



# City of Literature

Application to join the UNESCO  
Creative Cities Network

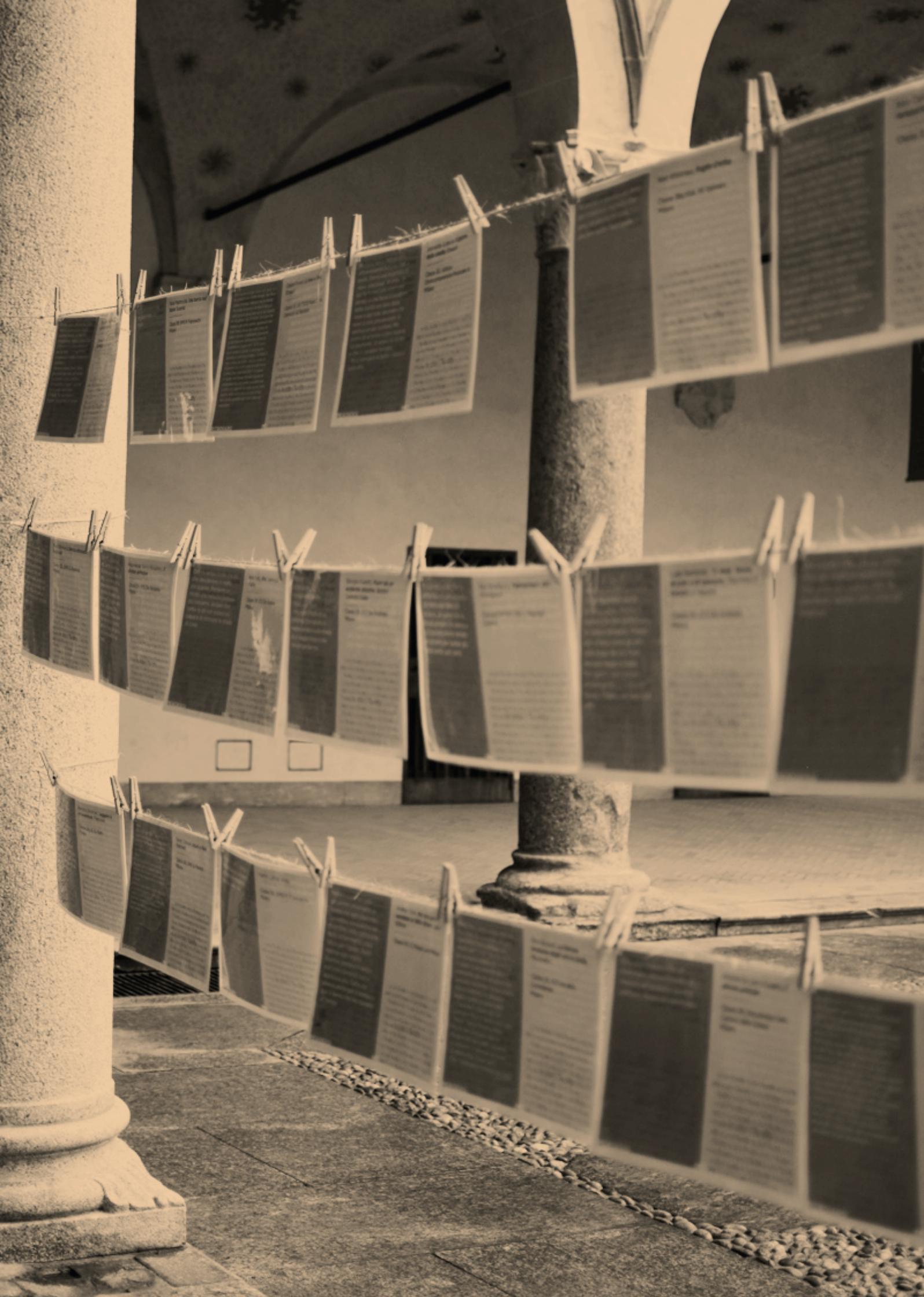


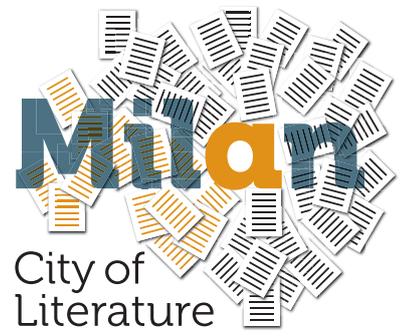




City of  
Literature

Application to join the UNESCO  
Creative Cities Network





# Milan, a place to read

Milan as a UNESCO  
Creative City for Literature

Culture and Literature  
for a sustainable development

1

Milan has always been a City of writers and readers. Writers born in Milan, who were able to share their love for their hometown, like Manzoni or Gadda. Writers coming from different parts of Italy, to find their place in a lively literary scene, as Nobel Laureates Montale and Fo. Writers coming from all over the world, to discover its discreet beauty, as Stendhal and Hemingway.

Milanese readers are curious and demanding. They rely upon a considerable presence of libraries (more than 200, public and private) and bookstores (over 400), and they crowd together in the different literary festivals, with authors coming from different countries and cultures. And of course Milan is the capital of Italian publishing, with 500 big and small publishers, and thousands of professionals working in the field.





But Milan is also the city of fashion, design, architecture and entertainment, known all over the world for its unique style, the result of a constant dialogue between tradition and modernity. New young talents come to Milan to study and to test their skills. Milan attracts, nurtures, and mobilizes young talents.

In this vibrant community culture and the creative sectors are the engines of the sustainable development of the metropolitan area, with several incubators and accelerators for startups, but also awareness-rising activities and projects giving open access to culture, aimed at vulnerable disadvantaged people. This unique blend of different experiences and identities gives to Milan its vibrant modernity: challenged by the problems of urban agglomeration, it shows us that we can, and must, find creative and sustainable solutions.

# Milan as a UNESCO Creative City for Literature

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The philosopher Augustine (4<sup>th</sup> Century) was the first in history to describe silent reading when he came to Milan. Milan is the hometown of great authors: Bonvesin de la Riva, who described the beauty of Medieval Milan; “Illuministes” as Beccaria and Verri, poets like Porta and Parini, writers as Alessandro Manzoni and composers like Giuseppe Verdi; in the 20<sup>th</sup> Century Gadda, Testori and Eco, and Nobel laureates Montale and Fo.

Milan welcomed writers from all over Italy, from Petrarca and Leonardo to Vittorini, Quasimodo (another Nobel laureate), and Scerbanenco. Many foreign writers wrote about their visit to Milan: Stendhal, Shelley, Wilde, Kafka, Sebald... This long and rich tradition continues today, in a lively literary and editorial scene.

The urban landscape is full of iconic buildings associated with the publishing and news industries, designed by great architects. With Manzoni’s House and Archivio Storico Ricordi, these buildings narrate a tradition of mingling political and social engagement, literary and artistic activity, and economic relevance.





# Milan puts writing and literature firmly at the core of the creative sectors



Books build and share the memory of our achievements for future generations. Books are a source of inspiration for different artistic and industrial fields. In the new transmedial and crossmedial landscape, Milan puts writing and literature firmly at the core of the creative sectors, and helps young writers and professionals to meet the demands of vibrant cultural and global communities.

Italy became a Nation only in the second half of the 19<sup>th</sup> Century. Language and literature are at the core of Italian cultural identity, but also of local and regional cultural identities. They are the focus of the dialogue with the different cultures of the 439.000 “new Italians” living in the Greater Milan. As a UNESCO Creative City, Milan can narrate its ability to be simultaneously international and inclusive. Milan attracts, nurtures and mobilises talents, offering an unparalleled context to people to test their skills, to companies to “go global”, to cultural organisations to showcase artistic excellence. The challenge is to narrate these achievements highlighting what is special about the City, and how individual experiences can be transformed into common good.

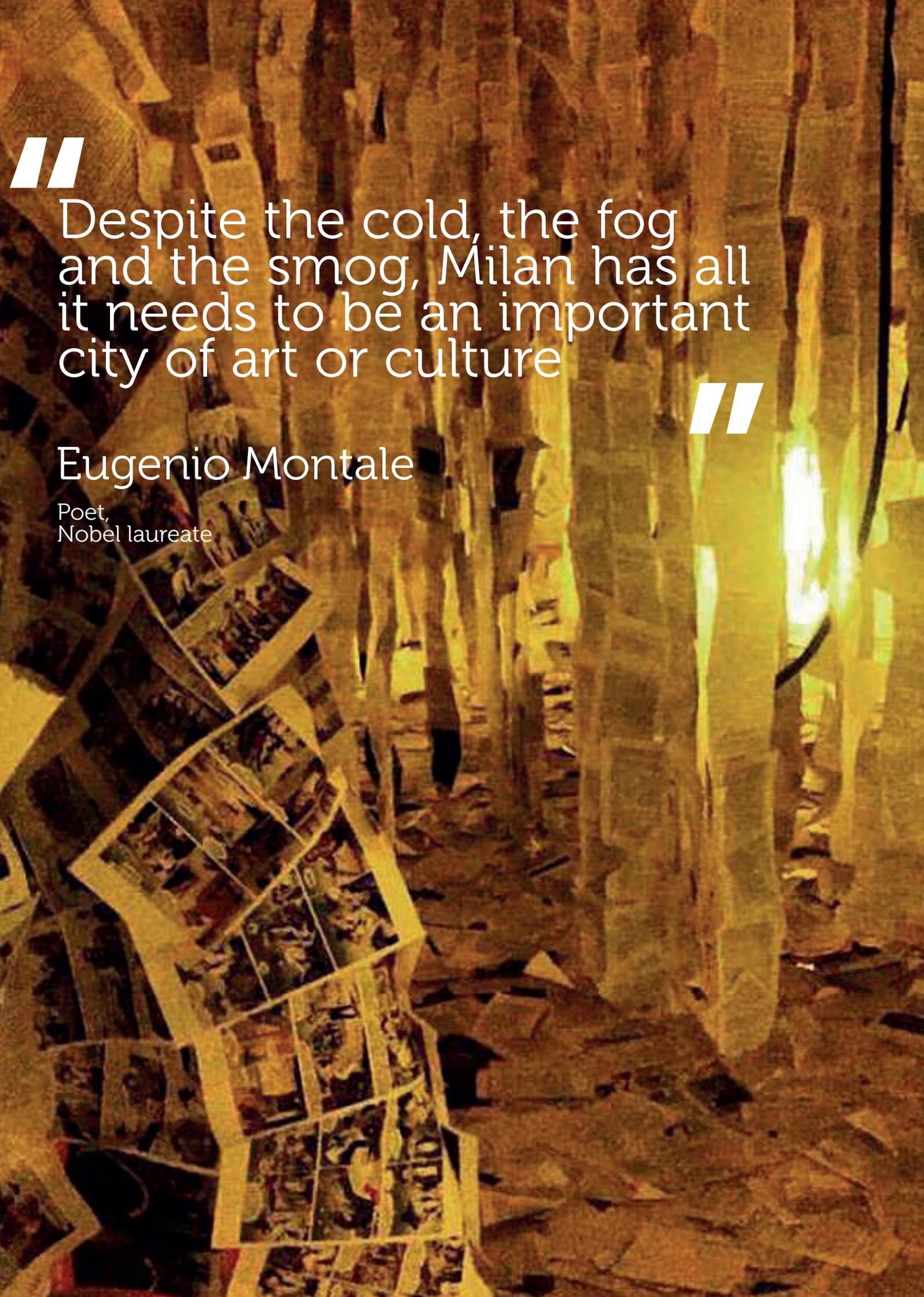
# **Culture and Literature for a sustainable development**

