

GOOD PRACTICE

PROJECT NAME:	BADIA LOST&FOUND
PROJECT IMPLEMENTER:	BADIA LOST&FOUND COOPERATIVE
WEBSITE:	www.badialostandfound.com

PROJECT OBJECTIVES:

“BADIA LOST & FOUND” IS A PROJECT OF URBAN REGENERATION AIMING AT MANAGING AND PROMOTING THE CULTURAL HERITAGE OF THE AREA, BY RECOGNIZING THE CIVIC SIGNIFICANCE OF SPACES AND PLACES, THEIR POTENTIAL TO CREATE VALUE AND SOCIAL IMPACT GOING BESIDE PROFITS.

THE PROJECT HAS TRANSFORMED THE STREETS OF AN HISTORICAL NEIGHBOURHOOD OF THE CITY NAMED “BADIA”, INTO AN OPEN ART GALLERY AND CIVIC LABORATORY WITH THE CREATION OF THE FIRST URBAN ART DISTRICT IN THE PROVINCE OF SYRACUSE (SICILY).

THE MAIN OBJECTIVE OF “BADIA LOST & FOUND” IS TO MANAGE AND PROMOTE THE CULTURAL HERITAGE OF THE AREA, FINDING AND GIVING BACK THE “LOST LUGGAGE” – JUST AS IN THE LOST & FOUND AREA OF AN AIRPORT – TO THE COMMUNITY, GIVING NEW LIFE TO ABANDONED PLACES AND BUILDINGS. THE PROJECT WAS ALSO AIMED AT THE CREATION OF NEW ITINERARIES AND PLACES OF CREATIVITY AND EXCHANGE AND TO IMAGINE A DIFFERENT FUTURE FOR THEIR TERRITORY TO OVERCOME THE ECONOMICAL STRUGGLES THAT HIT WITH THE PANDEMIC AND THE ONES THAT SEEM “STRUCTURAL” TO THE GEOGRAPHICAL SOUTH.

PROJECT RECIPIENTS:

- **CITIZENS:** INVOLVED IN THEIR ACTIVITIES
- **TOURISTS:** WHO WANT AN ALTERNATIVE TO THE TYPICAL SICILIAN TOURIST DESTINATIONS AND WHOM THEY CALL “TEMPORARY INHABITANTS”
- **STUDENTS:** TO PUSH THEIR CURIOSITY AND CREATE STIMULATING OPPORTUNITIES TO THRIVE, STUDENTS OF ANY AGE ARE INVOLVED THROUGH WORKSHOPS OR INTERNSHIPS OTHER NON-PROFIT ORGANISATIONS OR PUBLIC ENTITIES FOR CONSULTANCY SERVICES.



PROJECT RESULTS:

- CREATION OF THE FIRST URBAN ART DISTRICT IN THE PROVINCE OF SYRACUSE;
- CULTURAL REACTIVATION OF THE BENEVENTANO PALACE (PROPERTY OF THE CITY COUNCIL) FROM MAY 2016 TO FEBRUARY 2020:
 - 31.512 VISITS (OF WHICH 1512 VISITORS BETWEEN NOVEMBER 2019 A FEBRUARY 2020);
 - 811 EDUCATIONAL WORKSHOPS WITH SCHOOLS FROM EVERY LEVEL OF EDUCATION;
 - 202 MULTIDISCIPLINARY EXPOSITIONS;
 - MORE THAN 100 EVENTS EACH YEAR AMONG MUSIC, THEATRE, AND MOVIE FESTIVALS;
- AROUND 10,000 VISITS A YEAR IN THE PRE-COVID PERIOD AND ABOUT HALF OF THAT IN THE POST-COVID PERIOD;
- AN URBAN CONTEMPORARY ART PARK WITH 43 STREET ARTS;
- IMPLEMENTATION OF PROJECTS IN COLLABORATION WITH LOCAL SCHOOLS TO DISCUSS TOPICS SUCH AS ENVIRONMENTAL SUSTAINABILITY AND CIVIC PARTICIPATION;
- AGREEMENT WITH THE UNIVERSITY OF CATANIA FOR THE IMPLEMENTATION OF STUDIES AND RESEARCH, TRAINING COURSES, INTERNSHIPS AND APPRENTICESHIPS FOR STUDENTS AND GRADUATES, JOINT TRAINING ACTIVITIES;
- INCLUDED AMONG THE 200 PLACES AS PART OF THE CIVIC PLACES INITIATIVE (RECOGNITION OF CIVIC SIGNIFICANCE, EVOCATIVE CAPACITY AND ACCESSIBILITY), THE FIRST NATIONAL CAMPAIGN FOR THE DISCOVERY AND ENHANCEMENT OF CIVIC PLACES IN ITALY PROMOTED BY ITALIA SOCIALE FOUNDATION TOGETHER WITH SEC NEWGATE, THE ITALIAN TOURING CLUB AND SKYTG24;
- JOINED THE WORKING TABLE ON THE INITIATIVE FOR THE IMPLEMENTATION OF THE NATIONAL RECOVERY AND RESILIENCE PLAN (PNRR);
- COLLABORATION WITH THE DUTCH EMBASSY AND INWARD (NATIONAL OBSERVATORY ON URBAN CREATIVITY) FOR THE PROJECT "HOLLANDME";
- COLLABORATION WITH THE CITY OF MAZZARRONE, FOR THE DESIGN AND REALISATION OF THE WELCOMING SIGN AT THE CITY ENTRANCE, AND THE CITY OF MELILLI, FOR THE CREATIVE SUPERVISION OF THE CARNIVAL.

