

Livorno Port Center

Past, present and future of the Port of Livorno

Francesca Morucci

Public Relations Office

Port Authority Network of North Thyrrhenian Sea



Port Center Network - Le Havre, 28 Juin 2017

North Tyrrhenian Port Network Authority



Following the legislative decree n. 169, 4th August 2016, the North Tyrrhenian Port Network Authority of Livorno and Piombino has been established, including also the port of Portoferraio, Rio Marina, Cavo and Capraia

The Port Center's mission

The Missions Charter of a Port Center, published in 2013 by AIVP and the founding partners of the Port Center Network (PCN), defines in ten points the essential challenges and objectives of any Port Center. Livorno signed the Charter in 2014.

«Societal integration of ports is an essential part of port governance which concerns actions by port authorities that aim to optimize relations between the port and its surrounding societal environmental by focusing on the human factor in ports, i.e. (future) employees, people living in and around port areas and the general public.» (ESPO 2010)

Experiencing
the port together!
Missions charter of a
Port Center

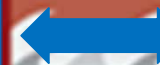
DECLARATION ENDORSED BY THE PORT CENTERS NETWORK

For ten years the Livorno Port Authority has been working to improve the integration between port and city

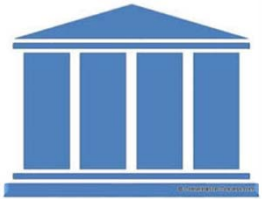
Image
transformation

Opening and
reappropriation of
port area

License to operate



2007 Porto Aperto-Open port project



The idea of a Port Center



The administrative process starts

FRONTE DEL PORTO

Nasce a Livorno il nuovo Port Center
Sarà un concentrato...
È il secondo in Italia dopo quello...

