South Tyrol.

The Cultural and Creative Industries.
Land of Culture, Center of Creativity
Creating content and fueling the economy

The Core Art Fields
Between heritage and modernity

The Film Industry
A sector in constant development

The Cultural Industries
Culture as an economic driving force

The Creative Sector
The design and production of beautiful things

NOI Techpark
Alto Adige’s new technology park

Networks & Partners in South Tyrol
Institutions and public bodies
The imposing mountains that encircle South Tyrol have not prevented its inhabitants from seeing beyond the summits. Quite the contrary. Perhaps it is precisely the extreme conditions of Alpine life which have ensured that the people who live there – a population of 518,935 across an area of just under 7,400 km², making this Italy’s most expansive region – have always had a strong creative spirit and a remarkable capacity for finding their own ingenious solutions to the problems of everyday life. If one also considers South Tyrol’s natural position as a border and bridge between North and South, it’s easy to see how precision and creativity, rigor and spontaneity can happily coexist in the South Tyrolean DNA.

By its very nature South Tyrol is multilingual and multicultural (70% of the population speak German as their mother language, 26% speak Italian and the rest Ladin). It is a place of continuous cultural contrast and exchange, which over time has been able to foster a thriving economy, a high quality of life and a great aptitude for enterprise.

Especially insofar as its creative and cultural industries are concerned, South Tyrol can be considered a lively, active and productive place. Culture in particular is an integral part of everyday life; the standard of the offering is extremely high and the response of the population very positive. South Tyrol is the only region in Italy to have three different strands to its culture: German, Italian and Ladin represent and uphold the specific cultural and linguistic features that make up the region’s social diversity. South Tyrol has consciously decided to add culture to the assets for which it...
is already known – agriculture, nature and tourism – with projects aimed not so much at tourists, but rather at the South Tyroleans themselves.

Investments in such projects have been substantial over the past decades: they include financial support for infrastructure, funding for providers and, above all, enlightened marketing and methods of bringing us closer to our cultural languages. Their success has been such that they have created a sector economy that is decidedly strong in comparison with the national average.

If one considers public bodies as well as the cultural industries themselves, South Tyrol has more than 1,700 organizations that are involved with culture in some way. The range of associations is particularly rich and varied, having developed rapidly in the ’80s and ’90s thanks to a political policy that offered incentives for growth. Recently a new landscape has emerged in South Tyrol, in line with national and European trends: the landscape of small enterprises. To be more specific, cooperatives involved in promoting and organizing events have been adept at responding to an historical and continuing pressure for the cultural world to become increasingly self-sufficient and sustainable. However, investment on the part of institutions remains crucial, and such financing has meant that the turnover for cultural providers is around 45 million euro. This figure serves not only as a clear indication of the talent found in the region, but also of the political goodwill supporting it.

Since 2005, the Habsburg fortress of Fortezza has played host to numerous cultural and social events as well as large-scale exhibitions. Spanning 65,000 square meters, it’s South Tyrol’s largest historical site. Fortezza (1)

The performance entitled Glass, curated by Progetto Intermittenze, in the window of the Casa della Pesa (Weigh Station). In 2014/15 the ground floor housed “Weigh Station for Culture,” a venue for cultural promotion. Bolzano (2)
Towards modernity

South Tyrol drew the attention of the international cultural market at the end of the last decade, when Museion, a museum of contemporary and modern art, was inaugurated in Bolzano (Bozen) while at the same time Alumix, a former aluminum factory also located in Bolzano, hosted Manifesta, a biennial festival of contemporary art, together with the Fortezza (Franzensfeste) Fortress. These two events were crucial in initiating positive growth in South Tyrol’s cultural sector; this has allowed the region to move in the direction of modernity instead of remaining stuck in tradition.

On the one hand the province has experienced a clear “awakening,” resulting in a significant decentralization process of the cultural offering from the capital city to the outlying areas. On the other hand, the newness of this contemporary, lively and stimulating dimension has attracted workers and entrepreneurs to South Tyrol, and has also brought many locals back home who had previously been living in other European cities.

This homecoming has given an enormous boost to both the creative and cultural sectors.

A local funding body for film and television productions, run by Business Location Südtirol-Alto Adige (BLS), together with the founding of the Free University of Bozen-Bolzano, and in particular its Art and Design faculty, have allowed many creative young people to train in South Tyrol and then to stay or, in some cases, return to work here. They recognize that this is a favorable environment for setting up small and medium-sized enterprises, such as communications consultancies, design studios, new media enterprises, software firms, production and production-service companies, radio and television stations, and publishing houses.

Supporting the sector

With the aim of further encouraging and supporting these production sectors the Autonomous Province of Bolzano is developing a new system of economic support for creative and cultural enterprises – one that moves away from sporadic funding and instead promotes projects that genuinely seek to foster and advance these enterprises. In the summer of 2015 a new law was approved regarding the promotion of culture, one which both widens the avenues of funding and increases the range of people eligible to receive it, singling out specific areas of the creative economy. The aim first and foremost is to increase the participation of citizens, continuing to support the range of organizations in the region as well as the professional activities of publishing houses, theater and film productions.

Another new aspect of the law is the possibility, in specific cases, of providing funding over a number of years, an innovation that is particularly valuable for those involved in culture because it allows them to plan over the long term. Furthermore, a more straightforward bureaucratic process increases the potential and effectiveness of a law geared towards promoting culture as a strategic public investment, a social vehicle and as a means of realizing the potential of the entrepreneurial sector to which it is linked. Precisely for the purpose of ensuring the latter, the law also envisages the establishment of guarantee funds to make it easier for organizations to obtain funding and to encourage the employment of young people, including the possibility of granting subsidies and scholarships to artists.

In the meantime, the industries themselves are working in tandem to give life to business networks, hubs and coworking spaces intended to promote cooperation, reciprocal growth as well as professional and vocational exchanges. As such the Autonomous Province of Bolzano – one of Europe’s 25 top regions in terms of GDP – possesses one of the most developed creative and cultural sectors nationwide, and it impacts the local economy in a decidedly positive way.
The sectors that energize local culture

In 2006, the European Commission established a definition of the Cultural and Creative Sector (CCS), including various sectors and subsectors, with the aim of demonstrating “how culture drives economic and social development, as well as innovation and cohesion.”

**The Core Art Fields**
- Heritage (museums, archaeological sites, libraries, archives)
- Visual arts (paintings, sculpture, photography)
- Performing arts (theatre, dance, circus, festivals)

**The Cultural Industries**
- Music (the recording industry, live performances)
- Books and publishing (the publishing industry, magazines and daily newspapers)
- Film and video
- Television, radio and online media
- Video games and software

**The Creative Sector**
- Architecture
- Design (interior design, graphic design, product design, fashion, craftsmanship)
- Advertising and communications
Culture, in all of its various forms, has always been socially relevant in South Tyrol. It is simultaneously an instrument of cohesion between the linguistic groups and a mode of representation for the particular identities of these groups. Not only is it largely the product of the many people who work in the cultural sector, but it is also strongly supported by the public, both in terms of art and performances. On the one hand, South Tyrol has an enormous heritage that necessarily must be conserved: there are many museums, archeological sites and castles spread throughout the region. On the other hand, the variety of traditions, multiculturalism, good economic management and forward-thinking politics have enabled South Tyrol to become one of Italy’s most culturally developed places as well as one of the regions that sees the highest rate of production and investment in this area. Modernity and tradition live side by side here, lending a richness and vibrancy to the cultural scene in South Tyrol.
Heritage

The economic strength of the museums

One important indicator of the effectiveness of cultural politics in the Province of Bolzano is the number of museums, which total more than 120 and attracted a total of 1.5 million visitors in 2014. The province and municipalities only manage one third of these; nine are part of a specific group (the Regional Museums of South Tyrol) while the rest are privately run.