CALENDAR/ACTIVITIES

- CULTURAL REACTIVATION OF A PUBLIC SPACES
- EDUCATIONAL WORKSHOPS
- ART EXHIBITIONS AND ARTISTS' RESIDENCIES; CONCERTS AND LIVE EXHIBITIONS.
- STREET ART ACTIVITIES
- WALKING TOURS, TREASURE HUNTS AND CULTURAL EXPERIENCES
- GUIDED TOURS OF THE LAKE "BIVIERE" OF LENTINI

DETERMINE FACTORS

SUCCESS IS RELATED TO:

- INVOLVEMENT OF LOCAL CITIZENS;
 - CLEAR AND RELEVANT COMMUNICATION AND STORYTELLING;
 - PARTICIPATIVE PROCESSES AS THE MAIN APPROACH TO CONTEMPORARY ART, AS IN THIS WAY THE URBAN REGENERATION PROJECT IS MORE LIKELY TO THRIVE;
- PROFESSIONALISATION: CONSTANT KNOWLEDGE IMPROVEMENT SO THAT THEY CAN ALWAYS OFFER THE BEST CULTURAL SERVICES AND, IN TURN, TRAIN OTHER GENERATIONS OF WORKERS IN THE CULTURAL FIELD.



BUSINESS MODELS

INITIALLY, THE IDEA WAS BORN AS A LOCAL BRANCH OF THE ITALIA NOSTRA NETWORK WHICH THEN, AFTER A PROCESS OF STATUTORY REVIEW LED TO THE CONSTITUTION OF BADIA LOST & FOUND AS A "SOCIETÀ COOPERATIVA".

AT THE BEGINNING, ALL THE IMPLEMENTERS WERE VOLUNTEERS. THE OFFERINGS FOR THE DIFFERENT EVENTS/ACTIVITIES (WHICH WERE FREE OF CHARGE WITH AN OPTIONAL OFFERING WHICH IN 90% OF CASES WAS PAID AND EVEN WITH A HIGHER OFFERING THEY THOUGHT THE ACTIVITY COULD BE VALUED) WERE USED TO COVER THE EXPENSES (EXCEPT HUMAN RESOURCES) SUCH AS ELECTRICITY, WATER, INTERNET AND THE COSTS OF MATERIALS FOR WORKSHOPS, MURALS, EVENTS.

ANOTHER SOURCE OF INCOME WAS GRANTS FROM DIFFERENT CALLS WHICH ENABLED THEM TO FINANCE SPECIFIC PROJECTS.

THE ECONOMIC SUSTAINABILITY OF THE PROJECT IS NOW GUARANTEED BY CONSULTANCY SERVICES PROVIDED TO OTHER PUBLIC AND PRIVATE ENTITIES INTERESTED IN IMPLEMENTING A SIMILAR PROJECT FROM A BOTTOM-UP PERSPECTIVE.

BUSINESS PERSPECTIVE

ALTHOUGH THE PROJECT WAS BASED ON VOLUNTEERS' WORK AT THE BEGINNING, THEY MANAGED TO COVER ALL THE OTHER FIXED AND VARIABLE COSTS THROUGH THE OFFERINGS AND, STARTING FROM AN ASSOCIATION, THEY CREATED A COOPERATIVE WHICH NOW IS SUSTAINED BY PAID PROJECTS IMPLEMENTED WITH SCHOOLS, TOURS/EVENTS, AND CONSULTANCY SERVICES.

THEY ALSO HAVE AN AGREEMENT WITH THE CITY OF MAZZARRONE (PROVINCE OF CATANIA) FOR THE CREATIVE DIRECTION AND REALISATION OF THE WELCOMING SIGN AT THE CITY ENTRANCE.



SUSTAINABILITY PERSPECTIVE

THE ORGANISATION IS ENGAGED IN DIFFERENT ACTIVITIES THAT STIMULATE AND ENCOURAGE SUSTAINABILITY:

- THEY SIGNED AN AGREEMENT TO MANAGE THE BIVIERE (LAKE) OF LENTINI FOR ONE YEAR, PROPERTY OF THE SICILIAN REGION, TO IMPLEMENT DIFFERENT ACTIVITIES AIMED AT INCREASING THE AWARENESS OF NATURE'S IMPORTANCE.
- CREATIVE REUSE, TRAINING TO RECYCLING, URBAN GARDENS, OPEN AIR ACTIVITIES, ETHICAL PURCHASING GROUPS (GRUPPI D'ACQUISTO SOLIDALE);
- THE URBAN ART DISTRICT DOOR INSTALLATIONS WERE MADE WITH RECYCLABLE MATERIALS TAKEN FROM BEACHES AND THE LOCAL SURROUNDINGS AND THROUGH CREATIVITY WASTE WAS TRANSFORMED INTO ART;

CULTURAL VALUE

THE WHOLE PROJECT IS UNDERPINNED, AS ITS NAME SUGGESTS, BY THE WILLINGNESS TO REAPPROPRIATE THE CULTURAL, SOCIAL, AND HUMAN VALUE OF PLACES:

- THEY VIEW ART AS A "NEW LIGHT" THAT MAKES VISIBLE WHAT WAS IN THE SHADOW AND PROJECTS IT TO THE CONTEMPORARY;
- THEY ORGANISE ARTISTS RESIDENCIES (INTENDED AS TRAINING PATHS) SUPPORTING NEW GENERATIONS OF ARTISTS
- INTANGIBLE HERITAGE DIGITISATION IN COLLABORATION WITH THE CENTRAL INSTITUTE FOR INTANGIBLE HERITAGE OF THE ITALIAN MINISTRY OF CULTURE