The Public Debate at the Port Center

UNA SALA ESPOSITIVA DI 124 METRI QUADRI
RICAVATA NELLA COSIDDETTA PALAZZINA
DEL CAPITANO NELLA FORTEZZA VECCHIA

2010

2011

2013

2014

2015

2016

The project of a Museum of Port Work



The Port Center location: the Old Fortress

Inauguration of Historical Vessels Warehouse

Inauguration of Port Center



DIBATTITO IN PORTO
DIBATTITO PUBBLICO SUL NUOVO PORTO DI LIVORNO

IL PRIMO DIBATTITO PUBBLICO SI FA A LIVORNO!
DISCUTI CON NOI DI PIATTAFORMA EUROPA E STAZIONE MARITTIMA

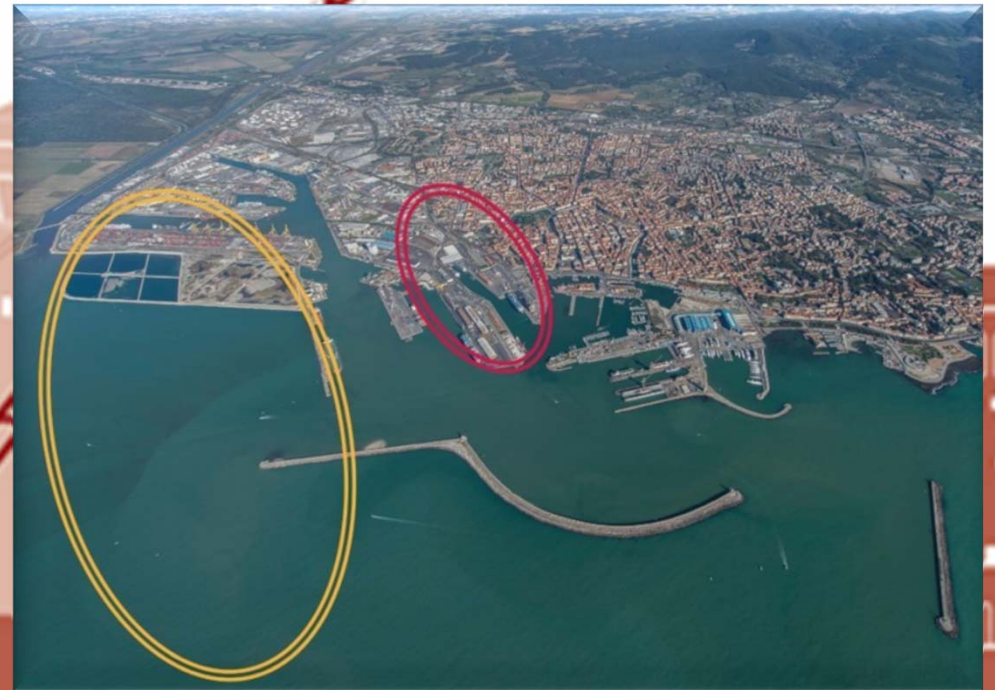
DATA	ORA	TEMA	LUOGO
12/04	18:00	INFORMAZIONE	STAZIONE MARITTIMA
12/04	19:00	INFORMAZIONE	STAZIONE MARITTIMA
13/04	18:00	INFORMAZIONE	STAZIONE MARITTIMA
13/04	19:00	INFORMAZIONE	STAZIONE MARITTIMA
15/05	18:00	INFORMAZIONE	STAZIONE MARITTIMA
15/05	19:00	INFORMAZIONE	STAZIONE MARITTIMA
15/05	18:00	INFORMAZIONE	STAZIONE MARITTIMA
15/05	19:00	INFORMAZIONE	STAZIONE MARITTIMA
15/05	18:00	INFORMAZIONE	STAZIONE MARITTIMA
15/05	19:00	INFORMAZIONE	STAZIONE MARITTIMA
15/05	18:00	INFORMAZIONE	STAZIONE MARITTIMA
15/05	19:00	INFORMAZIONE	STAZIONE MARITTIMA
15/05	18:00	INFORMAZIONE	STAZIONE MARITTIMA
15/05	19:00	INFORMAZIONE	STAZIONE MARITTIMA

Scopri tutti i dettagli su www.dibattitoportoin.it e visita la pagina Facebook dedicata

Il dibattito pubblico è organizzato dall'Università Regionale per la Formazione della Regione Toscana in collaborazione con l'Ufficio Portuale di Livorno.

The Public Debate

The “Dibattito in Porto” is a process of information, discussion and debate about works and projects of considerable importance for the regional community, involving environmental, local, conservation, social, cultural and economic issues. With Regional Law N° 46/2013 the Region of Tuscany made it mandatory to conduct a Public Debate in relation to any public or private works involving total investment of over EUR 50 million



10 year of “Porto Aperto” 2007-2017

- Guided tours to the port
- “Porto Aperto News” local television broadcast



10 ANNI DI PORTO APERTO
INIZIATIVE E RICORRENZE IN OCCASIONE
DELLA GIORNATA EUROPEA DEL MARE
15-24 MAGGIO 2017

«Le città di mare hanno i loro destini come i mari stessi su cui sono elevate. Dalle loro profondità si possono sentire le voci, vecchie e rauche, del Mediterraneo di una volta.»
Pedrag Matvejevic (1987), Breviario Mediterraneo

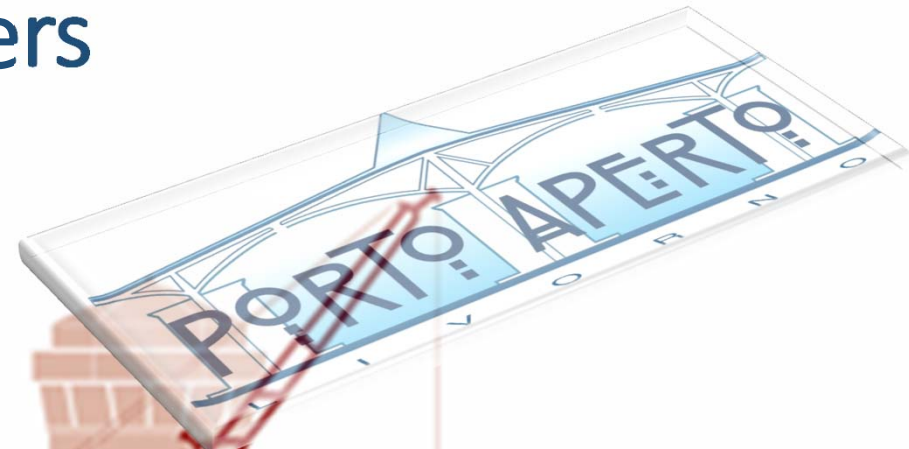
La Giornata Europea del Mare è stata istituita il 20 maggio 2008 con una dichiarazione tripartita dei Presidenti della Commissione Europea, del Parlamento Europeo e del Consiglio dell'Unione Europea. Si celebra ogni anno il 20 maggio e nei giorni immediatamente precedenti o seguenti in molti porti europei allo scopo di aumentare la visibilità dell'Europa marittima.