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Being recognised as a Creative City will improve the awareness of all the actors of the literary scene of their role and the importance to act as a cohesive whole. A better knowledge of the literary heritage and the present landscape via new forms and media (apps, geolocalisation, enhanced reality), will give a deeper understanding and a better access to all citizens, particularly the different immigrant communities, and to visitors and tourists.

Milan is the capital of Italian publishing: when Giacomo Leopardi wanted to publish his poems, in 1825, he came to Milan. The editorial system of the City can discover, select and assist new authors, distribute their works, make them known, and reward them. The complex net of critical and editorial mediations fulfils all the necessary functions.

We want to leverage the resources already present to allow professionals to have better training and more opportunities in permanent education, to create job opportunities for talented and competent people in the field and to improve the possibilities for the Italian publishing sector to open up international opportunities and to effectively narrate Milan and Italy. This asset will be more and more important for the creative economy and for Milan as a global smart city.



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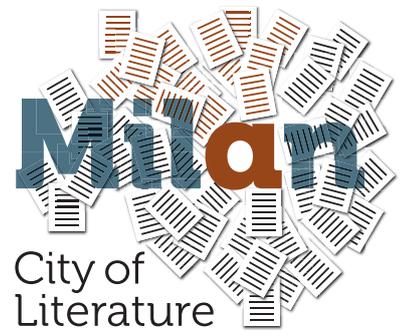
Despite the cold, the fog  
and the smog, Milan has all  
it needs to be an important  
city of art or culture

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Eugenio Montale

Poet,  
Nobel laureate





# Inside the industry

The Publishing Industry

Archives and Research Centers

Bookstores and Libraries

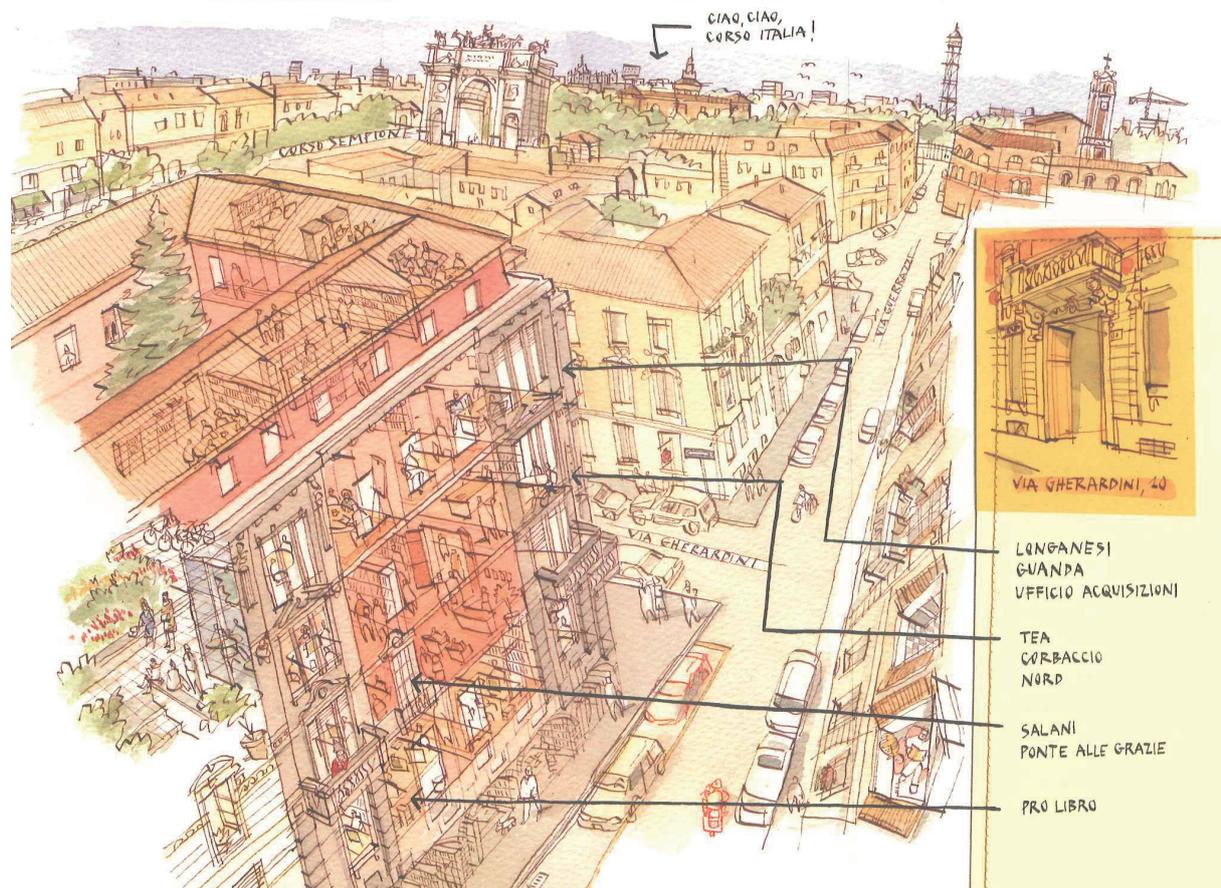
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The creative sector is now at the center of Milan economy. Milan hosts 295.865 firms and 1.732.589 employees, i.e. 6% of Italian companies and 15% of employees. The relative size of companies is higher in Milan. The table below shows the relevance of the creative economy. The ICT category includes editorial activities, videomaking, film and video production, TV transmission.

Both clothing and design industries account for approximately 5% of the national industries, but statistics do not allow to highlight the contribution of fashion and luxury segments, which are over represented in Milan.

	Number of companies			Employees		
	Milan	Italy	%	Milan	Italy	%
Printing	1.577	16.350	10%	8.800	70.736	12%
ICT	12.145	96.265	13%	100.643	450.906	22%
Architecture	11.877	211.901	6%	14.103	79.427	18%
Advertising	3.538	19.853	18%	15.443	35.659	43%
Interpreters	889	6.287	14%	377	1.441	26%
Arts, leisure and entertainment	5.808	61.527	9%	7.981	93.073	9%

The Creative Economy in Milan 



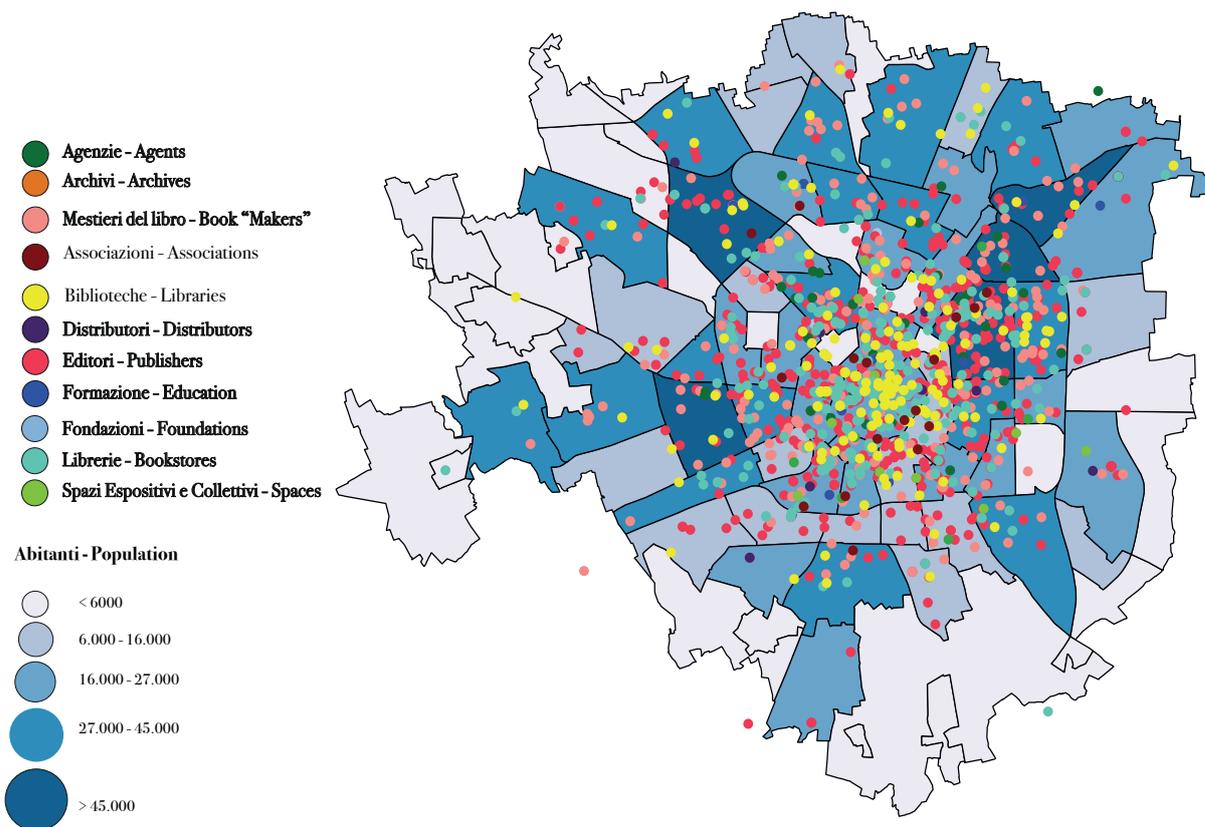
With 2,23% of the total population, Milan represents 15% of Italian book market. Over 500 publishers (13% of all publishers in Italy, with prominent editorial groups as Mondadori, GeMS, Feltrinelli), bookchains like Feltrinelli and Libraccio, the biggest wholesalers, over 400 bookstores (12% of the Italian total) are the economic backbone of Milan book industry.

