

*In the framework of the European project InCompass on creative incubators, on the 7th and the 8th of June was held in Milan a study visit to analyze their model of diffused incubation.*

## *Milan, the capital of fashion and design, hosts the second study visit of the Incompass Project*

### **PRESS RELEASE**

Milan, June 2012

The Province of Milan and BIC La Fucina hosted the second study visit of the European project InCompass (Regional Policy Improvement for financially sustainable Creative Incubator Units) financed by the Interreg IV C Programme.

The 15 project partners came to Milan to meet the players of the incubation experiences in the field of cultural and creative businesses with the aim of identifying good practices of financial sustainability.

During the study visit were analyzed various aspects of urban transformation and the rise of an ecosystem supporting new businesses that have features comparable to a diffused process of incubation.

With a study comparing the economic data of the creative sector in Milan and in the main European capitals, Mrs Silvia Mugnano, professor of the Department of Sociology and Social Research, University of Milan Bicocca, has highlighted the recent spontaneous process that led to the birth of creative clusters in Milan.

This process differs from the re-industrialization of the north-east of Milan and surrounding municipalities, built in the mid 90s by a municipality and managed by North Milan Development Agency, now Milano Metropoli Development Agency.

The current policies of the Lombardy Region to support creative industry, as outlined by Mrs Daniela Protti, enhance synergies with stakeholders through joint projects and agreements.

During the study visit were also presented some experiences of incubation of creative and innovative businesses, which differ for genesis and management models.

LIB Laboratorio Innovazione Breda is one of the largest public incubator of Milan (4,500 square meters) owned by Milano Metropoli Development Agency. Founded in 2003, LIB is part of the process of redevelopment of the former Breda areas in Sesto San Giovanni. Incubator's services are tailored for both innovative start-ups and already established businesses which, thanks to the service of "Business Hotel", find the right environment to consolidate their business and become more competitive .

Public initiative is also La Fabbrica del Vapore (The Steam Factory), implemented by the Municipality of Milan in a disused locomotive factory with the intention to create a cultural center for young people. The structure houses 14 organizations that deal with artistic and cultural production activities, spaces for exhibitions and events, a residence for young artists and the Documentation Center for Visual Art (DOVA).

Experiences set up exclusively by private initiative are MAKE A CUBE <sup>3</sup> and The Hub.

MAKE A CUBE <sup>3</sup> is the first incubator dedicated to social innovation born from the consulting company Avanzi and the Association Make a Change for the promotion of social business. Make a Cube supports the incubated companies to create a business plan and to implement it.

The Hub - Milan is the first Italian center of the network The Hub, an international network of physical spaces where social entrepreneurs, creative people and professionals can access resources, be inspired by ideas, develop relationships and identify new opportunities. The model of The Hub is based on the complementarity of "Hubber", on the social and environmental sustainability and on the replicability of the initiative.

The InCompass project partners could also study the experience of the Bicocca cultural district, whose objective is the development and promotion of local identity of the neighbourhood; a specific focus was made on the Lombard headquarters of the Experimental Center of Cinematography and on the cultural center Hangar Bicocca, both born from a redevelopment process of disused industrial areas.

The InCompass project raised a considerable interest among Milan stakeholders dealing with incubation and creative industry; they attended with the project partners the first informal meeting to launch the Regional Implementation Group.

InCompass project will continue with a study-visit to the Swedish city of Malmoe in November and with a series of local meetings for the selection of the best practices of incubation for creative businesses.



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