

# The AIVP Days

*Le Havre, France*  
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## COMPETING THROUGH PORT-CITY ANIMATION



# Panel 5: Bringing City / Port / Citizen interaction to life



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# VENICE: DIVERSIFYING ACTIONS TO REACH OUT TO ALL AUDIENCES



**PORT OF VENICE**  
WHERE THE EARTH REVOLVES AROUND THE SEA

# A SPECIFIC BRAND

TO HIGHLIGHT THE UNDERLYING MESSAGE  
OF EACH OPEN PORT ACTION

THE **PORT** , REPRESENTED BY THE LIGHTHOUSE,  
CAN BE A **POINT OF REFERENCE** FOR THE CITY

ITS BEAM OF LIGHT IS ABLE TO ILLUMINATE THE CITY,  
REPRESENTED BY BUILDINGS, MONUMENTS, MEANS OF  
TRANSPORTATION, NATURAL ELEMENTS

THE CITY CAN **LEAN ON** THE PORT

THE PORT CAN **LIGHT UP** THE CITY LIFE



# A WIDE RANGE OF INITIATIVES TO ANIMATE THE CITY-PORT RELATIONSHIP

aimed both at understanding the needs of the local community and at increasing the knowledge of the benefits generated by the port activities.



# WE CAN IDENTIFY 2 MAIN TYPES OF ACTIONS

Make the City **LIVE**  
the Port reality

**SHARING** port areas  
with the City



MAKE THE CITY LIVE THE PORT REALITY  
IN ORDER TO ARISE THE AWARENESS  
OF ITS VALUE



# 1 - KIDS ON BOARD – primary school students



**workshops** held by professional educators showing maps, maritime routes, how to plan a journey and the tools to realize it



**an experience on board** under the guide of pilots, moorers and coastal guard personnel.





With their new **LOGBOOK**,  
kids can plan their own journey,  
departing from the Port of Venice



# LIVE A REAL PORT EXPERIENCE!

- ➔ GUIDE A REAL TUGBOAT
- ➔ ASSIST A REAL PILOT
- ➔ HELP THE COST GUARD
- ➔ LEARN HOW TO MOORE A SHIP



# WHAT A FASCINATING WORLD!

- *“Wonderful day on board of the tugboat Marina MC: I loved to visit it and learn from its crew how it works”*
- *“What an incredible experience on board of the pilot’s boat 6: I had the chance to understand the pilot’s responsibilities”*
- *“On board of the Coastguard vessel PATROL BOAT CP 833, the crew explained to me how to manage a rescue operation: it has been Super!”*



## 2 - PORT&INDUSTRIES - Secondary School students

Over **600** Secondary School students had the chance to discover the **PORT PROFESSIONS** by **EXPERIENCING** them under the supervision of Port operators and Port Institutions.



## 2 - PORT&INDUSTRIES

The Port Community's enthusiasm made it possible to organize **6 DIFFERENT TOURS** allowing all the students to discuss with port operators dealing with ships, goods and passengers every day.



# 3 - PORT OF VENICE OPEN FACTORY - citizens

Several industrial and commercial terminals of the Port of Venice opened their gates to **500** citizens to uncover all the secrets of their production and logistic processes.



**DOMENICA 27 NOVEMBRE 2016**  
**DALLE ORE 15 ALLE 19**

**PORTO DI VENEZIA**  
DOVE LA TERRA GIRA INTORNO AL MARE

**OPENFACTORY**  
IL PIÙ GRANDE OPENING DEL TURISMO MANIFATTURIERO

PROGRAMMA COMPLETO SU  
[WWW.OPEN-FACTORY.IT](http://WWW.OPEN-FACTORY.IT) | #OPENFACTORY

# 3 - PORT OF VENICE OPEN FACTORY

Among the companies that exceptionally opened their Factory to citizens:

- 1 **Grandi Molini italiani** - the first wheat flour producer in Italy
- 2 **Eni Group** - the company that made possible for the Port of Venice to be the first port in the world where a conventional refinery has been converted into a bio-refinery
- 3 **Versalis** - a chemical industry that “turned into green” thanks to innovative productions and technologies.