# The Publishing Industry

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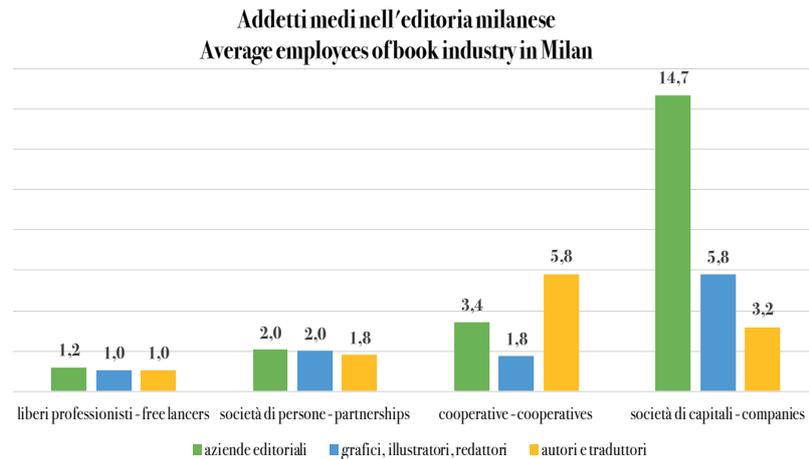
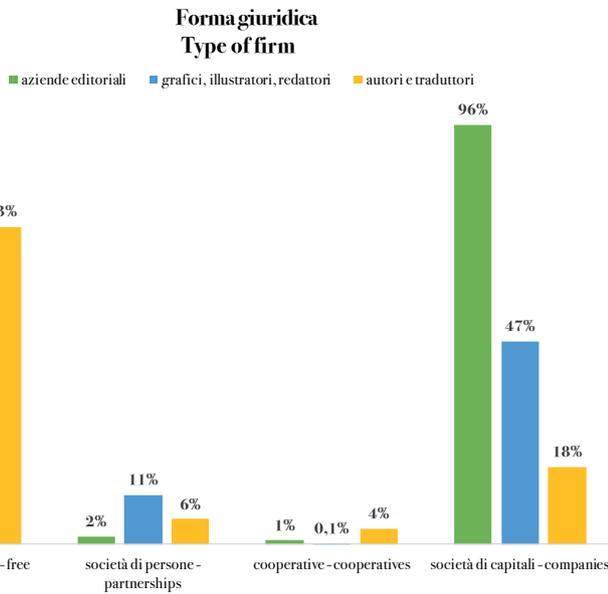
The industry concentration drives complementary industries driven by agglomeration economies. The making of a book involves professionals with different skills, often educated free lancers with international orientation and entrepreneurial attitude: literary agents, editors, press offices, illustrators, graphic designers, translators, and increasingly web designers, videomakers and social media managers.

## *Book Economics in Milan*



# Working in publishing

	Italia	Milano	%
Aziende editoriali	24592	12525	51%
Grafici, Illustratori, redattori	17178	7013	41%
Autori e traduttori	15798	4792	30%



Martina Manca (2017), "Sviluppo urbano e cultura: il caso di Milano"

Milan hosts 51% employees in Italian publishing firms, 41% of content industries related designers, 30% of artistic and literary creators. According to underestimated statistics, they represent 2% of the working population (national level 0,4%).

Milan hosts 35 literary agencies, and over 20 professional associations, including: book publishers (AIE), libraries (AIB), translators (AITI), illustrators (AI), graphic designers (AIAP e ADI), graphic companies (Assografici), booksellers (ALI at national level, and LIM, Milan independent bookstores).

# Archives and Research centres

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Editorial archives, as *Archivio Storico Ricordi*, *Fondazione Arnoldo e Alberto Mondadori* (FAAM), *Fondazione Corriere della Sera*, *Fondazione Giangiacomo Feltrinelli*, *Fondazione Umberto ed Elisabetta Mauri* and *Centro Apice* (Unimi), host 20<sup>th</sup> Century archives (Guareschi, de Cespedes, Fallaci, Consolo, Pivano...), and organize a rich blend of cultural activities.

*Nielsen* and *GFK* are key data providers on the field, with *Centro Studi AIE*. *Tirature*, published by *Il Saggiatore*, is the yearbook on authors, publishers and readers. *ASK-Bocconi* research center works on the transformation of the book in the digital era. *DCxT Research Group-Communication Design for the Territories* (Politecnico) offers web-based digital maps and geolocation, with prototypes on the book industry.



*Imago Libri* is an international research project devoted to the history of books and publishing. It is networking with the *Institut Mémoires de l'Édition Contemporaine* (Caen) e *Deutsches Literaturarchiv* (Maarbach). Milan has several historical libraries targeting specialized audiences: *Biblioteca Nazionale Braidense* (created in 1770 by empress Maria Theresa); *Biblioteca* and *Pinacoteca Ambrosiana*, founded by Cardinal Federico Borromeo in the 17<sup>th</sup> Century (owning the Codex Atlanticus by Leonardo da Vinci); *Biblioteca Trivulziana* at the *Castello Sforzesco* (with another Leonardo Codex).

*Laboratorio Formentini per l'Editoria* (LabForm), opened in 2015, is dedicated to the enjoyment of literature (with special attention to poetry) and the art of publishing. It is a space for book professionals to talk about their future, to create and host international projects, and to promote the excellence of Italian culture throughout the world. It regularly hosts events and exhibitions, and it is open to professional, cultural associations and readers.

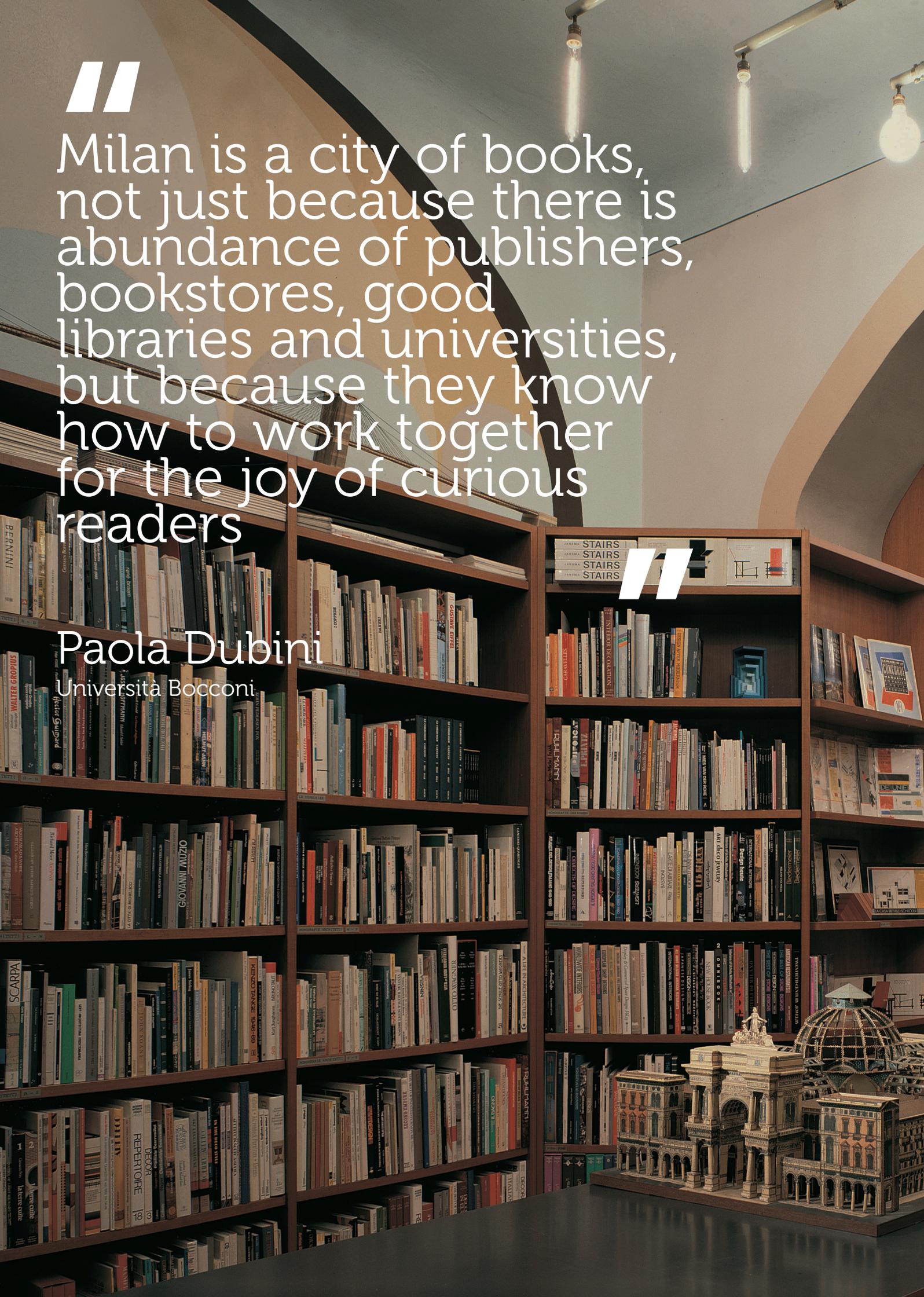
Several facilities in Milan have a multi-disciplinary and multi-functional focus. *Agenzia X* is a lab mingling research, publishing and cultural promotion. Some independent bookstores (*Open, Verso, Gogol, B\*\*K*), and new cultural hubs, part of broader urban regeneration programs, offer a dense calendar of activities: *Mare Culturale Urbano, BASE Milano, Chiaravalle, Cascinet* (the network of Milan's farms). Some of these subjects, together with *Fondazione Cariplo, Avanzi, Make a Cube* and *Che Fare*, offer incubation and acceleration opportunities for startups and creative professionals.