A recent academic study by the University of Vienna has revealed some interesting facts about the differences between South Tyrol’s nine province museums and those of the Austrian provinces. It is primarily a difference of setup: while the former are located all over the province, the latter are largely concentrated in the major urban centers. Furthermore, the museums of South Tyrol are more specialized, i.e. not as general as those in Austria tend to be.

These two factors – specialization and widespread positioning – make the museums of South Tyrol particularly attractive for tourists, who flock to them all year round. The link between tourism and culture is therefore plain to see in South Tyrol, and the figures confirm this. The nine province museums attract between 720,000 and 800,000 visitors every year. Bolzano’s archaeological museum, which has transformed the glacial mummy Ötzi into its main highlight, is the most popular among these, and is capable of drawing almost 300,000 people every year.

The most interesting revelation was the percentage of independent museums: 33−37% of those in South Tyrol compared to just 15−18% of Austrian museums. South Tyrol’s nine province museums collect 3.5 million euro annually in entrance fees and, in part, from bookshop sales. Added to the funding given by the region, this makes a total budget of 10 million euro. The aim of the Regional Museums of South Tyrol is not just to attract a paying public, but also to ensure that each museum is a point of social and cultural reference for its surrounding area and an effective means of promoting South Tyrol.

Artist Michael Sailstorfer during the assembly phase of FROM & T(W)O, an exhibition presented by Merano Arte (Kunst Meran) in 2011. Merano (2)

The public installation of Luna Mauer’s “Vorschläge zur Veränderung,” as part of the “Place it” exhibition project by Lungomare (2008). Bolzano (3)
The Visual Arts

Museion

Many of the companies and institutions in South Tyrol are dedicated to art – both classical and contemporary, international and local. The most prominent among them is Museion, the museum of modern and contemporary art in Bolzano, which was originally founded in 1985 by Piero Siena, its first visionary director. The premise was to create a place of mediation between Italy and the German-speaking countries. Siena made a significant contribution to making artistic jargon widely accessible and to raising the professionalism of the visual arts in South Tyrol. Today Museion is set up as a public-private partnership (PPP) between the Autonomous Province of Bolzano and the Associazione Museion.

Galleries ... and more

Another significant event took place in Bolzano in 1985, namely the founding of the ar/ge kunst gallery museum, which aims to give the people of the region access to the latest trends of contemporary art at a regional, national and international level. Directed by experienced professionals, ar/ge kunst focuses on research and innovation in art, aiming to stimulate the interest of visitors in artistic experimentation and to familiarize them with the complex jargon used in art.

Merano arte (Kunst Meran) is noteworthy as a meeting point for the contemporary expressive forms and as a platform for figurative art, photography, architecture, music, literature and new media. A cultural association manages the space, housed in an historical building within Merano’s portici (Lauben) arcades; in addition to presenting projects by international artists, the association focuses on promoting and developing notable local artists.

The work of the Südtiroler Künstlerbund is also of great importance: founded in 1946, the association works to promote and facilitate the careers of South Tyrolean artists and acts as an intermediary between these artists and consumers, raising awareness for artistic and cultural language. The association has more than 300 members, encompassing the full spectrum of artistic potential in the province: this number, in fact, is very high in proportion to the population, especially when one considers that some of these artists, such as Aron Demetz, Hubert Kostner and Robert Pan, have achieved considerable international renown. Rudolf Stingel, originally from Parcines (Parzschns) and now living in New York, is a good example: in 2013 Palazzo Grassi in Venice dedicated its entire space of more than 5,000 m² to a solo exhibition for the artist.

Private art galleries are also an important point of reference in South Tyrol, especially as regards the market sector’s growth. Some are very prominent and work on an international level, “exporting” local and non-local artists: in addition to the Galleria Alessandro Casciaro – inaugurated in 2015 by Casciaro after the historical Goethe Gallery, which had been managed by his father Ennio, closed its doors – and the Antonella Cattani Gallery, both located in Bolzano, Erwin Seppi’s Gallery ES in Merano and the Gallery Doris Gaiter in Ortisei (St. Ulrich) must also be mentioned.

The last decade’s proliferation of independent initiatives, especially in the suburbs, has also been significant, demonstrating that Bolzano is not South Tyrol’s singular cultural and artistic nerve center. Many are examples of enterprising young artists, curators and operators: the range goes from self-managed spaces such as G.A.P. in Glorezna (Glum) to collectives that organize exhibitions and independent events or recuperation projects – both permanent and temporary – of disused urban or industrial spaces, such as Kunsthalle Eurocenter in Lana, the Macello Butch-ennial in Bressanone (Brixen) and Kunst boden_nah in Chiusa (Klausen).

Lungomare

Located in Bolzano, Lungomare is an interdisciplinary project that unites culture, entrepreneurship and coworking – the first of its kind. The complex of the Lungomare cultural association, a place of experimentation and artistic production, houses several businesses involved in various creative fields, including the Miramonte film production company, the graphic design studio Lupo & Burtischer, the architects Frötscher & Prader, and the usability & web expert Philipp von Hellberg.
Doris Ghetta
Galleria Doris Ghetta, Ortisei

“In contemporary art, everything is in motion, the people move, and the web puts the world into anyone’s hands. As a result, I can have my gallery in a place that is peripheral yet ever changing, like South Tyrol.”

Doris Ghetta, the daughter of framers, began her career in the family workshop in Ortisei. Then she moved to Milan, where she worked with the Marco Rossi Gallery for three years. That was where she came into contact with the contemporary art world, learning about it and quickly coming to understand it. In 2013 she took the big plunge, opening the gallery that bears her name, which is now one of South Tyrol’s most successful commercial entities for contemporary art. The gallery currently represents the most important sculptors in South Tyrol in addition to international painters, and counts not only great collectors as customers but also young people who are just starting to collect. Participation in local and international exhibitions, the ability to network and a vibrant space that engages the public, collectors and experts alike are the ingredients for the Val Gardena gallery’s quick and steady growth.
The Core Art Fields 11

Theater and the Performing Arts

Indoors and outdoors

Theater is the preferred medium for storytelling, based principally upon the use of language; as such, it has had the task of affirming – through mediation of the artistic form – the specificities of the different cultures and languages that exist within the Province of Bolzano, giving each the possibility of expressing uniqueness, belonging and identity; a crucial process in a land that is, by nature, multicultural and multilingual.

That’s the reason why theater is so beloved and attended in South Tyrol. The province has 60 theatrical organizations – divided into Italian, German and Ladin language groups – most of which are small and either independent, amateur or dialect-based. Anyone wishing to attend the theater will find at least one show every day: indoors between October and May, and also in summer thanks to the many open-air Freilichttheater, which are set up in evocative places such as farms or castles.

And even if the capital of South Tyrol is also its theatrical focal point, one can also experience a great deal of creative theatrical energy as regards the stage arts outside of Bolzano, as evidenced by the richly varied programs of the elegant Puccini, Merano’s Italian theater, the Teatro Comunale in Brunico (Bruneck) and the Dekadenz group in Bressanone, which offers high-quality cabaret and theater to its German-speaking audience in its very intimate underground space. The theater festival is a little gem of the South Tyrolean summer: every July it hosts performances by some of the most interesting companies on the contemporary scene amidst the Ladin mountains of Val Badia.

