



Fortresses

creating a market
in a cultural perspective

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Marketing ...

**gadgets?
communication?
promotion?
sale?**





In the cultural perspective, marketing optimizes first of all cultural development, then the "profit"

otherwise the market can worn the culture

The commercial value of cultural products increase with the increasing of their consumption.

Nowadays, the commercial products, beyond practical utility, try to incorporate more and more even cultural values

Marketing activity is divided into

assessment (objectives, market analysis)

strategies

(segmentation, identification of target positioning)

implementation of the marketing mix

(product, communication, distribution, price)

management and control

feedback (assessment again)

In particular

fortified heritage market is made of:

cultural heritage market

the real estate market

public services market

related or hosted activities market





Build from scratch the market

**brief summary of the development of
Forte Marghera
from the marketing point of view**



European Union
European Regional Development Fund

Build from scratch the market

**assessment:
FM main knot of a large system**

venice ← FM → mainland

**between cultural tourism and industrial and
manufacturing**

**synthesis = pole of cultural productions, the
central node of the fortresses network**

Build from scratch the market

Product:

**on the basis of the strengths of the site,
development of a product mix**

**real estate services for creative activities,
cultural services,**

opening of the green areas

Build from scratch the market

Communication:

**promotion of the new functional identity
with new visual identity**



Build from scratch the market

Distribution:

**offer addressed to potential users
segments at the
local,
regional
and international level**

Build from scratch the market

Price:

free admission to the park, exhibitions and shows, free spaces for characterizing activities

progressive introduction of prices for the buildings use

(incomes are spent in the fortress maintenance)

from barter trade to business

marketing policies for a long term strategy



European Union
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from barter trade to business

build a mix of offers to maximize

the citizens' benefits,

**attraction of economic and cultural resources
by private operators, cultural institutions, public
government**

from barter trade to business

**use earnings for the operation and maintenance
of the heritage**

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marcopolo system



European Union
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from barter trade to business

emphasis on the public resources

for cultural activities or structural interventions

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from barter trade to business

strengthening of qualifying assets

**fine art academy
universities**

**center for the development of military
architecture**



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**stimulate the demand for cultural organizations
(for-profit or not)**



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from barter trade to business

mix = functions – meta functions – no functions

free open air area;

water spaces for rent;

buildings reserved for public services, artistic productions

buildings for loan

Ruin management !

from barter trade to business

PRICES → growing and differentiated

from particular to general

notes for the marketing of the fortifications

(in Europe / worldwide)



from particular to general

it's fundamental the understanding of cultural heritage and its values

historical
architectural
wildlife
landscape
logistics.



from particular to general

this allow us to identify the strengths and rigidities of the site.

His interpretation leads to the creation of a coherent strategic hypothesis of re-use

this strategy should create a specific, complex market on the basis of the strengths and weaknesses highlighted

from particular to general

cultural value as strategic asset

for the economic value

from particular to general

each kind of value helps to strengthen the other

the consciousness of a site membership to a history system extended in the territory, helps to strengthen the perceived value of the single site and of all other connected sites



from particular to general

it will be useful to create standards
for the creation of a global product





from particular to general

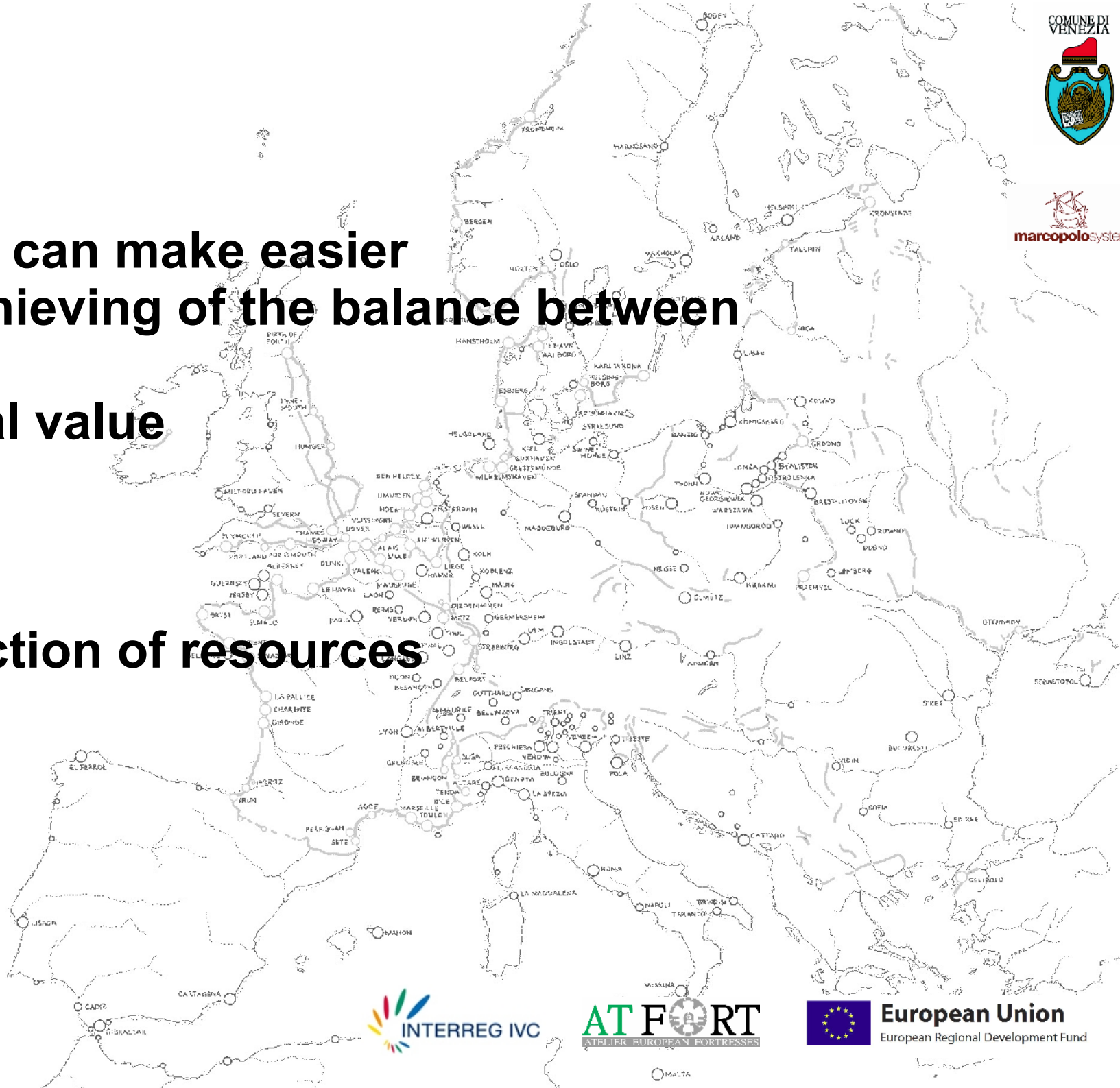
a brand

for the guarantee of quality (and price) of the cultural and tourist offer

for the promotion in each single fortress of the whole system on one hand and on the other hand of its territory



**all this can make easier
the achieving of the balance between
cultural value
and
production of resources**





making possible the self-financing of the fortified heritage