Milan is a city of books,  
not just because there is  
abundance of publishers,  
bookstores, good  
libraries and universities,  
but because they know  
how to work together  
for the joy of curious  
readers

Paola Dubini

Università Bocconi



## Bookstores and Libraries

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Every bookstore is a cultural hub. The network of bookstores, independent or owned by chains like *Feltrinelli* or *Il Libraccio*, both based in Milan, is rooted in the city and its distribution shows a pervasive presence. Despite the economic crisis, from 1991 to today, the number and variety of bookstores has followed the city's dynamism.

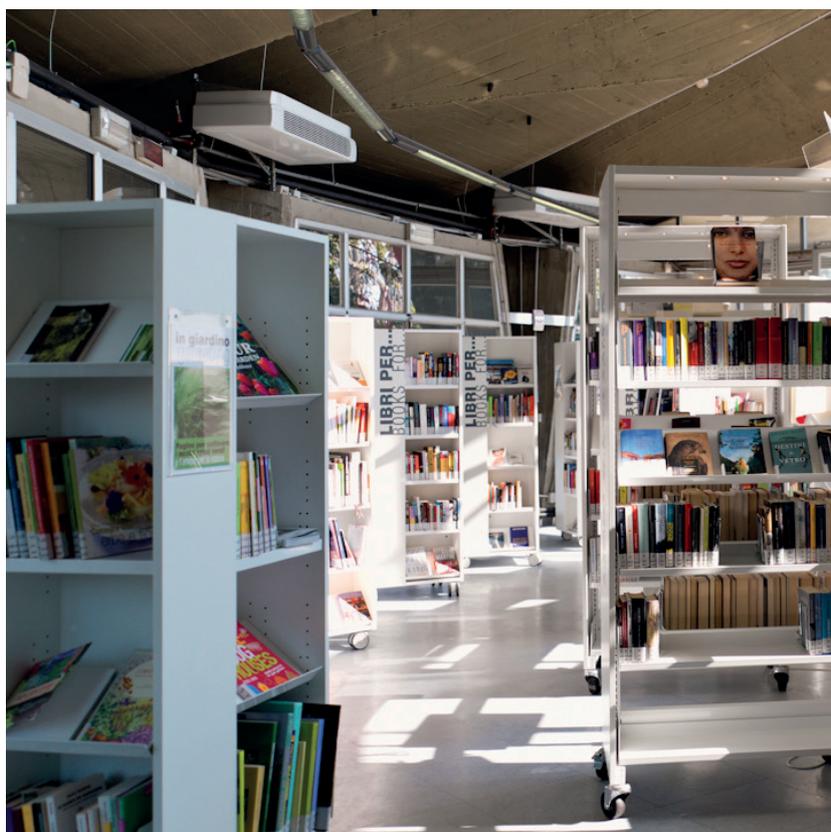
Such an energetic book market would not be sustainable without the action of over 200 public and private libraries. Among them, the Public Library System links 24 branch libraries, the bookmobile *Bibliobus* and the central library *Sormani*, with its *Stendhal Center*. The Public Library System offers a collection of 1.350.000 books, 23.000 journals, and 80.000 audiovisual records. Users can access paper and digital collections, community information services, books and art exhibitions. In the Greater Milan, 5 other Library Networks link more than 200 public libraries. University libraries have state of the art specialized collections; private libraries complement the network.

The City offers various programs for “accessible reading”, also via digital technologies, thanks to public and private initiatives and to the City Council-Cultural Commission.

The Milan Public Library System promotes social inclusion through culture with several programs. In 2014 it launched a program with some associations to create a library network in San Vittore prison, granting interoperability with city libraries; the prison's internal libraries are now part of the library system and actively promote reading.

*BCM per il Sociale* has programs for reading and writing in hospitals, prisons, homes for the elderly, etc. During the festival, several associations working with disadvantaged or vulnerable social groups, as *Fondazione Benedetta D'Intino* (children with psycho-physical discomfort and serious communicative disabilities), *Fondazione LIA* (disadvantaged categories), *Istituto dei Ciechi* (sight disabilities), produce events.

The Association *Città-Mondo* is the network of immigrant communities in the Greater Milan; it involves 113 associations targeting the international community. Filipino, Chinese and Egyptian citizens account for 41,4% of the international residents.





# Milan has a tradition of cooperation between the public and the private sector in political and cultural life

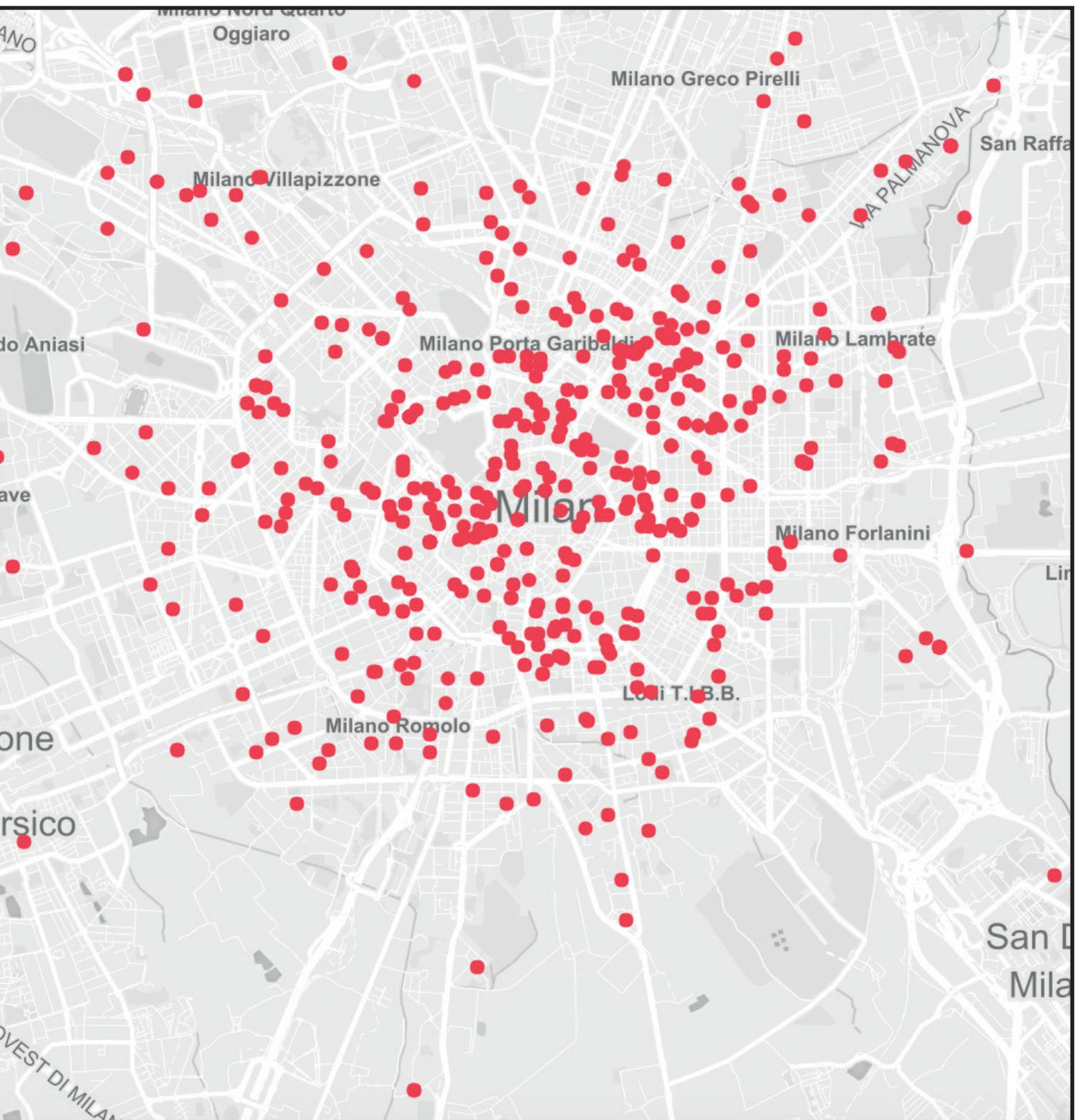


Milan has a tradition of cooperation between the public and the private sector in political and cultural life. *BCM, Patto di Milano per la Lettura, Milan. A Place to Read and Copy in Milan* are all examples of such partnerships.

*Patto di Milano per la Lettura* is an alliance among libraries, publishers, bookstores, authors and readers, offering the opportunities for contact and understanding between readers and writers, aiming to restore value to the act of reading as an essential part of a new idea of citizenship. This project is a relevant example of convergence between subjects with different culture and perspectives for a common aim.