**SHARING PORT AREAS WITH THE CITY**  
**IN ORDER TO HIGHLIGHT THE**  
**POSSIBLE SYMBIOTIC COHABITATION**  
**BETWEEN THE CITY AND ITS PORT**



# 1- UP & DOWN THE BRIDGES – citizens/visitors

Su e Zo per i ponti - Up and Down the Bridges - is a Venetian spring event that involves thousands of people in a walk for solidarity around Venice alleys **crossing also the Port waterfront.**



# 1- UP & DOWN THE BRIDGES

## “THE PORT POINT”

set up in the center of the waterfront, becomes a **perfect place to restore and entertain with music and animations**, making people discover a different Venice in the heart of the ancient port.



## 2 – VENICEMARATHON – citizens/visitors



The Port of Venice is a technical partner of the very famous international marathon taking place in Venice every year.

Thousands of athletes pass close to the cargo Port in the Mainland and through the Venetian waterfront in the historical center



# 3 - ART AND SCIENCE IN THE PORT -

ARTISTS – YOUNG TALENTS – INNOVATORS - CREATIVES



Arterminal



Science Gallery

2 Port structures dedicated to cultural expositions related to contemporary art and to innovative approaches to art and science combination.



# ARTERMINAL

In 2015 the Port of Venice converted a Port Terminal in an **Art Terminal**:

a structure totally dedicated to Contemporary Art and very big artworks.

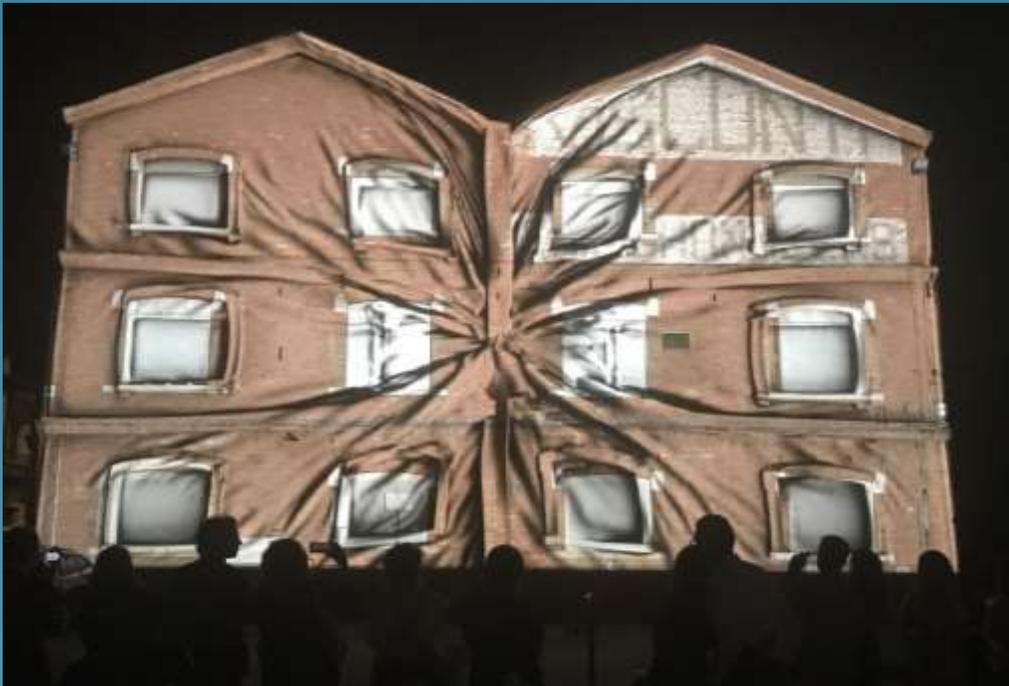
Its opening took place in the occasion of the 56° BIENNALE OF VENICE Art Exhibition



# SCIENCE GALLERY VENICE

In 2016 the Port of Venice joined the project **SCIENCE GALLERY VENICE** - promoted by Ca' Foscari University – aimed at introducing Venice into the Global Science Gallery Network together with Dublin, London, Melbourne and Bangalore.

Thanks to the Port of Venice, an ancient warehouse located in the port waterfront, will be converted in the Science Gallery Venice's Premises: a place where young talents can develop new projects blending science, art and technology.



# ARE YOU CURIOUS ABOUT OUR NEXT OPEN PORT PROJECT?

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