



THE CULTURAL AND CREATIVE CITIES MONITOR

Country fact sheet: ITALY



The **Cultural and Creative Cities Monitor** is a new tool to **benchmark the performance** of European cities compared to their peers using both quantitative and qualitative data. It provides a common evidence base at city level that helps decision-makers learn from each other and inspires fit-for-purpose policies to boost economic growth and job creation, foster social development and citizens' well-being, and strengthen resilience. This year's first edition covers **168 cities in 30 countries, selected from about 1000 cities** in Eurostat's Urban Audit on the basis of their **verifiable engagement** in promoting **culture** and **creativity**. Being included in the Monitor is thus in itself an acknowledgement of the importance these cities attach to culture and creativity.





The Monitor's quantitative information is captured in **29 indicators**. These are grouped into **9 dimensions** reflecting **3 major facets** of cities' cultural, social and economic vitality: **'Cultural Vibrancy'**, **'Creative Economy'** and **'Enabling Environment'**. In addition, qualitative evidence helps illustrate what cities are good at.

Selected cities

- Eight European Capitals of Culture Winners: Bologna, Florence, Genoa and Matera - shortlisted: Cagliari, Lecce, Perugia and Ravenna
- Three UNESCO Creative Cities: Parma, Rome and Turin
- Six cities hosting at least two international cultural festivals: Brescia, Milan, Naples, Venice, Trento and Trieste

Key findings

 **Milan** excels on **'Cultural Vibrancy'** (3rd in the XXL group of 21 ranked cities), mostly thanks to its good performance on both Cultural Venues & Facilities (4th) and Cultural Participation & Attractiveness (2nd). Milan is home to a rich offer of cultural landmarks, as well as its continuously growing number of 'urban' festivals – such as Book City, and business gatherings – such as Fashion Week.

 **Turin** performs best on **'Cultural Vibrancy'** coming 13th in the XL group of 34 ranked cities thanks to its notable performance on Cultural Venues & Facilities (7th). Turin hosted the 2006 World Olympics winter games

which helped to kick-start the cultural, urban as well as economic renewal of the city. Since 2014, Turin has been a UNESCO Creative City of Design.

Florence is 1st on 'Cultural Vibrancy' in the L group of 36 ranked cities mainly thanks to its position in Cultural Participation & Attractiveness (1st) and Cultural Venues & Facilities (3rd). Florence, which was the second European Capital of Culture in 1986, is perhaps the best example of a city that has boasted an exceptional cultural life for centuries. Its artistic creativity remains reflected in its very rich heritage.

Parma ranks 18th on 'Creative Economy' in the S-M group of 64 ranked cities thanks to its good result on Creative & Knowledge-based Jobs (13th). In 2015, Parma was made a UNESCO Creative City of Gastronomy, with the objective of strengthening its creative economy, specifically in the food sector.

Population group	Sub-indices		
	1. Cultural Vibrancy	2. Creative Economy	3. Enabling Environment
XXL Milan			
Rome			
XL Turin			
Genoa			
L Florence			
Bologna			
S-M Parma			
Trieste			

Scores: Top 33% | Middle 33% | Bottom 33%

Note: Cities are ordered by Cultural and Creative Cities (C3) Index score within each population group. The Index is obtained by aggregating weighted scores of sub-indices as designed by experts in the field. The [C3 online platform](#) allows customising the weights, inserting your own data and comparing cities.

Did you know that...?

Rome is working to make its rich heritage even more attractive for both tourists and entrepreneurs. As part of these efforts, the city became a UNESCO Creative City of Film in 2015 to enhance its cinema legacy and create new job opportunities for creators.

Genoa is often referred to as 'la Superba' ('the proud one') because of its cultural richness. In 2004, the city was a European Capital of Culture and, in 2006, part of the old town was became a UNESCO World Heritage Site.

Bologna has a very rich cultural life, with numerous cinemas, theatres, libraries, museums, bookshops and cultural events (such as ArteLibro or Cinema Ritrovato) and a vibrant scene of independent audiovisual producers and publishers. Bologna was a European Capital of Culture in 2000.

Trieste is opening itself up to the world of contemporary art to recover its role of linking Western and Eastern Europe and the Mediterranean area. Trieste Contemporanea organises events such as the Trieste Contemporanea International Design Contest and the CEI Venice Forum for Contemporary Art Curators.



Cinema Ritrovato. Credit: Lorenzo Burlando