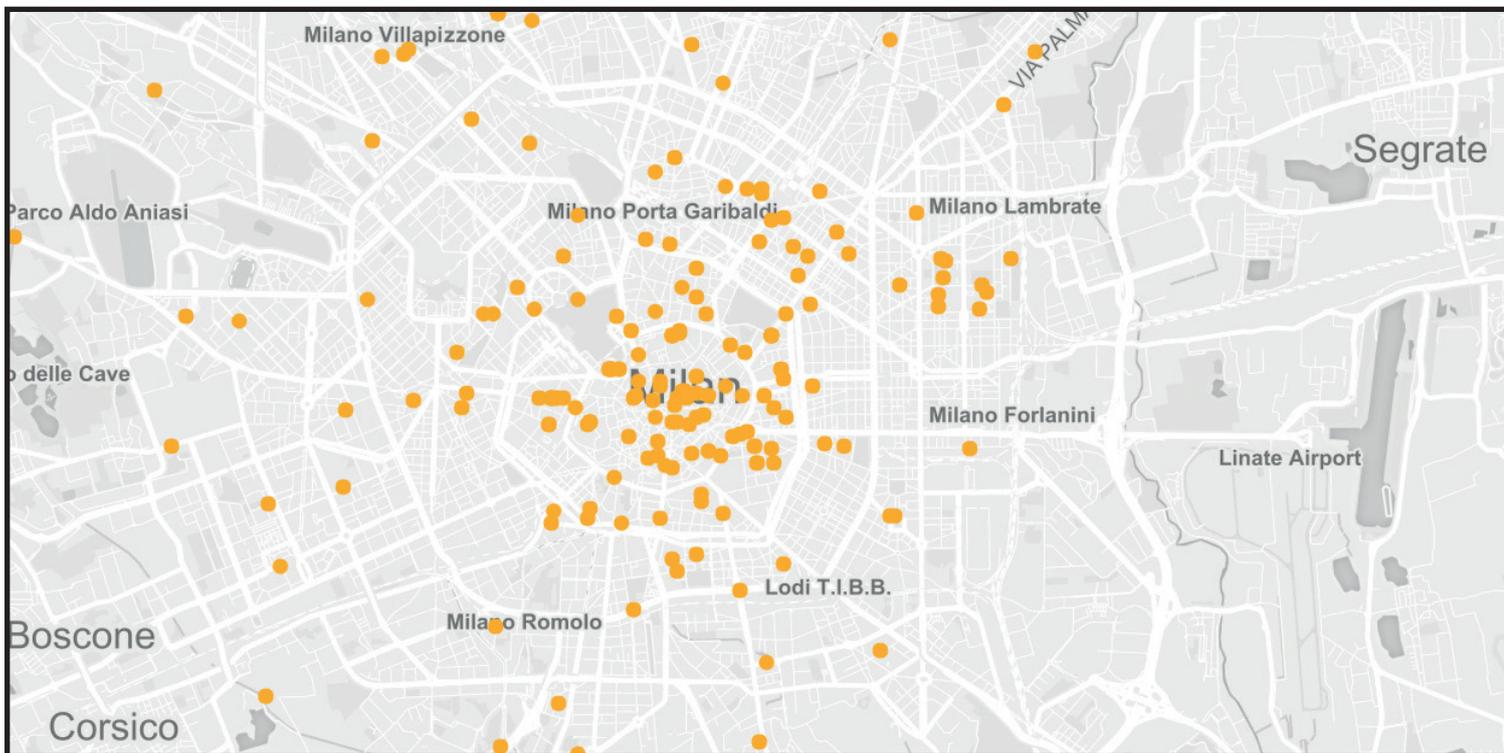
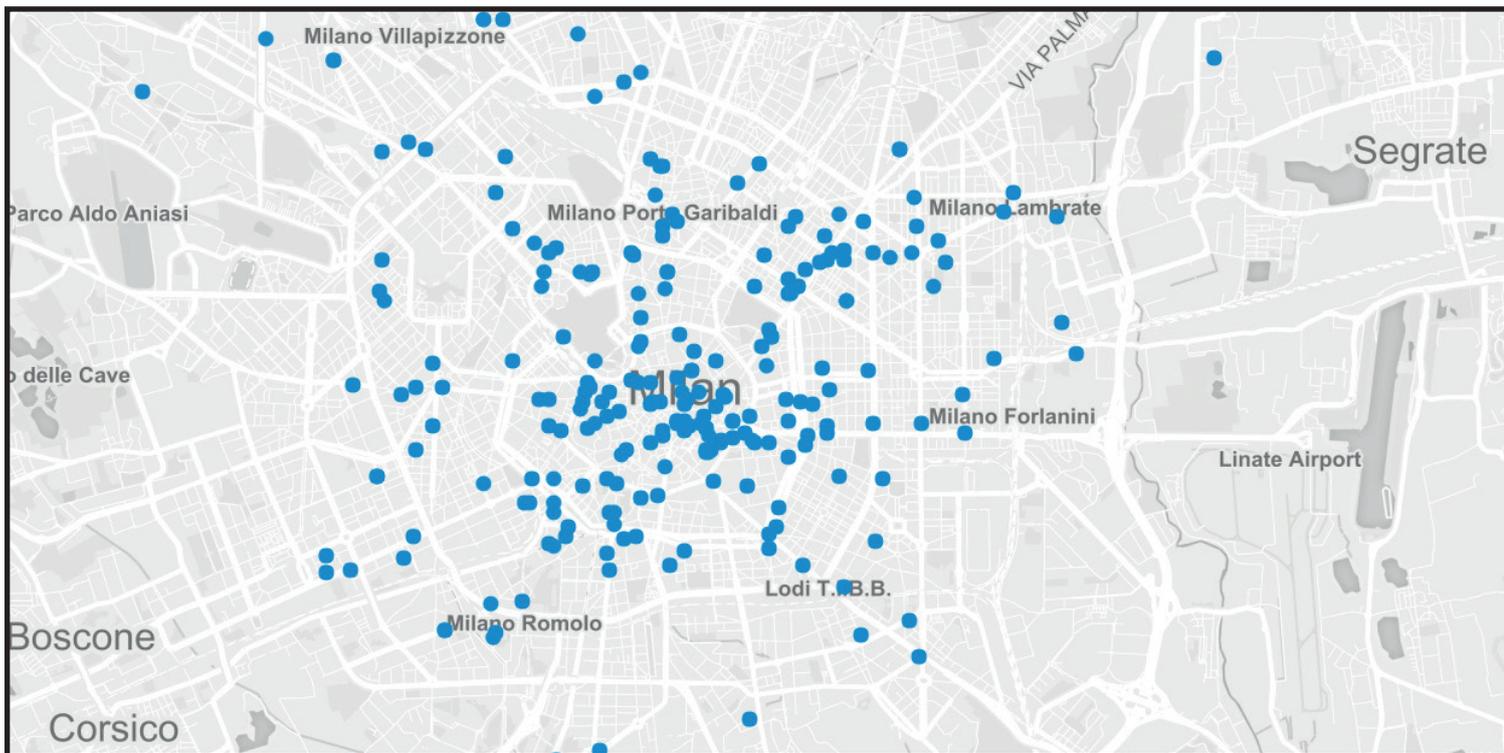
Another example is *MLOL-Media Library On Line*, freely accessible to registered users: through this platform, the Milan Public Library System, in collaboration with publishers, provides full access to electronic contents – ebooks, newspapers and magazines, audiobooks, video, music and more.

## Publishers



from Osservatorio Formentini

## Bookstores



## Libraries



# Outside the industry

Fairs and Festivals  
for professionals and for residents

Educational assets

International initiatives

The Calendar of Cultural Events in Milan

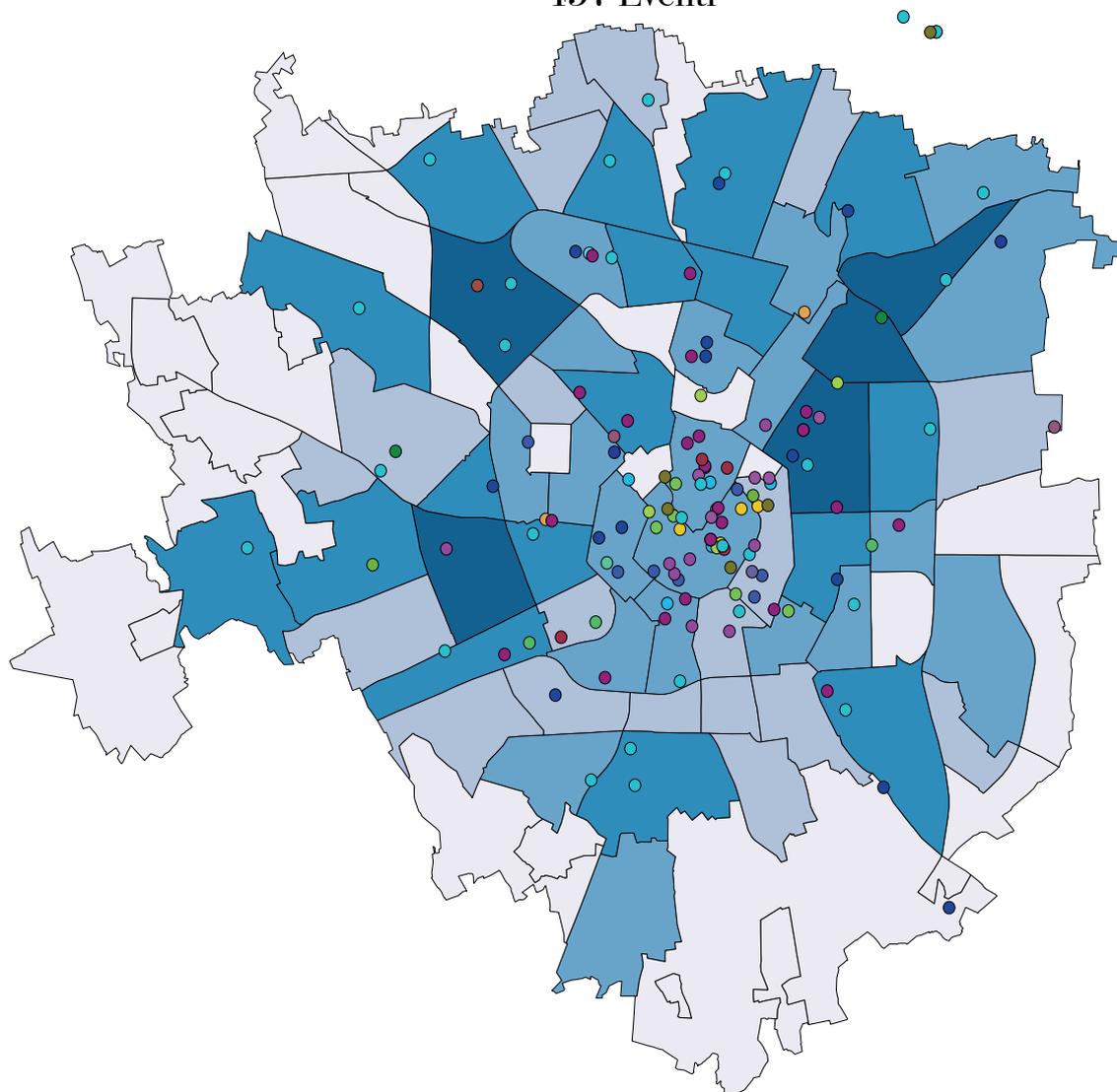
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# The evolution of BookCity Milan