Quest'anno la Giornata Europea del Mare viene celebrata a Livorno venerdì 19 maggio per favorire la presenza delle scuole.

INIZIATIVE GRATUITE

INFO E PRENOTAZIONI PER LE VISITE A LIVORNO PORT CENTER, MAGAZZINO DELLE IMBARCAZIONI STORICHE E GRIO IN BUS DEL PORTO. TEL. 0586 24998 249439

“Porto Aperto” in numbers

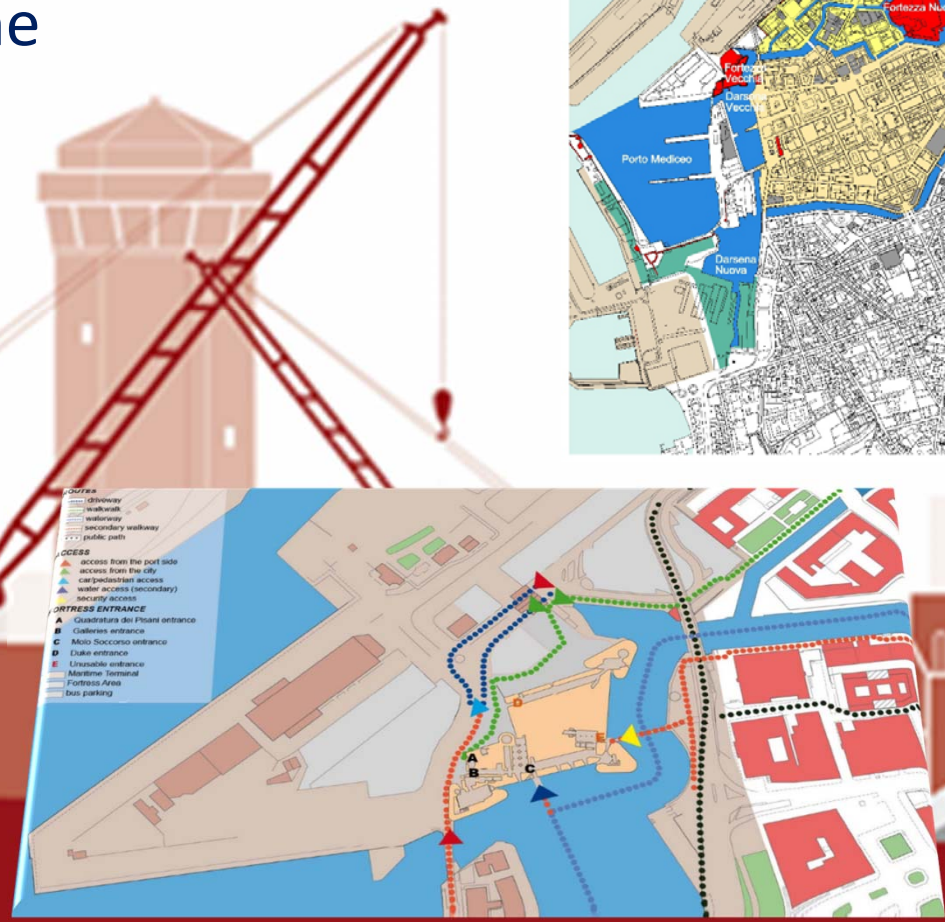
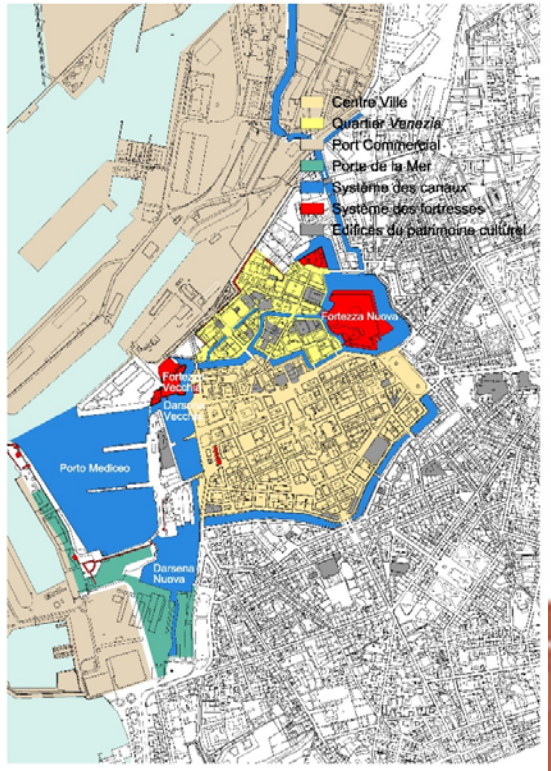


