

ALLEGATO 7.2

City of MATERA

Department

**Strategic Planning - Economic Development and Impression Policy - Active Labor Policy
- Finance Projects - Innovation - Research - Smart City - Computer Services**

Introduction

After the European Capital of Culture nomination for 2019, Matera is undergoing an uncontrolled and dangerous growth of structures used almost exclusively for tourist accommodation, particularly food service industry and bed & breakfasts.

Immediately after 2019, two critical issues could occur:

1. The closure of many accommodation facilities, especially for the lowest profile, due to the physiological reduction of tourist flows;
2. The expulsion of endogenous presences due to investors coming from outside the local economy, creating the same problems of the historic city centre of Venice and Florence.

The second critical element could reduce the consciousness and the identity of a city that is the third oldest in the world. Aware of its history and unique heritage, Matera must not slip into a dangerous and irreversible standardisation caused by globalisation.

Overcoming these problems is one of the most delicate tasks facing our public administration, knowing that market laws of supply and demand can not be blocked, at best we can try to modify their paths to reduce the negative aspects.

However, the Sassi are an ideal environment to help the establishment of productive activities that respect the fragile and emotionally engaging context, able to integrate equally the economy produced by fast-food industry and miserable tourism.

The creation of digital infrastructures has been started for about a year. These structures could help to change the economy of the city and the surrounding area.

The Current State

1. Ultra-wideband Technology

The realisation of the ultra-wideband technology (1.000 Mb/s) on 70% of the municipality of Matera

The Open Fiber S.p.A. company (formed by Enel and Cassa Depositi e Prestiti) has started establishing the ultra-wideband technology. This work will end by December 2018 and it will certainly cover the Sassi. The removal of existing satellite dishes and overhead cables in the Sassi is one of the purposes linked to the construction of the ultra-wideband technology.

2. Experimenting the frequency of 5th generation telephony (5G)

The Ministry of Economic Development issued a public notice for the acquisition of proposals for the implementation of pre-commercial 5G tests in the 3.6-3.8 GHz of

spectrum.

This experimentation concerns five Italian cities, including Matera. The university, research centres and companies can use the 5G frequency up to 2020, the last year of the experimental stage. After this date, the European 5G market will open, so all applications realised, using this frequency, will benefit from a huge competitive advantage thanks to the privilege over other competitors that will be able to use this frequency after that date.

The frequency was assigned to Telecom-Tim-Fastweb- Huawei and others consortium for the cities of Matera and Bari, following a tender notice.

5G technology will add value to any research project. It has the great competitive advantage of being physically in a restricted place, where experimentation is limited in space and time.

3. The hub for research and innovation

The ultra-wideband and 5G technologies can increase development processes by supporting the establishment of big players in the *hi-tech* industry, in order to create a spin-off and technological transfer actions to the local economy.

After the end of the work for the new university campus, scheduled for January 2018, the building in Via S. Rocco will be available (current headquarters of some university faculties), a wired structure that will be connected to high-speed network (1 Gbps) by January 2018. This building will become the hub for research and innovation.

https://www.youtube.com/watch?v=9-vM1q_cc_Q.

4. A business incubator realised with the support of some universities (University of Naples Federico II, Polytechnic and University of Bari)

Together with these universities the administration is creating a business incubator, which will be located in Via S. Rocco, borrowing also from Campania NewSteel, a certified incubator operating pursuant to Growth Decree 2.0, promoted by the City of Science of Bagnoli (NA) and University of Naples Federico II.

5. European funding for aid to companies (PO FESR 2014-2020)

The European funds included in the 2014-2020 financial planning of the City of Matera allocate about € 4,75 million to aid to companies, through three actions:

- a) Voucher for the purchase of research and development services, for the inclusion of highly skilled human capital, to help technological, strategic, organisational innovation, with particular reference to the companies that will be located in the hub for technological innovation in Via S. Rocco - € **1.000.000**;
- b) Scrolling down the rankings of the public notice called CreOpportunità - € **1.750.000**;
- c) Aid to companies in the industries, services and cultural and creative industries, including SME networks (project called Vicinato Digitale) - € **2.000.000**.