## 2012

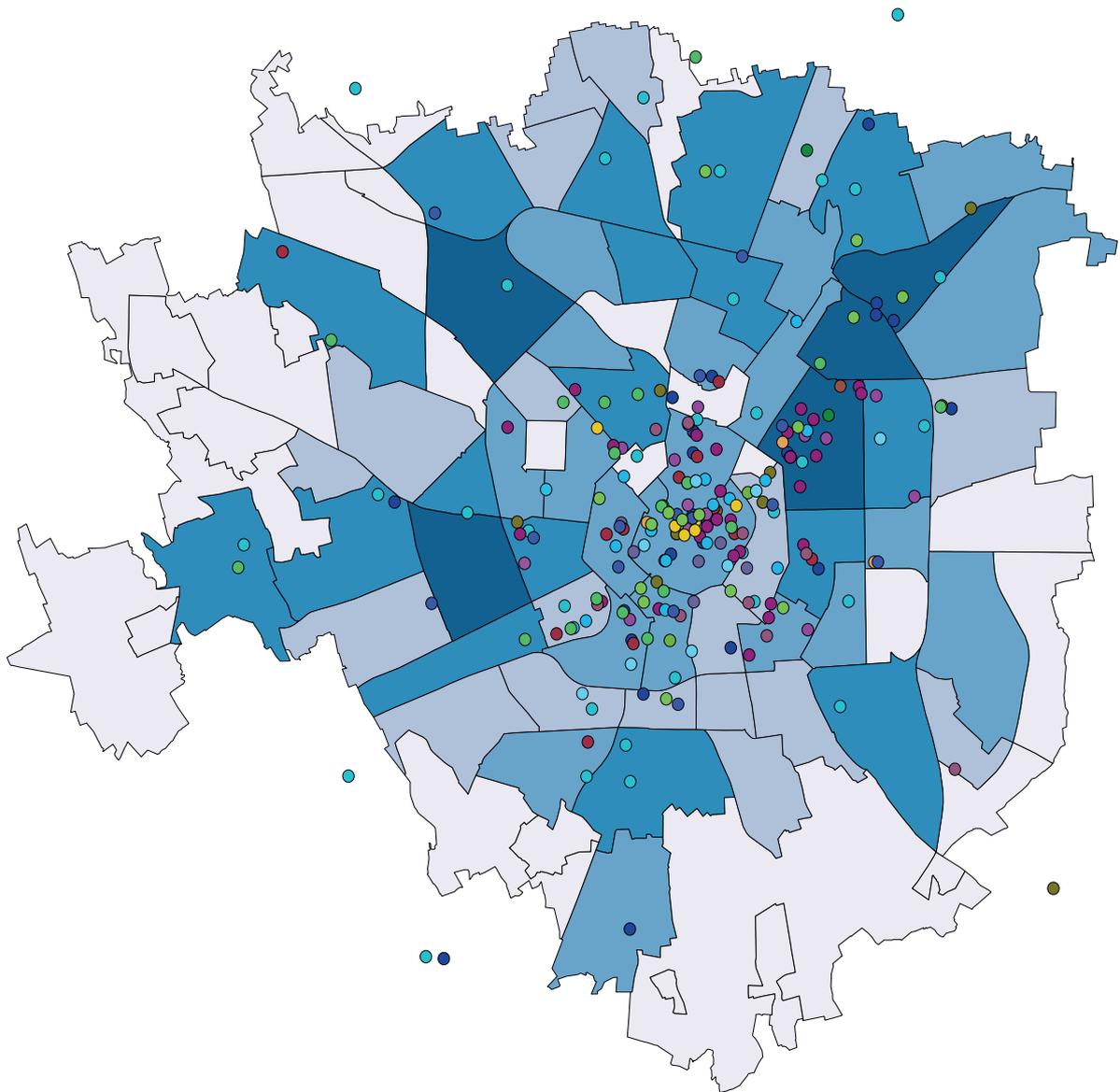
134 Sedi

437 Eventi



- |                              |   |                              |
|------------------------------|---|------------------------------|
| ● Archivi<br>Archives        | ● Associazioni culturali<br>Cultural Associations | ● Metro<br>Subways           |
| ● Biblioteche<br>Libraries   | ● Attrazioni Turistiche<br>Tourist Attractions    | ● Musei<br>Museums           |
| ● Editori<br>Publishers      | ● Auditorium e Anfiteatri<br>Auditorium and Amphi | ● Negozi<br>Stores           |
| ● Fondazioni<br>Foundations  | ● Bar   | ● Ospedali<br>Hospitals      |
| ● Spazi Espositivi<br>Spaces | ● Carceri<br>Prisons                              | ● Palazzi<br>Monuments       |
| ● Gallerie<br>Galleries      | ● Chiese<br>Churches                              | ● Ristoranti<br>Restaurants  |
| ● Librerie<br>Bookstores     | ● Teatri<br>Theatres                              | ● Scuole<br>Schools          |
|                              |   | ● Università<br>Universities |

**2016**  
238 Sedi  
1443 Eventi



Martina Manca (2017), "Sviluppo urbano e cultura: il caso di Milano"

Since 2012, during the 4 days of BookCity Milano (organized by 4 editorial Foundations with the Municipality of Milan), writers and readers animate the life of the whole City. In the 2016 edition, around 160.000 people attended over 1400 events in 238 venues, produced and hosted by more than 700 publishers, associations, foundations, libraries, bookstores, museums, theatres, schools, universities, but also art galleries, shops, bars and hotels.

# Fairs and Festivals for professionals and for residents

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In addition to *BookCity*, other literary festivals contribute to the dynamism of the literary scene: *I Boreali* (Nordic literature, with the Embassies and Cultural Foundations of Northern Europe, February), *Writers* (April), *La Milaneseiana* (June).

Bookfairs such as *Tempo di Libri* (a joint venture AIE-Fiera Milano, since 2017), *Bookpride* (independent publishers, since 2015) and *Maremagnum* (antique books; now *Festival della Cultura*) enrich the cultural environment.

The foreign cultural institutes in Milan (British Council, Centro Culturale Ceco, Centro Svizzero, Forum Austriaco di Cultura, Goethe Institut, Institut Français, Instituto Cervantes, Istituto Confucio etc.) contribute to the cultural and literary life of the city.



# Educational assets

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A true asset for Milan is the richness and variety of its tertiary and lifelong educational opportunities, making it a major attractor:

- *University Masters in Publishing*

Statale - Fondazione Arnolfo e Alberto Mondadori (FAAM);  
Unicatt - AGFP Centro Padre Pia Marta;  
IULM

- *Bocconi*

three degrees in arts management in Italian  
and in English (CLEACC, ACME, MAMA)

- *Unicatt*

Master in Cultural Events Management (MEC)

- *Politecnico*

Degree Course in Industrial Design  
(graphic/editorial design classes)

- *Courses in translation*

in Universities and at Civica Scuola Interpreti e  
Traduttori "Altiero Spinelli"

- *Statale*

a workshop on the promotion of reading

- 
- *Civica Scuola d'Arte Drammatica «Paolo Grassi»*  
a course in writing for the theatre

*Società Umanitaria-CFP Bauer and MiMaster* ●  
courses for graphic designers and illustrators

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- *Scuola Librai Umberto ed Elisabetta Mauri*  
school for booksellers and bookshop owners, with  
a particular interest on permanent education (since  
1983)

Apart from specialised University curricula, Milan has:

- several creative writing schools and courses: *NABA*, *Cattolica*, *Belleville* and *Mohole* schools, *Corsi Corsari*. Iaia Caputo (in collaboration with Teatro Elfo-Puccini), Laura Lepri (at Circolo dei Lettori), Duccio Demetrio and Silvia Vegetti Finzi (at Casa della Cultura) give courses centered on storytelling or on autobiography;
- *BCM* programs for young writers and readers: the BCM for Schools (1300 classes in 250 schools through 165 different projects); the BCM Young program offered by the City Library System (more than 100 events in 25 different venues); initiatives at the 7 Universities (more than 100 events).
- a project for hundreds of children to draw, write, and build the city of their dreams with *DODA* (a no-profit organization) and *MUBA* (the children museum), focusing on the creativity of kids.

Weekly literary supplements («*domenicale Sole-24 Ore*», «*La Lettura Corriere della Sera*»), cultural (*Zero*) and literary (*Doppiozero*) portals and several literary blogs are published in Milan.

## International events

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Milan hosts international events for literature and publishing professionals. Among the most recent, *Senza giudizio... e senza cuore* (on *Pinocchio*, Unicatt, 2017), the International Congress on Hermeneutic Studies on Symbol, Myth and the Modernity of Antiquity from Renaissance to the present (Unicatt). Librarians from all over Europe attended international conventions as *Ready? Read 'e'. E-services in libraries* (2013), *Bibliopride. Strong libraries, strong societies* (2015).

Milan hosted in 2009 the 75th World Library and Information Congress of IFLA (*International Federation of Library Associations and Institutions*), and in 2016 the 24th General Conference of ICOM (*International Council of Museums*), with around 3000 professionals from all over the world.



//  
A great space for making  
connections, dedicated to  
art, to celebration, working  
for the city and Europe //

## Giorgio Strehler

Theatre director,  
founder of Piccolo Teatro

Digital innovation in publishing is the core of events such as *Librinnovando* (annual meeting on the future of publishing) and *Engaging the Reader* (since 2010 the contact point between the Italian digital community and international experts on innovation, media and communication). *Meet-the-Media Guru* and *Wired Next Fest* focus on digital innovation, and target both professionals and citizens.

In 2015 two International events took place in Milan: the Annual General Assembly of *CEATL's* (translator associations from all over Europe) and the *International Conference on accessibility and digitization* (curated by Fondazione LIA).

# **The Calendar of Cultural Events in Milan**

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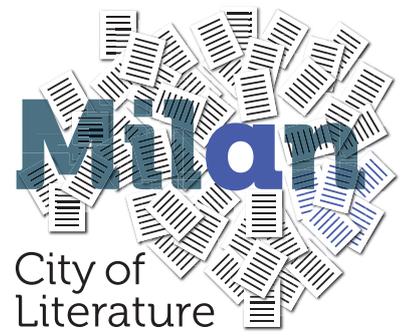
Milan's Municipality coordinates several projects managed by the civil society. Several facilities - including theatres, "Case Museo" (homes and ateliers of collectors, writers or artists), and cultural hubs - are privately managed through agreements with the Municipality. Two formats of events are proposed by the civil society and companies with a support from the Municipality.