Bolzano, the theater city

The capital city, which has 106,264 inhabitants, is home to 20 theatrical organizations and four active theaters that produce more than one season and have one administrative office. The Vereinigte Bühnen Bozen (VBB) and the Teatro Stabile di Bolzano, respectively representatives of the German and Italian language groups, both play a vital role at the local level: the two entities share the Teatro Comunale structure in the central Piazza Verdi.

The first does 100% theater productions, a rarity across Italy, where many theaters are suffering from increasingly restrictive economic policies. The VBB manages to guarantee a program of shows produced on-site, enabling a great number of the local workforce to be employed as set designers, costume designers, technicians and actors.

The Stabile, meanwhile, has become one of Italy’s major theaters since its foundation in 1950; in fact, its recent artistic project for the three-year period from 2015 to 2017 ranked first in its category in Italy, one of the 20 Teatri di Rilevante Interesse Culturale. But this institution’s success is not only measured in terms of prestige and ministerial assessments: its huge audience is proof of its ability to penetrate into the region. During the 2013/14 season alone, the Stabile had an audience totaling almost 100,000 for a total of 325 performances, including shows produced and those hosted. More than 54,000 spectators attended the 202 performances in Bolzano, Merano, Brunico, Bressanone and Vipiteno (Sterzing), and more than 45,000 saw the shows performed by the Stabile while touring in the rest of Italy.

The capital has two other main theatrical organizations: the Walther von der Vogelweide cultural center – known affectionately by the locals as the Waltherhaus – is located right in the center of town and often hosts renowned theater companies from the German-speaking areas, such as the Burgtheater of Vienna. The Cristallo, meanwhile, has been designed and built to bring theater into one of the working-class neighborhoods of Bolzano. Here there are four entities in residence, which are autonomous yet coordinated by one young cooperative that manages the spaces. A high level of participation of the local residents proves just how successful policies like including the entire populace into the cultural dynamics and expanding to the outlying, more population-dense urban areas can be.
Several years ago, the Autonomous Province of Bolzano-Bozen, having realized the great potential the audiovisual sector can have in terms of economic impact for the area, decided to focus on this sector and developed an interesting system of economic support. The main objective is to turn South Tyrol into a prominent filming location that is able to attract domestic and international film and television productions and that has the capacity to generate a significant economic effect and create jobs. This forward-looking, strategic vision has not only helped to strengthen South Tyrol’s reputation throughout the world but, most importantly, is creating a new and thriving business sector.

South Tyrol, in fact, is currently of great interest not only for its undeniable, spectacular beauty but also by virtue of the services it offers and its significant funding, which is allocated by the province and managed by BLS.

Thanks to comprehensive services and entrepreneurial initiative, South Tyrol has established itself internationally as an ideal location for film and television within just a few years, to the extent that it now attracts filmmakers the likes of Oscar-winner Giuseppe Tornatore and other internationally known directors such as Baltasar Kormákur and Olivier Assayas. Even prestigious awards for films that have been financed and supported here abound. Examples include the Prix du jury in the Un Certain Regard category at Cannes for *Turist (Force Majeure)*, the Marc’Aurelio Gold for best film at the Rome International Film Festival for *TIR*, and eight statuettes at the German Film Awards (the Oscars of German cinema) for *The Dark Valley*.

So now you can see striking images of South Tyrol in more and more international films and TV series, and also read the names of South Tyroleans amongst those listed in the credits.

*Photo credit: The high-altitude set for the film *Brothers of the Wind*, by Gerardo Olivares and starring Jean Reno (2014). Alta Val Pusteria (1)*
Facts and figures on South Tyrol’s film production

Since South Tyrol’s Film Fund & Commission, managed by BLS, was founded in 2010, the province has become an increasingly popular film location. Productions that choose to shoot in South Tyrol not only have access to breathtaking scenery, but also to competent and experienced companies and professionals in the local cinematic industry.
The 2010 founding of the Film Fund & Commission department within BLS – at the behest of the Autonomous Province of Bolzano-Bozen – and the respective production financing has been the main stimulus for South Tyrol’s film industry. It has been mainly economic stimulus due to the funding, but it was also important to create a professional and efficient network in order to respond to the needs of a complex and demanding creative sector.

One of the Film Commission’s tasks, of course, is to elevate South Tyrol’s reputation as a film location, not only with regard to its mountain landscapes but also for its more unusual settings and for indoor shooting. Complementing the Film Commission’s promotional scope and main objective is the generation of a clear economic effect through the presence of film production in the region, both immediately and over the long term. A fundamental component in this respect is the fund’s working mechanism, which obliges funded producers to spend 150% of the grant received for the project locally. This means that a grant of 100,000 euro must yield expenditures of at least 150,000 euro, which may include, for example, payment for technical services, catering, equipment rentals, hotels and involvement of professionals such as a location manager or actors hired directly in South Tyrol.

With a budget of five million euro per year, BLS has managed to fund more than 130 projects over the course of five years, ranging from the smallest independent documentaries all the way up to large international productions, and focusing on co-productions between Italy, Austria, Germany and Switzerland. The dual interest in Italian- and German-language cinema is clearly due to South Tyrol’s strategic location between North and South, as well as its ability to function as a bridge between the two, even within the audiovisual sector.

An online directory that lists all of the local film professionals, a database of film locations, organization of co-production meetings between producers from Italy and German-speaking areas, help with requesting film permits and acting as an intermediary between production companies and the local public institutions: these are just some of the additional services that BLS offers those who decide to shoot their films in South Tyrol.

The industry is constantly evolving, and the long-term goal of BLS is to support and boost the province’s development as well as its capacity in terms of infrastructure, skilled personnel and services dedicated to the audiovisual world. Projects in support of businesses, high-level training and continuing education, targeted political and economic measures and strategies that benefit the province all allow South Tyrol’s film structure to become ever stronger and more influential, continuing to generate a clear economic return even over the long term.
The growth of young cinema professionals

South Tyrol has been producing cinematic talent for decades. Since it was founded in 1988, the ZeLIG school for documentary, television and new media in Bolzano has sent many professionals into the world of documentary filmmaking. The three-year course, specialized in documentary films, offers different pathways for TV-cinema workers, editors and directors and the skills they acquire extend to the whole AV industry. Lessons are delivered in three languages and the professors are native speakers of Italian, German and English. The school also offers courses for professional filmmakers, which focus on developing projects and preparing pitches, courses on participatory videos and international conferences. In addition to this, ZeLIG is also a production house for films, documentaries and cross-media projects, thereby providing current and former students with opportunities for work.

The last years have seen opportunities for other professionals to further their expertise with the professional courses organized by BLS. These have taken several formats: RACCONTI, a script lab for authors and scriptwriters in support of the development of film and television projects set in South Tyrol; RACCONTI Local Talents, a mentoring program for local scriptwriters; MOVIE IT!, which offers a series of courses for young potential filmmakers and for professionals who want to stay up-to-date; and finally CAMPUS, a series of meetings on the subject of film for current and aspiring professionals, organized during South Tyrol’s film festival in Bolzano.

In addition to opportunities for theoretical training, there are numerous on-set possibilities for gaining practical experience on the many productions that shoot in South Tyrol.


On the set of the film Karl der Große, by Gabriele Wingler. This period drama recounts Charlemagne’s historical exploits (2012). Alpe di Siusi (3)
Film-related companies

In response to the steady increase in film productions that decide to shoot in South Tyrol, together with and thanks to the Film Fund managed by BLS, an entrepreneurial ecosystem has developed that is connected to the film industry. Between 2010 and today, the number of specialist firms has grown exponentially, allowing productions that come to South Tyrol to find more and more professionals that are able to respond to all of their on-location needs. That is how, for example, new production companies are now able to manage productions and co-productions of various kinds in a way that meets the industry standards.

