

## Arts and Fisheries Festival

*Non Axis 4 project*

Ancona, Italy

### Project overview

**This arts and fisheries festival (the ICTYS project) was developed by the municipality of Ancona and promotes cooperation between the fisheries sector and the contemporary arts community in order to improve the attractiveness of the harbour area. This cooperation has led to the development of an arts and fisheries festival, bringing art into the day to day activities of the fisheries sector.**



The festival is part of a wider regional initiative, "Porti Aperti" (Open Harbours), aimed at opening up fishing harbours to the wider public; integrating the fisheries sector into the day to day life of the municipalities; highlighting the rich fishing history of the region, and promoting the consumption of locally-caught fish. This wider initiative was originally launched in 2005, with support from the FIG. In recent years it has been supported through national and municipal funds.

During the festival, the fishing harbour of Ancona is transformed into a venue for different artistic performances: a photo exhibition on fishing in Ancona, open air screening of movies depicting various aspects of life in a fishing community, music performances, culinary tastings of local fish, etc. The highlight of the event is an exhibition on the theme of "the sea" by urban artists from all over the world who decorate the hulls of fishing boats and harbour buildings.

The festival was developed in collaboration by the municipality of Ancona, local fishermen's associations, and a cultural association which promotes cultural regeneration through art.



## Key lessons

- › **Relevance to FARNET themes:** Capitalizing on an area's cultural heritage and creating links between the fisheries sector and other sectors (art) are central themes of FARNET.
- › **Effectiveness/efficiency:** For a relatively limited investment, this project has been effective in raising the profile of the area nationally and its fishing heritage. The opening event was held over the first weekend of September 2010 and attracted more than 2000 visitors, as well as considerable media coverage. The event featured several times in the national TV news. Twenty-one street artists, including 5 local artists, decorated the hulls of 11 fishing boats and numerous harbour buildings.
- › **Transferability:** Any (industrial) harbour area can easily capitalise on this experience. The main challenges are to find a good cultural partner for the event and foster good dialogue with the fisheries sector.
- › **Final Comment:** This project has found a novel way of looking at the fisheries sector through a cultural lens. Arts and fisheries are not often combined in such an imaginative way.



## Total cost and EFF contribution

Total Project total: €25 000

EFF: €0

Other/ Private: €20 000 from the national budget / €5 000 from the municipal budget

## Project information

**Title:** Arts and Fisheries Festival (ICTYS)

**Duration:** 04/05 September 2010 (last event)

**Case study date:** January 2011

### Project promoter

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<http://www.maconline.it/pinta-paint-on-fishing-boat-popup-2010.html>

<http://www.portiaperti.regione.marche.it/?p=373>

### FLAG details

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