The "City" events offer a calendar of festivals in different sectors (Museo City in March, Radiocity in April, Pianocity in May, Bookcity in November) promoted mainly by associations and no profit organisations.

The "Week" events take place in sectors like Design and Art (April), Food (May), Architecture (May), Photo (June), Music (November), Fashion (January-February-June-September) and are typically organised around a specific fair or exhibition.

The convergence around these formats is proving effective in coordinating promotional efforts.





# A smart city

Città del Libro

Copy in Milan

Other Creative Fields

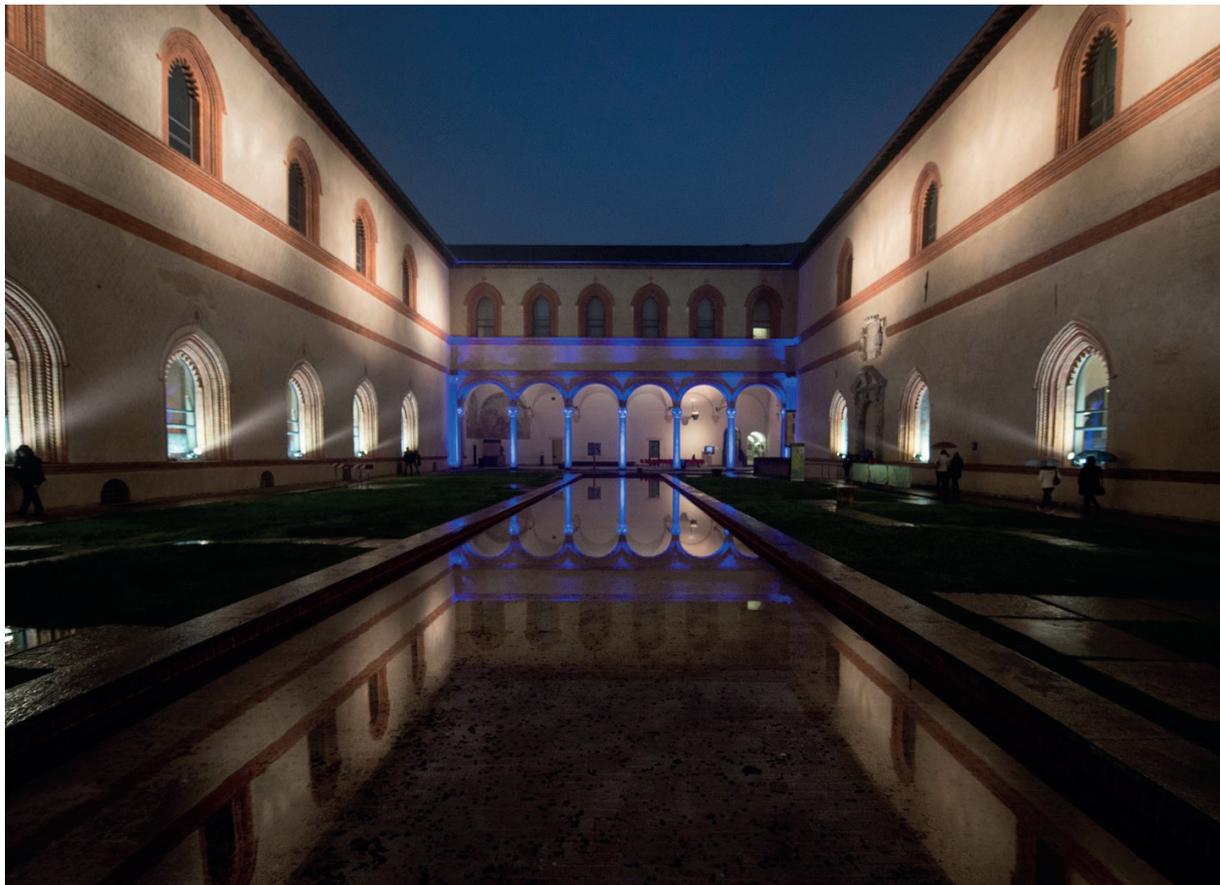
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Since 2014 Milan has a Smart City strategy, involving several stakeholders. Part of the strategy deals with the strengthening of innovative startups and creative companies.

Several organizations support the creative work through specific calls for ideas or for business plans and contests. Fondazione Cariplo is a key player in financing cultural programs and organizations in the Lombardia Region and since 2013 has a specific call for ideas on cultural innovation. Other initiatives for startups or cultural innovation (Fondazione Bracco, Edison Start, CheFare) are launched by organizations located in Milan but operating nationwide.

Specifically in the literary field, BooksinItaly.it (FAAM with Mi-BACT-CEPELL, MAECI, Regione Lombardia, and AIE) promotes Italian publishing, language and culture worldwide through reading reports, editorial stories, interviews, advice on translation grants, and a database of publishers, literary agents, and translators. The website, available both in Italian and English, uses Italian Cultural Institutes as outposts for the promotion of Italian culture.



# Città del Libro

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The city played a key role in the creation of *Città del Libro*, the network of Italian bookcities launched by CEPELL, Fondazione per il Libro, la Musica e la Cultura and ANCI (Associazione Nazionale Comuni Italiani). The network connects towns with organic projects promoting literature and reading as a means to improve the quality of life. In 2015 Milan was the first Italian Città del Libro.

The City hosts several prizes for new talents: *Premio Kihlgren* (first works), *Io Scrittore* (a “literary tournament” where the writers judge the other contenders), *Premio Pop* (first novels), *Premio Babel-Books in Italy* (translators), *Premio Donne dell’Editoria* (women in publishing).

In its first edition, Tempo di Libri opened an International Rights Center, with 500 professionals, 170 of them coming from 34 countries.

In 2017 the Major of Milan announced a program for the rethinking and restyling of 10 public libraries, with an investment of 22,3 mln € in three years.



# Copy in Milan

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*Copy in Milan* (a project curated by FAAM, in collaboration with MIBACT-CEPELL, MAECI, Regione Lombardia, City of Milan, AIE and Fondazione Cariplo, with the scientific support of Unimi, Politecnico and Bocconi) aims at promoting the City as a Literary and Editorial district to the literary community and the citizens, through a research project, an exhibition (*Milan. A Place to Read*), a website, a venue (LabForm).

*Outis*, a theatre festival, and *Fabulamundi*, a Creative Europe Project, focus on contemporary playwriting on an international perspective, with performances, mises en espace, workshops for writers and translators. The City of Milan started in 2005 an economic and cultural partnership with the City of Shanghai, involving an annual exchange of books in Italian and Chinese among public libraries.

Since 2012 *BCM* offers the opportunity to involve different sectors and disciplines around books, with initiatives targeted to adults and young people. The *Fondazione Cineteca Milano*, with a project involving students from 6 to 18 years, worked on the relationship between literature and cinema through the production of booktrailers.



The *Parco delle Lettere* project equipped the gardens of 6 city libraries and 7 public parks, with eco-friendly reading and writing furniture. A call for ideas led to the design and production of prototypes of furnishings, installations and functional structures for reading and writing in green environments.

LabForm and Design Week have a partnership in the creation of new forms of storytelling and videogames. Nuages Art Gallery, LabForm and Museo del Fumetto organize exhibitions linking literature and visual arts (illustration, comics, cover art...).

*Women for Expo* (a project by EXPO Milano 2015 with MAECI and FAAM) is a worldwide network of women, mainly writers (including Simonetta Agnello Hornby, Sveva Casati Modignani, Michela Marzano, Amélie Nothomb, Elizabeth Strout...), working together on nutrition: their contributions (104 authors from 100 countries in 28 languages) were collected in the volume *Novel of the World*.

City libraries plan and organise training activities on media education and digital cultural animation for public libraries. The City Library System is part of *New Lib* (2017), a project aiming at creating a transnational community of European public libraries. Through the design thinking approach, partners are addressing the challenges for sustainability in the age of digitalisation.

The collaboration between FAAM and Cineteca Italiana led to a project on movies inspired by books.



A blue-tinted photograph of a man in a suit playing a trumpet on a stage in front of an audience. The man is in the foreground, silhouetted against the stage lights. The audience is seated in rows of chairs in the background. The setting appears to be a large, open hall or auditorium with a high ceiling and industrial-style lighting fixtures.

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Since the early 1900s  
Milan has strengthened  
its leadership in printed  
paper distribution, along  
with a more general  
characterization of the city  
in an economic, productive  
and entrepreneurial way

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Enrico Decleva

Historian

## Other Creative Fields

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Public and private facilities are mobilised in a vast array of cultural initiatives. As for the UNESCO Creative fields other than literature:

### Design

● Design has its core in the Triennale Palace (where the Design Museum is based). *Salone del Mobile* (furniture and design) takes place at Rho-Fiera Milano, but in the same days during *FuoriSalone* hundreds of events occur in the “design districts”.

● *Piano City* is a Festival with around 100 events; *MITO Festival*, in Milan and Torino (September-October) is hosted in several venues.

### Music

### Cinema

● Milan hosts several film and video festivals (*Milano Film Festival*, *Invideo*, *Filmmaker*, *Festival del Cinema d'Arte*, *Design Film Festival*, *Festival del Cinema Sportivo*, etc.) in different locations: Cineteca Italiana, Spazio Oberdan, Piccolo Teatro, BASE Milano.

● *Radio City*, the international radio festival, has been hosted in the Unicredit Pavillion.

### Media

### Art

● Art events and exhibitions take place in the City Museums (Palazzo Reale, PAC) and in private Foundations (Prada, Trussardi, Hangar Bicocca,...).

● *Fashion Weeks* host events throughout the city; *Artigiano in Fiera* (Arts and Craft Fair) is an international event at Fiera City.