One of these is Echo Film, a Bolzano-based company that makes films and documentaries and also works as a production-service provider for international film productions. Networks of companies and freelance professionals, such as Merano’s Filmwerkstatt, whose expertise revolves around film, audio and new media, have also developed. Its purpose is to create an effective network to promote exchanges and contacts in a productive working environment, within which the common individuals can work on independent projects as well as joint projects. The Filmwerkstatt in Merano is home to editing rooms, a color-grading station, a recording studio and production offices.

Carpenters, helicopter pilots and mountain guides

Over the course of the last years other professional entities have come into being, such as casting offices and branches of large national and international companies that rent technical equipment (R.E.C., Panalight, Maier Bros. Movie People); having their own facilities in South Tyrol allows them to ensure that the productions are supplied as needed. There are also many individual local professionals whose skill sets may be utilized, whether organizational (location and production managers), creative (tailors, makeup artists, set designers) or technical (electricians, camera operators, key grips).

Working on a set represents potential employment and income not only for these individuals, but also for professionals from outside the world of cinema. One example: the helicopter pilots necessary for productions that need aerial photography. Gabriel and Marco Kostner are the founders of Elikos in Pontives, a company that does aerial freight transport at high altitude and mountain rescue activities, which has worked on film productions such as The Italian Job, Quantum of Solace (of the James Bond series), Blood Glacier and the TV series Un passo dal cielo, which airs on Italian broadcaster RAI.

Then there are the mountain guides who are entrusted with the safety on sets in the high mountains, in order to allow the crew to shoot in complete tranquility, working around obstacles such as low temperatures, landslides, avalanches, high altitudes and trails that are difficult or even impassable. Painters, carpenters, craftsmen of various types and set-construction companies are also crucial for many productions and, in fact, the quality of the filmmaking is often dependent upon them.
Bolzano Cinema

Every April the Bolzano Cinema (Bozner Filmtage) film festival hosts writers, directors and actors with a thematic focus on the important figures in the history of film. Over the years the halls of the centrally located Capitol cinema, run by the Filmclub Association, have played host to actors and film makers such as Wim Wenders, Hanna Schygulla, Liliana Cavani, Margarethe von Trotta, Krzysztof Zanussi, Mimmo Calopresti, Edoardo Winspeare, Eva Mattes, Katja Riemann, Mario Adorf and Tobias Moretti. Bolzano Cinema, which will have been running for 30 years in 2016 and will change its name to Bolzano Film Festival Bozen for the occasion, is a competition that not only awards prizes to the best films and documentaries but also puts forward first runs and focuses on short films as well as productions filmed in South Tyrol, thanks to financing by the fund run by BLS.

The festival is an important event for the industry, above all as a point of contact and exchange which puts professionals and productions in touch from the worlds of German, Italian and international cinema. It is a unique platform for dialogue between multiple cultures through the universal language of film.

Peter Trenkwalder
Trenkwalder & Partner, Vipiteno

“In terms of organization, the world of film is not so different from my own. But you have to be able to think in a different way. As a tinsmith I have to construct roofs that will last for decades – in the world of cinema they only have to last one week, then you have to dismantle everything and move on to the next set.”

Peter Trenkwalder is a tinsmith from Vipiteno with a great deal of experience in constructing roofs and facades, and particularly in doing so under extreme, mountainous conditions. Seven years ago he received an unusual assignment: to build a platform on a rock face – but not just any old platform, one for a film set. From then on the requests have continued, to such an extent that Trenkwalder has so far worked on more than ten films, not just designing the sets but even integrating production services into his everyday activities. Thanks to his management and organizational skills in extreme conditions, the result of forty years working high up in the mountains, but also thanks to an extensive knowledge of the region and its inhabitants, as well as the ability to manage complex logistical situations – from researching alpine guides to helicopter tours – Trenkwalder & Partner has become a point of call over the years for national and international productions that come to shoot their films in South Tyrol.

Panalight Südtirol supports film productions shooting in South Tyrol, offering all of the required technical equipment as rentals. Bolzano (4)

Via Streiter, in the heart of the city, dons a red carpet during Bolzano Cinema (Bozner Filmtage): an absolute must, of course, for any respectable film festival. Bolzano (5)
Despite being a mountainous and seemingly dispersive region, cultural activities in South Tyrol are not limited to the regional capital of Bolzano, nor to the centers of Merano and Bressanone. South Tyrol’s cultural initiatives and enterprises extend to the valleys and the more remote localities as well. Some examples can be found on the map.

1. School of stonework, Lasa
2. Merano Music Weeks, Merano
3. Dimitri, Merano
4. Puccini Theater, Merano
5. The Gardens of Trauttmansdorff Castle, Merano
6. Bolzano Danza, Bolzano
7. Museion, Bolzano
8. Akrat, Bolzano
9. Plank, Ora
10. Wams, Laives
11. NOI Techpark Südtirol/Alto Adige, Bolzano
12. Teatro Comunale (Vereinigte Bühnen Bozen, Teatro Stabile di Bolzano), Bolzano
13. ZeLIG school for documentary, television and new media, Bolzano
14. Faculty of Design and Art, Free University of Bozen-Bolzano, Bolzano
15. Filmclub, Bolzano
16. Georg Mühlmann, San Genesio
17. Zebra, Bressanone
18. Fortress, Fortezza
19. WooDone, Varna
20. Gruppe Dekadenz, Bressanone
21. Kastelruther Spatzen, Castelrotto
22. Aron Demetz, Selva di Val Gardena
23. Salon/e, Brunico
24. Gustav Mahler Music Weeks, Dobbiaco
Alongside the film industry, South Tyrol has many other cultural industries that are capable of generating a positive economic impact on the province. First and foremost – a sphere on the border between culture and economy – is music, an art form with which South Tyrol and its inhabitants have always had a good relationship. On the one hand that fact is due to the many institutions that offer festivals and musical seasons, and on the other it is thanks to many young entrepreneurs who have made music their core business, both in terms of production and promotion.

The publishing, printing and information industries also play important roles in South Tyrol’s cultural sector of entrepreneurship. From paper to the web, South Tyrol has built its own cultural identity through those companies that produce a steady stream of content and news. From “traditional” books and newspapers to the web’s most contemporary narrative tools, all the way through to the language of radio and television. All of these industries are thus the perfect example of the effective link that runs between culture and the economy, something that is required both to develop and ensure the wellbeing of a place.

A performance by the Soweto Kinch quartet, in Piazza Erbe, during the Südtirol Jazz Festival Alto Adige, when even the urban spaces are “invaded” by music (2015). Bolzano (1)

The inaugural concert of the Bolzano Festival Bozen is normally reserved for the Orchestra Haydn, which performs in the beautiful Semirurali Park. Bolzano (2)
Music

From Mahler to Moroder

The link between South Tyrol and music is strong and deeply rooted: in fact, 80% of the shows staged during the course of a year are musical. One can thus speak of a land that is both dedicated to and active in this area – in terms of production, education and presentation.

Giorgio Moroder (Hansjörg by birth), who was born in Val Gardena in 1940, is undoubtedly one of the world’s best-known South Tyrolean musicians. After having worked his way through the discotheques of Munich and Berlin, he arrived in Hollywood in the ’70s and became the pioneer of electronic music and one of disco music’s most innovative and influential artists. In addition to winning three Grammys, three Golden Globes and three Oscars for the soundtracks of cult films like Top Gun, Flashdance and Midnight Express, he collaborated over the years with Freddie Mercury, Donna Summer, Barbra Streisand, David Bowie, Blondie and many others. He recently returned to the top of the charts at over seventy, thanks to his collaboration with the French electronic duo Daft Punk.