- Starting from its first edition in 2007, the project has involved **16516** Students.
- The 10th Edition of “Porto Aperto” (2016-2017) is drawing about 100 students every week



The Old fortress and the waterfront integration

Since 2013 the Port Authority is responsible for managing the **Livorno Old Fortress**, the main symbol of the city, situated in the area of pax terminal, in the waterfront core



Starting from **Porto Aperto** project...

- The Livorno Port Center has been created in **2015** the wake of “Porto Aperto” and of Port Authority’s open port activities in order to improve the social and cultural relations between the territory and the port
- Success of “Porto Aperto” as well as similar European experiences and Port Centers Network - AIVP



The experience and the services provided after 10 years: locations on port's territory



Old Fortress First floor

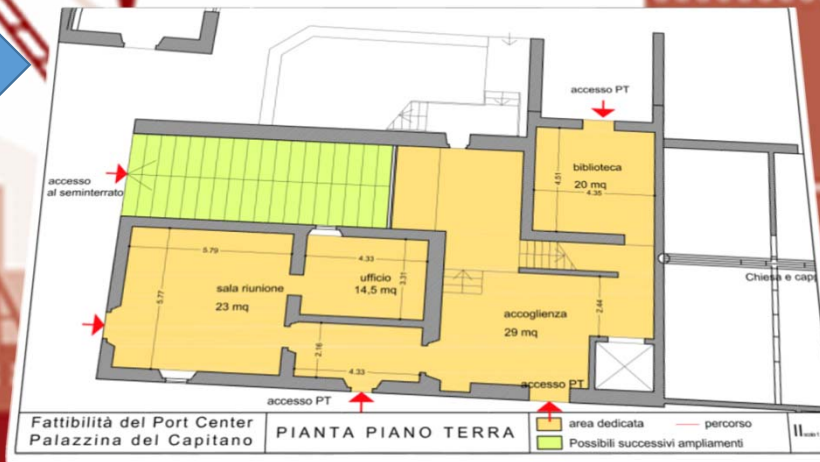


The Livorno Port Center: technology in the core of history

Situated into the Old Fortress of Livorno, the Livorno Port Center is attractive not only for students, but also for port passengers and tourists, considering its fascinating location in the core of one of the most important monuments of the city



- Surface area of the **Port Center Exhibition** 458 sqm.
- 179 sqm ground floor, with offices and library of 133 sqm, reception and exhibition 46 sqm;
- 223 sqm first floor, with toilet, safety scale and stairwell 76 sqm, exhibition hall 147 sqm;
- 56 sqm attic, with technical spaces