### Crafts & Folk Art



# Projects

## Milan's National Projects as a UNESCO Creative City for Literature

1. Literary Storytelling of Milan:  
City of writers, readers, and publishing  
(for the residents of Milan and for visitors)
2. Inclusive Reading  
(for disadvantaged people)
3. Cultural Sectors Cross-Pollination  
(for the Creative City and its Cognitive Capital)

## Milan's International Projects as a UNESCO Creative City for Literature

1. Places To Read (for young writers)
2. New Authors, New Books,  
New Jobs (for young professionals)
3. Cultural Spaces for a  
Creativity Led Urban Development  
(research project)



# **Milan's National Projects as a UNESCO Creative City for Literature**

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The initiatives developed by the city will leverage on the network already in place to strengthen Milan's sustainable urban development. The three projects envisaged focus on different and complementary aspects of sustainability:

- consolidate the variety of initiatives associated with publishing and reading into a consistent whole. This will make cultural participation easier and cultural promotion more efficient, enriching the city's narrative to increase participation and attraction;
- develop and strengthen the sense of citizenship;
- facilitate the integration of different aspects of the city's cultural life, opening up opportunities for creative productions and contamination among cultural sectors;
- contribute to the Smart City strategy with specific initiatives targeting environmental sustainability.

## **1. Literary Storytelling of Milan: City of writers, readers, and publishing (for the residents of Milan and for visitors)**

The project aims at equipping the city of Milan with an evolving series of maps. The model is an advanced map based portal. The maps will represent, in different scales and at different detail, the quantitative and qualitative dimension of the literary-editorial system in its close relation to the City. Edited on paper and digital media and in interactive format, maps will document and monitor the system of literary and editorial production, the relationship between stories, people and places and will rate opportunities for services and initiatives for citizens and tourists. A common and crowdsourced calendar will complement the offering.

The maps will complement and enrich existing initiatives. For instance:

- the exhibition *Milan. A Place to Read* (curated by FAAM) has been conceived to spread the image of Milan as a city of writers, publishers and readers. The exhibition, with translations in English, Spanish and Chinese, and its collateral events, will be linked to the maps and used to improve the knowledge of Italian literature, Italian authors and the literary spots scattered all around the town.
- *Piedipagina* is a startup of young professionals, developing “literary walks” of different kind. The maps will make the itineraries visible and will support the startup in the development of its value proposition.

## 2. Inclusive Reading (for disadvantaged people)

Various reading related projects and initiatives targeted to vulnerable social groups (physically or psychically disabled, people in hospitals and prisons, immigrants and refugees, second generation Italians, difficult neighborhoods) will be strengthened, coordinated and enriched through new initiatives. For instance, *Lettori ad alta voce* (Those Who Read Aloud), a project recently launched by the City of Milan, will be implemented, training hundreds of citizens to read aloud, and engaging them in schools, hospitals, libraries, centres for the elderly, prisons, ...

The public library renovation project will offer the opportunity to develop guidelines to improve the environmental, social and economic sustainability of the city's public reading libraries, starting from the sustainability protocols developed on different cultural settings (Expo 2015 - Edison Green Movie - Edison Green Music - Teatro Stabile di Torino - GAM and Museo Ferragamo).





### **3. Cultural Sectors Cross-Pollination (for the Creative City and its Cognitive Capital)**

The different Creative Sectors in a Creative City should have a better, richer and deeper dialogue. Specific initiatives and formats will be developed to introduce reading and books in the various events associated with the “city”, the “week” and the “festivals” events in town.

At the same time, BCM and the other literary festivals and fairs will identify opportunities to include the other creative sectors in their offering and agenda. The goal is to increasingly mix creators and audiences, favor the cross-impollination between different creative fields, and intermedial and transmedial collaborations. In particular, we plan to establish a network between BCM and *Pianocity* (Music festival), *Milano Film Festival* (Cinema), *Fuorisalone* (Design), *Milan Food Week*. This project will be open to the contribution of other Creative Cities of the network.

# Milan's International Projects as a UNESCO Creative City for Literature

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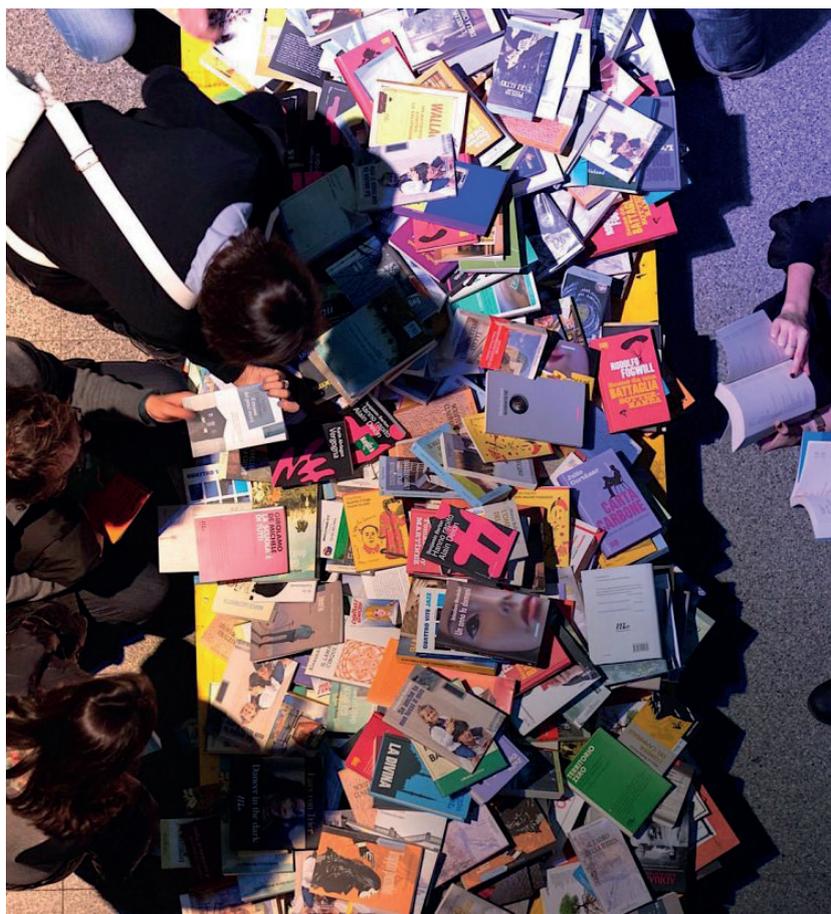
Milan is willing to become a global city with a solid rooting in Italian traditions. In this respect, the nomination of UNESCO Creative City would be very consistent with its internationalisation strategy. The exchange with member cities in the network will pursue the following objectives:

- ensuring international collaboration and exchanges of best practices in aspects crucial for a sustainable development in a global setting;
- multiplying opportunities for international talented young authors to emerge;
- addressing the issue of urban sustainability in increasingly global societies;
- favouring internationalisation opportunities for operators in the book industry.

## 1. Places To Read (for young writers)

Starting from the experiences of *Milan. A Place to Read* and *Booksinitaly* and using the maps as a blueprint, a project will be developed on a selected number of UNESCO Cities to foster the diffusion of the literary heritage of Cities and specific Countries. Through contacts and exchanges with other members cities of the network, young writers and translators will be engaged as ambassadors of different literatures and cultures around the world. Residency programs might be developed, in order to support the creation of new literary projects. A prototype is being tested in Milan by LabForm with Goethe Institut, together with proElvetia, Haiti and Babel on German literature.

Edinburgh or Barcelona have been identified as potential partners to develop the format.





Milan plays an vital role in the world of publishing, both having an intensive tradition of book-related initiatives and connecting them into a unique network of events



Filippo Del Corno

Municipal Councilor for Culture

## ***2. New Authors, New Books, New Jobs (for young professionals)***

In the last years, communication and publishing (and in general cultural production and marketing) have experienced significant transformations, involving several professions simultaneously and creating new needs in terms of skills and interdisciplinary collaborations. Old and new professionals enjoy a rich but fragmented learning environment in Milan. With the help of other Literature Creative Cities, a laboratory will be created so as to monitor the evolution of the new opportunities offered by the paper and digital publishing industry to the job market. The project might include specific initiatives aimed at identifying and testing new formats for libraries and bookstores, in a multi-disciplinary and multi-functional landscape.

Dublin or Prague have been identified as potential partners or this initiative.

### ***3. Cultural Spaces for a Creativity Led Urban Development (research project)***

One of the characteristics of the contemporary urban landscape is the emergence of different formats of facilities targeting professionals of the creative economy: cultural hubs, incubators, cultural centers, multi-functional and multi-disciplinary spaces. In many cases, such initiatives are part of broader urban regeneration projects and are increasingly becoming relevant players in cultural innovation processes.

We want to develop a specific action oriented project across Literature Creative Cities to map such experiences and see how new cultural productions occur in different cultural settings.

Four aspects will be investigated, so as to assess the extent that these initiatives may foster a sustainable development for the arts: their location within the city and their role in urban regeneration programs; the mechanisms for inclusion and involvement of different professionals, the narrative around these spaces and the conditions for their economic sustainability. Exchanges and residencies opportunities will be explored.

Possible partners: Dunedin or Krakow.

# Credits

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- The Application from Milan to join the UNESCO Creative Cities Network is an initiative spearheaded by

## Comune di Milano

Filippo Del Corno (Assessore alla Cultura)  
Giulia Amato (Direttore Centrale Cultura)  
Vittoria Beria (Direttore Relazioni Internazionali Gabinetto del Sindaco)  
Stefano Parise (Direttore Area Biblioteche)  
Andrea Minetto (Assessorato alla Cultura)  
Benedetta Cristofoli (Assessorato alla Cultura)  
Paola Manara (Area Biblioteche)  
Laura Teruzzi (Area Biblioteche)

## Management Team

Giovanni Baule (Politecnico di Milano)  
Paola Dubini (Università Bocconi)  
Luisa Finocchi (Fondazione Arnoldo e Alberto Mondadori)  
Oliviero Ponte di Pino (BookCity Milano)

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Marta Inversini (Laboratorio Formentini per l'Editoria)  
Martina Manca (Università Bocconi)

## Graphic design

FG Confalonieri  
Tommaso Tagliabue

## Photos

Mario Carrieri  
Pietro Carrieri  
Ambra Castelli  
Ludovico Guadagni  
Marco Introini  
Alessandra Lanza  
Yuma Martellanz  
Alessandra Mastroleo  
Michele Tranquillini  
Elena Rosignoli



Milan, September 2017

More information:  
[www.milit.org](http://www.milit.org)

Milano



Application from Milan  
to the UNESCO  
Creative Cities Network