



**Open Street Cooperation Project**

**2<sup>o</sup> International Institutional Meeting**

**Montegranaro (Italy)**

**24<sup>th</sup> -25<sup>th</sup> June 2011**

# Meeting Programme

**Fri. 24<sup>th</sup> June 2011**

**from 11.00 to 16.00:**

arrival and housing of institutional guests at Montegranaro

**from 18.00 to 19.00:**

unformal welcome and planning meeting with the representatives of Montegranaro City and Open Street Project

**19.30:**

dinner with local regional specialities

**from 20:30 to end:**

Open Street shows in the ambit of Veregrastreet Festival in Montegranaro as per official festival programme

**Sat. 25<sup>th</sup> June 2011**

**from 10.30 to 13.00:**

1<sup>st</sup> part of Open Street Institutional meeting

**from 13.00 to 14.30:**

lunch at meeting premises

**from 15.00 to 18.00:**

2<sup>nd</sup> part of Open Street Institutional meeting - conclusions

**19:30**

dinner with local regional specialities

**from 20:30 to end:**

Open Street shows in the ambit of Veregrastreet Festival in Montegranaro as per official festival programme

**Sun. 26<sup>th</sup> June 2011**

**Morning:**

Shuttling of guests to airports as per flights timetable

# The Open Street Festival inside Veregrastreet

The [Veregrastreet Festival](#) is a famous and well consolidated Street Festivals of Central Italy. Its location is [Monte granaro](#), a quiet town in the hill area of Marche region, and famous to be the Italian Capital of top hand made shoes production. In 2011 the Festival celebrates its 13th edition. The festival take place all around the old city centre, involving small and big squares, courtyards, streets and lanes, with the participation of whole population in the settling of show locations, promotion of territory, food and wines tasting, as well as further events linked to Festival. The festival is organized by the City of [Monte granaro](#), and has in the figure of the Mayor, Mr Gastone Gismondi, its best supporter.



Being the City of Monte granaro also the Project Leader of [Open Street](#), the Veregrastreet is now enriched with a special new section of events: The Open Street festival programmes a number of shows as result of cooperation between the Eu countries adhering to Open Street Project: contacts, exchanges, meetings between artists, art directors and operators. In particular, good results were achieved in occasion of the first [Open Street International showcase](#) in Fermo and Monte granaro (Oct. 2010) . The positive experience will be repeated also in October 2011 in Fermo.

The shows programmed in concomitance with the 2nd Institutional meeting are the following:

## **24th june (from 20:00 hrs)**

I BACCALA' CLOWNS (CH) circus-theatre; FEKAT CIRCUS (Ethiopia) circus arts; NAKUPELLE (UK) clowning jugglers; EL FOLK celtic music; THIS SIDE UP (Australia) acrobatics; MILON MELA (India) music e acrobatics; RADIO ZASTAVA balcan wedding music; JORDI BELTRAMO clowning; RAMZBEAT (UK) beatbox; GAMBE IN SPALLA juggling and bubbles; P.MASSIMO MACCHINI cabaret; I FRATELLI KRONSKY music; TEODOR BORISOV (Bulg) puppet show.

**25th June (from 20:00 hrs)**

TEATRO DEI VENTI street event; FEKAT CIRCUS (Ethiopia) circus arts; NAKUPELLE (UK) clown juggling; RADIO ZASTAVA balcan wedding music; THIS SIDE UP (Australia) acrobatics; AMBARADAN music parade; APPIA FOLK traditional music of Salento region; RAMZBEAT (UK) beatbox; LI FELLACCIA' popular music; DUO DELIKATESSEN funny music; IMPROVVIVO happy machine; SPAGHETTI A DETROIT music.

**The full festival programme is available [HERE](#)**



## Cooperation

The project OPEN STREET, supported by the European Commission, aims at the analysis and development of common policies for the promotion and growth of street arts throughout the European Union. In the first year of activity we have achieved important goals such as adherence to the open web platform of over 450 street arts members (companies, institutions and festivals) from 28 different countries. This gives us good hope in the possibility of establishing in short time the European association for the promotion of street arts, which is truly representative of all respective national entities: a specific meeting on this important line of action will be held in Bremen in August 2011.

Through the action plan 2011 and 2012 we also intend to start a pondering on the relationship between the show and the organization of urban cultural life of European cities, that enhance the urban show. Aiming to this objective, the meeting of June 25 next to Montegranaro (Italy) will be a very important, hopefully interesting as well, moment of pondering for all of us.

**In adhesion to the spirit characterizing our open model of cooperation, we ask our guests to participate to the creation of meeting contents. On last page of programme we propose some key points that we believe should characterize the positive relationship between city and urban show, occurring in cities that can be considered "open to street art." On these proposals we would like to have your opinion, share your views, get your suggestions for addition. On those points we ask you to produce a short written intervention for the meeting, for which you certainly will draw from your important professional activity and experience.**

**Many Thanks in advance for your kind cooperation**



# Open Street Project...not just a matter of shows !



As usually happens in Italy, every time we invite European guests in occasion of events and meeting, we cannot forget our tradition of good "house landlords" . Even if sometimes the Open Street actions impose busy work and full timetables to all of us, for our guests taking a rest here means to enjoy the pleasure of magnificent landscapes, to taste excellent local wines, to discover the house made regional foods as antipasti, hams and salami, cheeses, traditional meat, sweets and, of course, the fresh hand-made pasta dishes.

Here in Italy, to share good food together is as important as concluding agreements or planning common action timetables. It is a strong moment of cohesion and sharing, and it is able to consolidate good relationship between persons. Even if the timetable is quite busy this time, we are pretty sure that we will be able to share good moments of relax and enjoy the pleasure of spending a weekend together. Nevertheless, it will be possible to spend a couple of hours visiting some local producers of top fashion Made in Italy shoes, and take the occasion for good bargain buyings!



## **OPEN STREET – Institutional Meeting Key Points**

Guidelines to be adopted by cities favourable to street arts

### ***1) City management***

- A) Protection of pedestrian areas and social venues of city
- B) Exploitation of free artistic expressions in urban venue
- C) Promotion of integration between cultural heritage and urban show.

### ***2) Events organization***

- A) Fixing of “good roots”:** involvement of social set-up, of cultural resource of territory, involvement of youth, students, production network, tourist operators
- B) Fostering the value of street arts:** to train press and audience
- C) Supporting the growth of this art sector:** promotion of creation, of training, to favour the art residences, to organize occasions of pondering and meeting between art operators and institutions.
- D) Promotion of art diversity and free circulation of art productions:** to foster match between national and international art institutions, to promote art production of all countries, even not considering respective advantages in terms of structures and business skill
- E) To promote the integration of different disciplines and speeches**
- f) To promote street arts outside the ambit of street arts:** in the context of other cultural programs of the city, to increase the number of events that are dependent on, or refer to, the ambit of street art, to which they link the values, or to which they relate their shapes.

You are kindly requested to contact the project coordination for any further clarification you may need.

## **Info & Contacts**

**On Festival and Meeting location:**

**Comune di Montegranaro**

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