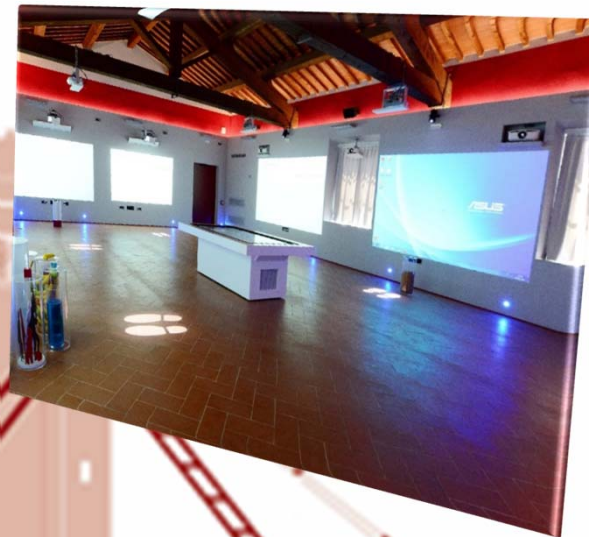
The edutainment trail: the Historical Vessels Warehouse



The Livorno Port Center exhibition itinerary also includes the Warehouse formerly belonging to the National Railway Company, currently hosting two historical vessels

+ Covered surface area of the **Historical Vessels Warehouse** 795 sqm +
Courtyard's surface area : 883 sqm= **Total surface**: 2136 sqm

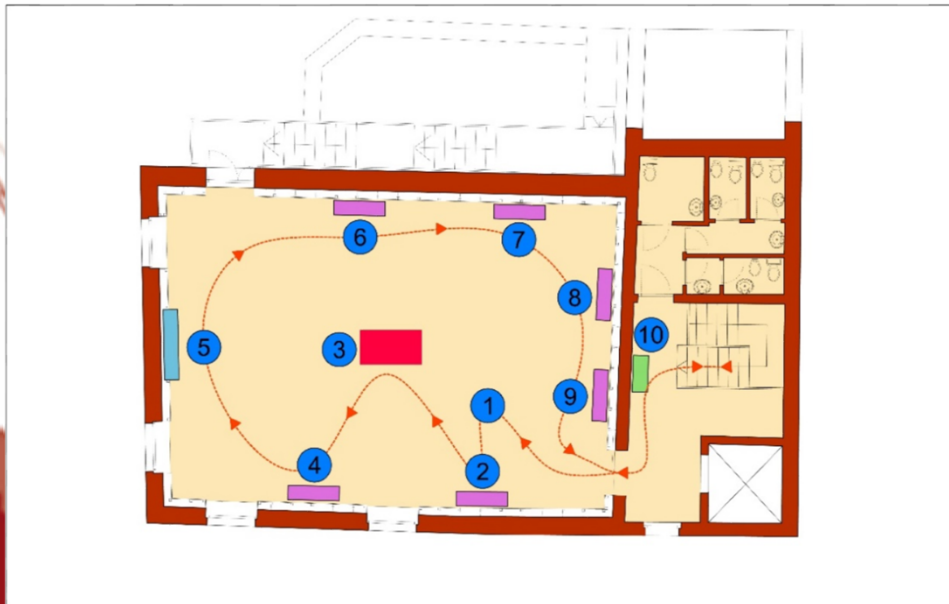
The edutainment trail: the multimedia lab



The Livorno Port Center provides the public with the possibility to discover and experience the port from the inside, using virtual reality and kinetic technology that allow different kinds of interaction. The main contents are explained in a form that can be understood by all, without renouncing to technical and sector information

The edutainment trail: the virtual tour

The multimedia lab of Livorno Port Center hosts 9 interactive exhibits dedicated to different dimensions of the port world, also available at <http://www.livornoportcenter.it/en/virtual-tour/>



1. Ceiling multiprojection;
2. The port of times past;
3. The port today;
4. Marine traffic;
5. Actors of the port;
6. Categories of cargo;
7. The containers;
8. Customs and port procedure;
9. The port, the city and the surrounding area;
10. Ship simulator.