As regards tradition, there are a considerable number of bands, choirs and Musikkapellen, or traditional village bands. And then there is also the popularity of folk groups such as the celebrated Kastelruther Spatzen, a true musical enterprise that not only attracts 30,000 to 40,000 spectators to its Spatzenfest – an annual concert in Castelrotto (Kastelruth), the little town from which the group originated – but has also managed to tally up some impressive numbers: more than 15 million records sold, 26 Gold Records in Germany, 18 Gold Records and 13 Platinum Records in Austria, 16 Gold Records in Switzerland and 50 to 70 concerts a year.

Classical music also has a long tradition in South Tyrol – a tradition that is evinced by the presence of one of Europe’s most prestigious orchestras, the Orchestra Haydn, as well as an opera season with major productions and internationally renowned festivals such as the Merano Music Weeks or the Gustav Mahler Music Weeks in Dobbiaco (Toblach; the Austrian composer was extremely fond of Val Pusteria and frequently visited the valley). The Bolzano Festival Bozen is also of great importance: running for a few months in summer and autumn, it unites events such as the Ferruccio Busoni International Piano Competition in Bolzano, the Mahler Academy, the Antiqua early music festival and the Music and Youth Orchestras project. The potential of youth, in fact, is of primary focus in classical music here, as evidenced by the continued presence of the European Union Youth Orchestra: it chooses to perform in Bolzano during its international tours, one of just a few stops outside of the great European capitals. The Claudio Monteverdi Conservatory, founded in Bolzano in 1940, is an important center for training and continuing education.

Contemporary music

Contemporary music aficionados will find a dense annual calendar in South Tyrol. One festival follows another, month after month, intensifying in the summer, when the mountains are warmer even in the evenings and thus perfect for outdoor concerts. Many genres of contemporary music, jazz for example, are particularly popular in South Tyrol. The best known among the various events is the Südtirol Jazz
Festival Alto Adige, which was founded in 1982 and has since brought the biggest names on the international scene – including Chick Corea, Paolo Conte, Pat Metheny and Paolo Fresu – to the Province of Bolzano. For the past years, the festival has been based more on presenting discoveries and young talent rather than on big names. The economic impact of this event, which takes place between late June and early July, has also been significant: the festival helps hoteliers and restaurateurs during what is potentially the low season for tourism in South Tyrol by managing to attract fans from all over Europe.

There are also other events involving musical genres as diverse as the concerts of world music at the Gardens of Trautt-mansdorff Castle in Merano, at which Goran Bregovic and Bobby McFerrin have performed, or evenings organized by young DJ collectives like Wupwup and Dncng Crew, who keep the locals dancing and simultaneously give voice to the more underground local scene.

Another noteworthy player within South Tyrol’s rich musical industry ecosystem is Uploadsounds, a project initiated by the Leitmotif cooperative and a team entirely under the age of 35: it falls somewhere between a competition, circuit event and concert series, acting primarily as a support and export platform for bands and musicians emerging within the Euregion area and coming out of South Tyrol, Trentino and Tyrol. More than 350 artists were involved in the most recent event, with fifteen scheduled stops throughout the Euregion and more than 5,000 spectators in total. The revenue exceeds 200,000 euro, which is divided between contributors from the administrations of the three regions and private sponsors. Around 77% of the total amount was reinvested locally, and put into the work of local businesses and many employees, mostly young people: a positive sign that demonstrates its impact on the local economy.


Athesia’s rotary press – the first in the world with a touch screen – weighs 250 tons and prints 45,000 copies per hour, with a paper speed of 11.75 m per second. Bolzano (4)
Publishing and Media

Discussing, storytelling, writing, commenting, reading: these practices are extremely widespread amongst the South Tyrolean population. A certain legacy has perhaps been handed down from South Tyrol’s tradition of Stammtisch, the table where the regulars of a tavern sit talking, debating and discussing everyday things over a glass of wine. The cultural and linguistic diversity of the area, too, certainly leads to a spontaneous need for narration – about ourselves as well as about others. But this goes far beyond simple bar conversation: there are many, in fact, whose natural instinct for communication and storytelling have created something that not only serves as a tool but is also a professional language.

A community of readers

The people of South Tyrol are generally avid readers. Within the province, which comprises about 116 municipalities, there are nearly 300 libraries, with a stock totaling 2.9 million books. That’s a sizable number, made even more significant by the fact that not only do the libraries exist, but are also used regularly by the population, with the number of book loans approaching three million a year.

Amongst South Tyrol’s creative and cultural industries, the publishing and printing industry ranks first, both in importance and size. First and foremost are the many daily newspapers published in the Province of Bolzano. Most are in German, but also in Italian (with readership concentrated in Bolzano) and in Ladin (in Val Badia and Val Gardena). Almost every town has its own Blatt – its newspaper – and dissemination of information in the press is both effective and widespread, as confirmed by the percentage of readership in South Tyrol: 77%, the highest in Italy (the national average being 52%).

South Tyrol’s longest running, most widely read and most beloved daily newspaper is certainly the Dolomiten, which sells about 45,000 copies a day, including the print and digital editions. It is the main German-language journalistic publication, flanked by the daily Südtiroler Tageszeitung and two weeklies: ff, which focuses on politics and current affairs, and the financial newspaper the Südtiroler Wirtschaftszeitung (SWZ).

As regards the Italian language, the main point of reference is the Alto Adige, founded in 1945, which has a circulation of around 20,000 copies daily (together with the Trentino, with which it shares some of its content and the editorial staff). As elsewhere in Italy, the Province of Bolzano also has its own local version of the Corriere della Sera: the Corriere dell’Alto Adige.

Books made in South Tyrol

The leader in South Tyrol’s publishing industry is the Athe­sia publishing house. In addition to its books, Athesia has 20 publications including dailies such as the Dolomiten as well as weeklies and monthlies. It has 26 branches, among them several bookshops and station­ers, a printing works and travel agencies, with a total sales volume of 90 million euro.

But there are also other publishing houses and independent publishing companies such as Edition Raetia, Folio Verlag and Alpha Beta. Their production includes Italian and German books by authors from both inside and outside of South Tyrol, novels and non-fiction works in addition to many art, lifestyle and tourism publications, as well as guides and cookbooks. While the main focus is South Tyrolean context, one eye is always kept trained on the outside world.

A cooperative of women

To conclude, an interesting case of entrepreneurial development in this market sector is the women’s cooperative Librilib(e)­ri, which specializes in biblio­graphic cataloging: an important aspect of publishing and for the accessibility of knowledge, which contributes to the dis­semination and appreciation of cultural heritage.
Crowdfunding and “street funding”

As regards magazines that go beyond the more traditional and institutional experiences, there are two noteworthy examples that are both interesting yet quite different from each other. One is 39NULL, a bilingual, glossy and elegant print magazine, which is published once a year by a group of young South Tyroleans living abroad. It’s a space for narration about the province, with an eye beyond the borders. Crowdfunding covers the printing costs, an enthusiastic adoption of new financing modes and sustainability.

The other significant story is that of Zebra, South Tyrol’s first street paper. Produced and printed in a low-budget manner, with volunteer journalistic contributions, the newspaper is sold on the street by immigrants and other needy people, who keep 50% of the takings for themselves. This model of social business is widely seen elsewhere, and arrived in South Tyrol in 2014.

On air...

