



**The Councillorship for the Mediterranean, Culture and Tourism of APULIA REGION will present the project “INTRAMOENIA EXTRA ART” as a successful case study at the “Sustainable Tourism and Cities of Art” Forum, which will be held at the Italy Pavilion of the Chinese Expo in Shanghai on Sunday 19<sup>th</sup> September.**

The Expo Venice Committee has selected the project promoted by the Regional Councillorship for the Mediterranean, Culture and Tourism as an example of “Best Practice” due to the integration of tourism and culture aimed at enhancing the cultural heritage through contemporary art.

*<<Our region decided to produce true Culture by combining contemporaneity, distant horizons and ancient memories with the kaleidoscopic significance of our historical stones, towns, monuments – as Silvia Godelli, the regional Councillor for the Mediterranean, Culture and Tourism, stated - A land of adventures, Apulia, that asks Art for presence and new meanings, while looking beyond geographical and disciplinary boundaries to talk about itself, the others and to the others through the universal language of creativity>>.*

**INTRAMOENIA EXTRA ART**, the event that brings contemporary art inside the castles and historical palaces of Apulia, conceived and curated by Giusy Caroppo in collaboration with the association Eclettica\_Cultura dell’Arte and carried out under the scientific direction of Achille Bonito Oliva, has led Apulia to start a fast process of **internationalization of its territory and visual culture**.

Through a tourist-cultural enhancement of Frederick II’s, Aragonese and Angevin castles and historical palaces, made available by the Regional Direction for Apulia’s Natural and Cultural Heritage and by municipalities and provinces, the event animated small, decentralized towns and promoted almost unknown or inaccessible sites, receiving contemporary art within a **<<multimedia, multicultural, transnational perspective>>**, as Bonito Oliva stated.

**INTRAMOENIA EXTRA ART** has thus become a highly recognizable **brand** on the international cultural scene, aimed at conveying the “genius loci” of the land that hosts it. The dialogue among national and international artists, local people and tourist-visitors contributed to make Apulia known as a land of creativity, a place of encounter and reception of different cultures. Such aspects have also been emphasized by a **strategic use of communication** and by the production of **bilingual publications** and **auteur documentary videos**, which have shown Apulia’s natural and artistic beauties abroad.

**INTRAMOENIA EXTRA ART** is considered as an **innovation workshop** on the territory, which joins **art, tourism and economy**, while involving a huge variety of professional figures. Such a long term project (5 years long) generated a **network** among public institutions, local authorities, cultural centers, private companies. A winning formula featuring Apulia, for a cultural offer that has recorded an increase in the number of people visiting the exhibition locations, ranging from a 40% in low season to a 70% in high season.

Another peculiarity that turned **INTRAMOENIA EXTRA ART** into a **successful case** is its organizational and planning structure: ECLETTICA\_CULTURA DELL’ARTE, a non-profit association, located in Apulia, whose staff of young and versatile professional figures allowed to optimize organizational processes, thus getting a considerable **reduction in production costs**.

The international dimension of **INTRAMOENIA EXTRA ART** allowed **to achieve the goals of Apulia’s regional policies**, involving Apulia’s public opinion into an international debate on **contemporary global issues**.

Thanks to its strong creativity, multiculturalism and attention to innovation **INTRAMOENIA EXTRA ART is a brand to be exported**.

Further information available online at [www.intramoeniaextrart.it](http://www.intramoeniaextrart.it)