Exhibit	Name	Devices	Exhibit total duration (minutes)	Video number	Split video duration (minutes)
1	<i>The port</i>	Multivision	02:55:00	--	--
2	<i>The port of times past (7 videos in sequence)</i>	Video projection + Kinect	14:42:00	1	01:27:00
				2	01:08:00
				3	02:00:00
				4	02:30:00
				5	01:15:00
				6	00:58:00
				7	02:29:00
3	<i>The port today</i>	Touchscreen table	free	--	--
4	<i>Marine traffic</i>	Video projection + mousepad	free	--	--
5	<i>The main actors of the port (8 videos)</i>	Sliding Monitor	19:00:00	1	01:56:00
				2	07:32:00
				3	01:29:00
				4	01:53:00
				5	01:21:00
				6	01:41:00
				7	01:29:00
				8	01:39:00
6	<i>Categories of cargo (6 videos)</i>	Video projection + tag recognition system	15:00:00	1	02:30:00
				2	02:30:00
				3	02:30:00
				4	02:30:00
				5	02:30:00
				6	02:30:00
7	<i>The main port operations: Container (3 videos)</i>	Video projection + Kinect	03:50:00	1	02:09:00
				2	00:34:00
				3	01:07:00
8	<i>Custom and procedure (video presentation – 2 sequences)</i>	Video projection + interactive pushbuttons	06:00:00	1	03:00:00
				2	03:00:00
9	<i>The port, the city and the surrounding area (3 videos)</i>	Video projection + Kinect	06:04:00	1	02:05:00
				2	02:11:00
				3	01:48:00
Total duration:			64:36:00		

The port center management and staff



Port Network President &
General Secretary

Promotion and Studies
Manager

Port Center Technical
Director

Working Group: Members
of Promotion and Studies
Department, Planning
Department and Technical
Department

One temporary employee

Occasional external
collaborators as welcome
desk operators and as Port
Center guides for special
events

- The Center is managed by North Tyrrhenian Port Network Authority of Livorno and Piombino.
- Being a port managed structure, and the port being a public body, LPC is also a non-profit organization, in the sense that the entrance is free

The source of revenues

- There are no ticket sales, nor space rentals to be paid
- Up to now, the building of LPC has been totally financed by Livorno Port Authority, with the contribution of Provincia di Livorno and of an European project (IT-FR Maritime Programme)



Direzione Generale della Giunta Regionale
Settore Attività Internazionali
Autorità di Gestione Unica
P.O. Italia-Francia "Marittimo" 2007-2013
Via Vittorio Emanuele II, 62-64 - 50134 Firenze
Tel. +39/055/4382902 - 4382904 - 4382914 - 4382915
Fax +39/055/4384110
www.maritimeit.fr.net
marittimo@regione.toscana.it
stc.transfrontaliero@regione.toscana.it

Capofila del Progetto /Chef de File du Projet

PORTI
Collectivité Territoriale de Corse
Direction des Affaires Européennes et Internationales
22, cours Grandval - BP 215 - 20187 AJACCIO
CEDEX1
Paul Giacobbi
Président du Conseil Exécutif de Corse
executif@ct-corse.fr