As a direct result of South Tyrol’s multicultural and multilingual structure, the broadcasting landscape here has always been varied and vibrant. Each language group has indeed sought to find its own voice, a voice that can represent and speak to its own particularities.

From its studios in Bolzano’s Piazza Mazzini, the local headquarters of Italian public broadcaster RAI produces and broadcasts informational and entertainment programs on television and radio alike. They are intended for the South Tyrolean public: RAI Alto Adige in Italian and RAI Südtirol in German and Ladin. Austria’s national broadcaster ORF also has a local affiliate for broadcasting Südtirol Heute, a daily news program dedicated to South Tyrol. The province also has some private television stations, such as Video33 – the longest running – and SDF, both of which are run by Rosengarten Broadcast Media.

... and on the net

In addition to radio and television, a system of independent online media has developed in recent years, which attempted to give voice to South Tyrol’s plurality – and succeeded in doing so: rather than opting for one language or the other they use Italian or German indiscriminately, depending on who writes the story. Salto.bz and fraznmagazine.com are two local media examples of entrepreneurial development in cooperative form.

Salto.bz is an information portal that unites two distinct voices on its virtual pages: on the one hand the editorial voice, which conducts meticulous journalistic work, and on the other hand that of the community, which freely contributes to the production of content and expressing of opinions.

Fraznmagazine.com meanwhile focuses on contemporary culture in South Tyrol, Trentino and...
Tyrol, following a multi-business strategy: the franzlab cooperative not only publishes the magazine, but is also an event organizer and creative agency. The mission of franz is to communicate and stimulate the local cultural system through the use of contemporary forms and languages.

**Video games**

In order to make an economic sector develop, a demand is required that must be answered with projects, companies and products. The production sector, which includes the creation of software, video games and activities connected to technology and IT is seeing a sharp increase in the global market; South Tyrol, whose goal is to become more and more a place of innovation, is trying to attune to and position itself within this sphere, which holds a great deal of potential.

Also thanks to the TIS innovation park, a center for South Tyrolean companies that promotes innovation, cooperation and transfer of technological know-how, the focus on new technologies and new IT languages has indeed increased in recent years, creating conditions that are ideal for the emergence of local companies that work with these new business forms.

One example is ProGaming Italy, a young and growing Bolzano company that was founded in 2003 and incubated at TIS in its start-up phase. ProGaming develops and organizes events linked to the world of video games, and manages the Italian part of world tournaments like the World Cyber Games. Starting from its founders’ personal passion for video games, ProGaming has achieved excellence in this market.

Also thanks to the TIS innovation park, a center for South Tyrolean companies that promotes innovation, cooperation and transfer of technological know-how, the focus on new technologies and new IT languages has indeed increased in recent years, creating conditions that are ideal for the emergence of local companies that work with these new business forms.

Nicolò Degiorgis
Rorhof, Bolzano

“Rorhof is the original name of the farm where we are headquartered: a remnant of the agricultural past that we are transforming into a cultural project of international scope.”

Rorhof is a workshop and laboratory, but most importantly a publishing house that works on photography-related projects. Established in 2014 by the young and talented Bolzano-based photographer Nicolò Degiorgis and some of his associates, the Rorhof studio has already launched six publications (four by Degiorgis and two by other photographers). These have not only been distributed to the world’s best bookshops, including that of MOMA in New York, but have also earned prestigious awards and presentations at many festivals and trade fairs. Today, self publishing is a growing industry within photography. With this knowledge and a clear vision of the development of artistic and photographic publishing, Rorhof focuses on the international market while continuing to work and produce its own books in South Tyrol, and capitalizes on a positive network of contacts and partnerships as well as the technical capabilities offered by the province.
The Creative Sector

Perhaps it was the formal beauty of its surrounding peaks or the natural inclination of mountain peoples to heed details that, over the course of time, caused South Tyrol to develop quality design and the highest level of creativity, in the fields of architecture and craft & design. From small everyday objects handcrafted in the high mountains to the most fashionable designers to construction of major infrastructure, tradition and profound knowledge of the environment and its resources are fused here, with a special feel for the contemporary and for innovation, whether aesthetic or technological. It is thanks to this effective fusion that today South Tyrol can boast of prominent international individuals and studios who are commissioned to create buildings, products and advertising campaigns not only in their homeland but also in many other places in the world, happily exporting the South Tyrolean “can-do” approach as well as its know-how.

The expansive spaces of the workshop of designer Georg Mühlmann house the objects he has created, most of which are in wood. San Genesio (1)

The semi-detached house Am Steinbruch, designed by studio noa*, takes its inspiration from the traditional way of building Alpine houses, with a lower story made of stone and an upper story made of wood. Renon (2)
It is no coincidence that the ClimateHouse program, a standard of construction that ensures high energy-efficiency for buildings and high comfort conditions for the inhabitants, is 100% South Tyrolean. Issued by the ClimateHouse Agency in Bolzano, the certification has been known and recognized on a global level for some time now; in Italy, there are 6,000 certified buildings to date. Even in the residential and private sector – from industry to wine cellars – the local architects' push for innovation, both aesthetically speaking and in terms of engineering, has enabled them to contribute to the creation of a new skyline that is not only avant-garde but also perfectly aligned with the landscape and the South Tyrolean environment. For this reason, the biggest names in local architecture are appreciated far beyond the borders of the province, starting with the most celebrated, Matteo Thun, an architect and designer born in Bolzano. Other noteworthy examples include bergmeister-wolf and MoDus Architects in Bressanone and Werner Tscholl of Val Venosta (Vinschgau), who does modern renovations of castles, cloisters and ruins. This is true right up to the new generation: from noa* of Bolzano, a network that sees architecture as a collective effort to the young talent Peter Pichler, who returned to South Tyrol after working for Zaha Hadid, among others.

In South Tyrol, though, architecture is not only that which is built. A great deal of importance, in fact, is also given to the cultural phenomena linked to this creative form, which have a great impact on places and the people who inhabit them. The Fondazione Architettura Alto Adige (Architektur-Stiftung Südtirol) is particularly active in this regard: since 2004 it has promoted quality in architecture and contributed to the sustainable development of urban and rural landscapes through the organization of events and in-depth meetings, as well as through publication of its magazine, *Turris Babel*, which collects together the very best of South Tyrol's architectural range.
Crafts and Design

Wood as design

Long before the Internet age – or let’s even say before roads linking the most remote mountain areas were built – the South Tyrolean farmers were self-sufficient not only in terms of sustenance, but also because they produced the everyday items needed to live. This practice gave birth to a deep-rooted craft tradition that has been preserved and protected right up to the present day: the skillful use of local materials such as wood, marble and leather together with original methods for utilizing them.

From this manual skill they developed a high enough level of professionalism in craftsmanship and artistry to propel South Tyrol out into the rest of the world: just think of the sculptor Aron Demetz, whose anthropomorphic wooden figures were shown at the Venice Biennale. But South Tyrol’s production of functional yet aesthetically pleasing objects doesn’t stop with its traditions. Due to South Tyrol’s many driving forces, such as the Faculty of Design and Art of the Free University of Bolzano, the province has produced a significant number of talented designers to date.

On the one hand, there are those who export local knowledge around the globe. One stands out above all: Martino Gamper, who was introduced to the art of woodworking in the carpentry shops of Merano, his hometown, and is now recognized as one of the world’s most innovative and influential designers. Gamper has made the reuse of disused materials his stylistic trademark, disassem-

Ulla Hell

Plasma Studio, Sesto

“Using local materials in new and original configurations, creating dialogue between a place, its landscape and infrastructure, and inventing spaces that are experiences: that is our philosophy.”

