR HAS PROVEN ITS VIABILITY IN THE VENETIAN CULTURAL ECONOMY. THE COMPANY HAS THE CAPABILITY TO GO IN SEVERAL DIRECTIONS IN THE FUTURE, BUT THE MOST IMPORTANT ARE THOSE THAT SUPPORT THE LOCAL ECONOMY. TO CONCLUDE, OUR DATA HAS PROVEN THE SUSTAINABILITY OF THE MODEL.

## FURTHER INFORMATION

A BOOKLET ADDENDUM PROVIDES DEEPER INSIGHT TOWARDS THE PROJECT BACKGROUND, CALCULATIONS AND ANALYSIS



OUR TEAM WEBSITE INCLUDES LINKS TO ALL OUR FILES AND DELIVERABLES, INCLUDING OUR DATA AND AN INTERACTIVE MAP



# ACKNOWLEDGEMENTS

SPECIAL THANKS TO OUR SPONSORS:  
**SERENDPT AND COSMO**

DATA COLLECTED FROM THE **CITY OF VENICE** AND  
THROUGH A **PARTNERSHIP WITH EVENICE**

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**WILLIAM MICHALSON**, PROJECT MENTOR FROM COSMO  
**EMANUELE WILTSCH BARBERIO**, AS WELL AS OUR  
COLLABORATORS, **FILIPPO MERLO** FROM EVENICE, AND  
**DANIELE SCARANO** FROM SERENDPT.