The Project

1. Enhancing the identity of the third oldest city in the world

<https://youtu.be/OVzLPMNDk-Q>

So, there are many infrastructures being implemented in our city: the ultra-wideband technology (1 Gbps) on 70% of the municipality of Matera; the 5G frequency up to 2020; the building in Via S. Rocco as hub for research and innovation, after moving the university headquarters to the campus in Via Lanera; the attention of our administration and the Basilicata Region to the aid to cultural and creative companies (€ 4,75 million as aid to companies with PO FESR 2014-2020 funds); the enhancement of the Sassi, which will be transformed from peasant neighbourhoods to digital neighbourhoods; the business incubator to support start-ups. This is the planned project of the city's technological development, where the enhancement of historical and environmental heritage must seize the opportunity to use the experimental technology to support new ways of promoting and monitoring the existing cultural heritage.

The identity of the "peasant capital", now European Capital of Culture for 2019, is increased thanks to the representation of its history: the history of a population that, inhabiting the Sassi, has strongly shaped the urban feature, which is now easily readable.

What the tourist cannot perceive is the human history: the living conditions to the limit of endurance, the hygienic and sanitary conditions that have caused the transfer to the new quarters of the so-called Piano.

The tourist is hungry for local history and culture, so he desires a system that projects him into the typical way of life of those times, even if virtually. This aspect could become the new identity of the European Capital of Culture: the ability to tell the city and to transfer emotions using technology (augmented reality, virtual reality).

Existing experiments, such as augmented reality (AR) applied to Ara Pacis, are exemplary cases to communicate the identity of a place to the user/tourist.

<https://www.youtube.com/watch?v=qqYMWg4qWBA>

or the Ceasarea Virtual Reality by ArchTour - Experience History

<https://www.youtube.com/watch?v=HbBuGsTFOmc>

It might be possible to visit Casa Grotta, find out the history of any furnishings, and rebuild with the augmented reality the family life in that home thanks to historical memory, using interviews with many people that still survive. This can be the element that strengthens the identity of the city and allows the experience-based tourism necessary to retain the visitor and avoid the risk of a decline in interest after 2019.

Since the new technology has not provided all the right answers yet, the difficulty of managing large amounts of data could be overcome by experimenting the 5G technology.

The augmented reality applications can be improved from a qualitative and dimensional point of view, with the opportunity to add to the traditional communication systems those created with the new 5G techniques. It is a strong urge for the cultural industry that can grow in Matera with the help of new technologies.

2. The potential vocation to digital film productions

In addition to the Matera Digital City project, that enhances the Sassi and the cultural heritage, it could be considered an important feature of Matera as a place for digital film productions. The aim is to create the whole supply chain in a key sector for economy and employment.

The existence of so many films made in Matera, mainly on location, has suggested the solution to equip settings to complete the supply chain with the possibility to shoot scenes in hangars placed in the industrial area of Matera.

After finding the right buildings for the studios and after a first economic check by experts in the field, the administration understood that the costs would be higher than those of Cinecittà in Rome. That's why this business project got blocked.

The position of the building in Via S. Rocco and the will of the administration to allocate to hi-tech companies other property, provided with fibre and located in the Sassi, kindled the hope that these structures can accommodate a part of the digital film productions, for their vocation and location. This choice combines the preservation of places and the imagination inspired by the Sassi.

We are aware that the Matera Digital City project has competitors on the global market, so the proposal is not exclusive. But Matera has several great factors to encourage investment: the exclusive and magic setting of the Sassi; the opportunity to host companies that require these conditions to stimulate creativity; the massive realisation of digital infrastructures; the status of Matera, which is among the safest cities in Italy; the cultural activity in the city throughout the year.

We are strongly looking for investors to make possible the supply chains in our territory.

We are looking for testimonials that can help this disclosure process, explaining to the world that working in Matera transmits electric impulses and creative adrenaline, that producing in Matera is like living in the past projecting into the future.