Three locations – London, Beijing and Sesto Pusteria (Sexten) – four young members and a massive use of Skype in order to communicate between one part of the planet and the other. Plasma Studio is an innovative architectural firm with an international spirit, which has established itself on the market with projects that are always attentive to their context and surroundings. Ulla Hell is the soul of the Sesto headquarters of the firm, whose name is taken from the Greek word plasma, meaning “form” or “imagination” or “fiction.” The four partners have brought many projects – both residential and within the public sphere – to fruition around the globe, from South Tyrol to China, giving each a unique and distinctive feel without ever repeating predictable schemes, but rather striving for an effective union between global and local, poetry and pragmatism, technology and humanity.
Among his many awards, the most recent was the 2014 Monocle Global Retail Award, conferred by the British magazine for a project in South Tyrol: the design for the Pur Südtirol stores, a small local chain of alternative “supermarkets” that sells only local products, as well as design objects created using traditional local materials and contemporary creativity. Thaler even designed the furniture, which could naturally only be made with South Tyrolean raw materials: wood, stone and felt.

bling and reassembling furniture, chairs and various types of objects. Now an adoptive Londoner, he has earned prestigious collaborations such as that with Prada, for which he created windows, or the illustrious Serpentine Gallery in London, where he oversaw the successful exhibition Design is a state of mind, which was also presented at Museion in Bolzano.

Harry Thaler, another Merano-born designer who is now a Londoner, is also noteworthy: After an apprenticeship as a goldsmith and having studied at the University of Bolzano and the Royal College of Art in London, he has now won over the international scene.

Among his many awards, the most recent was the 2014 Monocle Global Retail Award, conferred by the British magazine for a project in South Tyrol: the design for the Pur Südtirol stores, a small local chain of alternative “supermarkets” that sells only local products, as well as design objects created using traditional local materials and contemporary creativity. Thaler even designed the furniture, which could naturally only be made with South Tyrolean raw materials: wood, stone and felt.

Akrat is a social cooperative that helps reintegrate disadvantaged workers through a woodworking workshop and a tailor, strengthening their role in society. Bolzano (3)

The Free University of Bolzano’s Faculty of Design and Art has ten workshops where students can create prototypes or do photo, video or screen-printing projects. Bolzano (4)
Some examples are the art school in Ortisei, which saw some of the most talented woodcarvers take their first steps; Bolzano Vetraricerca Glas&Modern, a center that specializes in training and implementation of activities and products related to the world of glass; and even the school of stonework in Lasa (Laas), an area known as the Marble Mountains (Marmorgebirge). This precious material, sometimes called “white gold,” has been extracted from a rich vein here for more than 100 years; it is capable of giving endless creative and professional stimuli to architects and artists who − thanks to the specialist school for stonecutters − have the opportunity to present themselves to the world. A good example is the rebuilding project for the station at Ground Zero in New York, for which 32,000 m² of marble are being supplied by the Lasa Marmo company.

Learning traditional craftsmanship techniques and passing them on to future generations, in order to keep them alive in the contemporary age while integrating new forms of creativity into them: this is the task of South Tyrol’s many handcraft training institutes.

From the Stube parlor to MOMA

In addition to the “exported” talent there are those who have decided to stay, perhaps even reinventing the original craftsmanship, in order to bring it into the new millennium. Like the company Plank in Ora (Auer) did, for example. Having starting off producing traditional wooden chairs used in South Tyrol’s traditional Stuben, or dining parlors, in recent decades the family business − which now has 15 employees, a turnover of about 3 million euro and exports 90% of its production to 48 countries − decided to invest in contemporary design, research and innovation. With the help of famous designers such as Konstantin Grcic, who designed the Miura and Myto chairs for Plank using cutting-edge technology, the company has produced chairs that have truly become global design icons, to the extent that they are now on exhibition at the MOMA in New York.

School subjects: marble and glass
South Tyrol has numerous communications, advertising, graphic design and strategic-marketing companies distributed across much of the province. Bolzano is still the most important center, with medium-sized agencies such as Blauhaus, gruppegut, Life Circus, DOC and hmc, some of which have more than 20 employees. The sector is very much alive and well, thanks to the many companies existing in South Tyrol – Loacker, Thun, Pircher, to name a few internationally known – who entrust their communication and marketing to local agencies. Once again here, the presence of the university’s Faculty of Design and Art has contributed to the training of graphic design and visual communications professionals, who find interesting job prospects in South Tyrol after graduation and often stay here in the province or return after several years of experience abroad, opening their own offices or working in one of the many local agencies.

Thomas Kronbichler & Martin Kerschbaumer

“Our studio specializes in graphic design, which is something that goes beyond graphics. We are interested in the process behind a project – the design. First and foremost, our work is about the concept upon which an aesthetic and creative process is grafted, leading to the end result.”

Thomas Kronbichler (29 years old, from Bolzano) and Martin Kerschbaumer (27, from Bressanone) met when they were Arts and Design students at the University of Bolzano. After graduation and at different times, both learned the trade at the Berlin agency Fons Hickmann m23. Upon returning home, they started up business activity independently until 2014, when they created Studio Mut together. Cultural entities inside and outside of South Tyrol, wineries, museums, and universities are the clients of this young studio which, thanks to in-depth research, produces graphics projects with a strong conceptual and visual impact. That has been enough to earn them international awards (such as 100 Best Posters Germany, Austria, Switzerland 2013) and to collaborate with entities at the top level in the worlds of art, culture and graphic design, such as Museion, the Centrale Fies art work space in Trentino and the Fondazione Sandretto Re Rebaudengo in Turin.

In the workshops of Lasa’s school of stonework, students learn to work marble, one of the finest of all materials. Lasa (5)

The 3DW company uses the most advanced technology to develop and produce wooden objects. Clients include artists, designers, architects and international brands. This picture shows the process on a traditional wooden angel. Laion (6)
Fashion

A fusion of eco and chic

Bolzano is no Milan, but it cannot be said that South Tyrol lacks creativity or economic potential in the fashion industry — perhaps because of the influence of its historical traditions of handicrafts and textiles. Some South Tyrolean designers, in fact, have now established themselves on the international circuits: examples include Zilla, the brand of handbags created by Bolzano native Sylvia Pichler using industrial materials, or hats and shoes by Reinhard Plank, a visionary craftsman who has even put his creations onto Brad Pitt’s head.

Then there’s Dimitri: having started off as a small tailoring workshop in Merano it made it to the prestigious Mercedes Benz Fashion Week in Berlin and other major events in the world.

Alex Terzariol
MM Design, Bolzano

“Our job is to project images forward. Of a new product, object or function. We must be capable of astonishing, inventing new solutions – that is the only way you can truly create innovation.”

Alex Terzariol is the creative director of MM Design, a Bolzano-based industrial design studio of international renown which designs objects — coffee machines, ski boots, hospital equipment etc. — that are capable of combining creativity and high engineering. In particular, MM deals with strategic design consultancy, a modern specialization within design that not only affects object design, but also primarily includes studying the market and target audience, accompanied by the goal of creating a product that is technologically innovative through research of materials and functionality that is always new. That’s how MM Design has achieved such appreciable results, including collaborations with top companies and prestigious awards such as the ADI Design Index, the Red Dot and the Compasso d’Oro (Golden Compass) — perhaps one of the most coveted awards in the world of design — which the studio was awarded for its ski-mountaineering boot project, Masterlite.
of fashion within just a few years. Its collections, much appreciated by the critics and international media, are beloved by the celebrities, who wear them often, encouraging awareness and international growth of this South Tyrolean brand.

Also noteworthy is the network of young and dynamic fashion start-ups that began in South Tyrol and are now launching their innovative products into the world, such as Wams colored socks, caps for contemporary cyclists by Superleggero, eco-friendly children’s clothing by Cora Happywear and the glasses and bags created in wood – South Tyrol’s material par excellence – by WooDone and Embawo. And then there’s also an ecological bamboo t-shirt by Re-bello, a company founded in 2012 and incubated in its start-up phase by the TIS innovation park in Bolzano.

Re-bello had already achieved a turnover of 800,000 euro (growing between 30% and 100% annually) by 2014; it now has ten employees, and its products are sold in 300 stores in Europe and two in Japan.

**Fashionable co-working**

These companies, which are young and enterprising by nature, don’t stop at production and distribution but also work with marketing and social media, creating cooperation networks. Examples are the aforementioned Re-bello, Wams and Cora Happywear, who along with other companies have created the Vitamin co-working space in the production zone of Laives (Leifers), near Bolzano.

The goal? To make available not only offices and tools, but also the know-how of each company, each within its competence area, in order to build a lively community over time, as well as individual and shared growth.

**A fashion hub created by a South Tyrolean**

In closing, the international experience of South Tyrolean Stefan Siegel, who in 2008 founded one of the most influential web platforms of the fashion system, Not Just a Label, must certainly be mentioned. NJAL has discovered more than 18,000 designers from 100 countries, representing and supporting them in their productive and commercial lives to boot. That is also thanks to an e-commerce platform that offers pioneers and innovators not only a selling point but also an extensive network of contacts, promotion tools and narration. It’s now a veritable institution, capable of moving ideas and economies like few other entities have been able to do.
South Tyrol is a land with a strong tendency towards innovation and one of Europe’s most attractive economic locations. In recent decades, public and private resources have been allocated in service of this goal, generating a thriving economy that is linked to the most modern of technologies, with particular stimuli going to Alpine technologies, automation, food technology and the green technologies (renewable energy and energy efficiency), through which South Tyrol has long since gained a well-deserved reputation as Italy’s Green Region.

The NOI Techpark Südtirol/Alto Adige will be dedicated to precisely these sectors of development. The technology park will be inaugurated by the end of 2017, and is planned as a real generator of stimulus and innovation engine for economic growth and research. South Tyrolean private companies, research institutes and training facilities will coexist within it together, exchanging expertise and knowledge: these include the Free University of Bolzano, the European Academy of Bolzano (EURAC), the Fraunhofer Innovation Engineering Center (IEC), the ClimateHouse Agency, Laimburg Research Centre for Agriculture and Forestry, EcoResearch and the Institute for Innovative Technologies (IIT).
NOI (meaning “we” in Italian and “new” in the local German dialect) stands for “Nature of Innovation”: a significant name that clearly delineates the vocation of this place, located within the Bolzano Sud production area. The architectural project – developed by the winners of a competition held in 2007, the Chapman Taylor studio in Milan and the Bolzano-based architectural office CL&AA Claudio Lucchin & Associates – provides for the rehabilitation of fascinating buildings: those of Alumix, the power plants of the aluminum factory Montecatini built between 1935 and 1940 in the Bauhaus style, now under historical conservation. New structures will be grafted next to them, such as the Black Monolith, which will act as a bridge between the existing buildings.

Also thanks to this functional and efficient structure, the NOI Techpark will be a strategic place for the growth and development of the province, which will give rise to projects that create fusion and exchange between scientific and technological research and the business community, represented by businesses and industries that have already decided, or will decide, to join the project.

Whether a small family business, large international company or start-up, each entity will be individually supported in its path of innovation and will form part of a network of researchers and entrepreneurs. In addition, the presence of leaders within the various sectors of development, together with the structure of the buildings – which allows for proximity and continuous opportunities to meet – guarantee the germination of an ecosystem that is strongly oriented towards innovation.

The building which housed the former aluminum factory’s power plants for the Bolzano 1 production line, built in 1936. The façade is an interesting example of rationalist architecture. Bolzano (1)

The former Alumix factory was restored in 2008 to house the Manifesta 7 art biennial. Its water tower, decorated by writer M-city, will be a symbol of the NOI Techpark. Bolzano (2)
The Architects’ Association of the Province of Bolzano/Bozen (Le Ripartizioni Cultura italiane)
The Association of Architects, Planners, Landscape Architects and Conservators is a public, nonprofit body. It is responsible for the compilation and inspection of the professional register, as well as for safeguarding the title and positions of professionals. It also monitors the professional conduct of those in the industry and supports the National Council of Architects in its role as a source of legal advice, as well as ensuring the continuing professional education of its members.
→ www.arch.bz.it

The Bolzano Chamber of Commerce
The autonomous statutory body under public law represents the interests of the economy, carries out economic research and provides funding services and services for local businesses. This includes areas such as continuing education, formation of enterprises, corporate succession, sales promotion, innovation service and the court of arbitration. The Chamber of Commerce also has official responsibilities such as maintaining the commercial register, registering patents and trademarks and issuing the foreign trade documents.
→ www.handelskammer.bz.it

The Departments of Italian, German and Ladin Culture
The Departments of the Italian, German and Ladin Cultures respectively of the Autonomous Province of Bolzano/Bozen are responsible for the promotion of art and culture, for continuing education, language learning and for youth groups, and each department also takes account of the specific characteristics of its respective language group. Within the Department of German Culture, the Film and Media Office plays an important role in developing, archiving and providing technical support to the audiovisual industry in South Tyrol.
→ www.provincia.bz.it/cultura
→ www.provinz.bz.it/kulturabteilung
→ www.provincia.bz.it/ntendenza-ladina

The Faculty of Design and Art at the Free University of Bozen-Bolzano
The courses offered by the faculty, which operates in three languages as do all the departments of the university, revolve around interdisciplinary projects combining visual communication with product design. Theory and practice are closely linked, thereby fostering a strong connection with the real world of the service and production industries. In addition to these project-oriented courses, there are theoretical and specialist lessons as well as more vocational ones within the university’s workshops, which support experimental work.
→ www.unibz.it/en/design-art

The Film Association of South Tyrol (FAS)
The FAS brings together professionals from the audiovisual industry of South Tyrol. Its aims are to create a point of reference for those working in the audiovisual industry in the region and to be a means of promoting and supporting film production in South Tyrol. Furthermore, FAS aims to publicize local cinema within and outside the region.
→ www.fas-film.net

The Library Association of South Tyrol (BVS)
The BVS (Bibliothekswerbverband Südtirol) is an organization which represents the interests of libraries and librarians in the region. It seeks to promote and support libraries through the implementation of projects, the provision of a professional service for media cataloguing and IT assistance with library software, and through offering courses, events and field trips which provide continuing education for librarians.
→ www.bvs.bz.it

The Regional Museums
The association of the Regional Museums of South Tyrol consists of nine museums owned by the Province of Bolzano/Bozen. Between them, they cover the areas of archeology, the natural sciences, the mining industry, ethnography, local history, the Ladin culture and the development of tourism. The aim of the Regional Museums is to allow visitors access to the cultural variety that South Tyrol has to offer, and to its natural and social history.
→ www.museums-southtyrol.it/en

South Tyrol’s location-development agency offers expert advice to both Italian and foreign enterprises on all matters connected with the region as a business location. It also offers assistance in researching commercial areas and properties and connects companies with organizations, service providers and economic associations. BLS also aims to promote and develop South Tyrol as a film location. In order to achieve this, the Film Fund & Commission assists production companies in their work in the region and manages the regional fund for cinema and television productions, which allocates 5 million euro in funding every year.
→ www.bls.info