For 2017 annual budget: 100.000,00

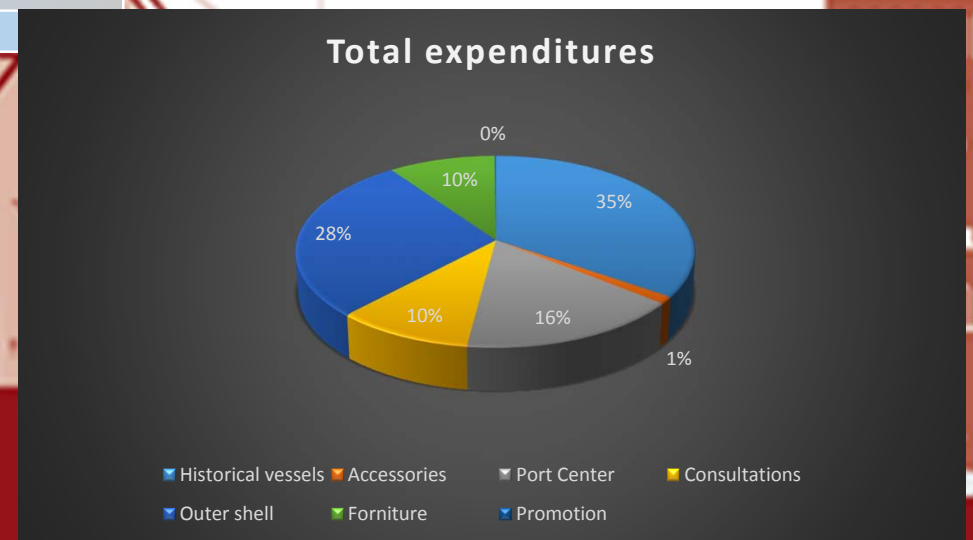
(only Livorno Port Authority budget,
waiting for budgets' unification)

- New resources will be useful to enrich the Port Center Library: a first batch of books have been given by private and public donors; in the next months, a complete book digitalisation project will include the Port Center Library in the online catalogue of Provincia di Livorno Libraries

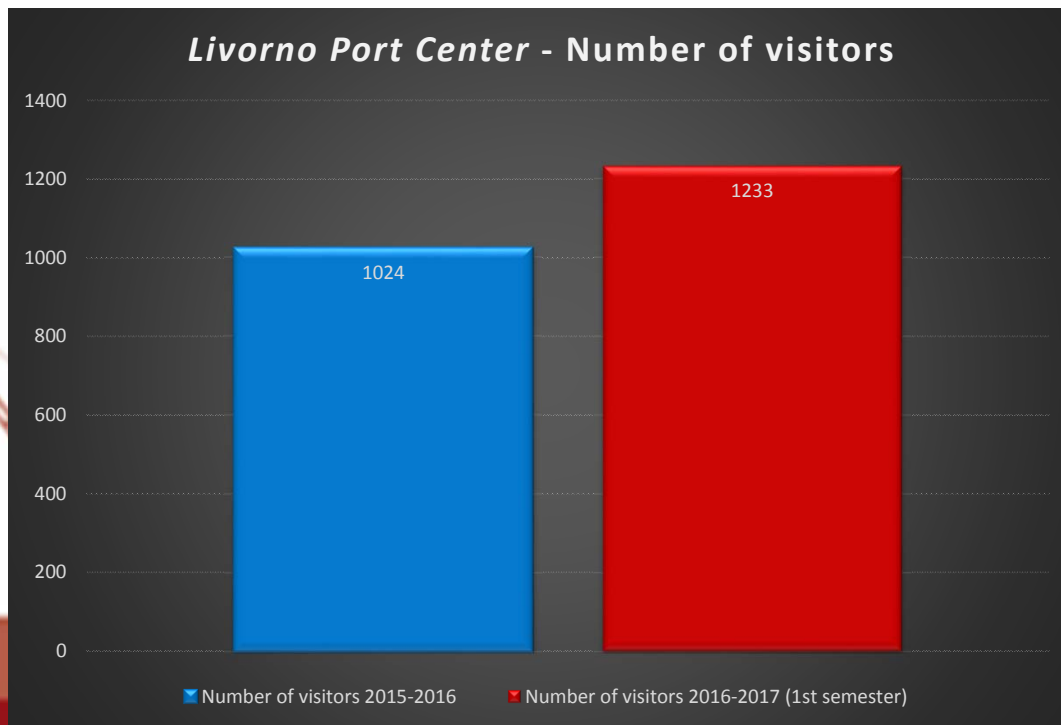
The main cost items in the building budget

Expenditures	Total amount committed	Notes
<i>Historical vessels</i>	€ 405.930,69	Vessels restoration
<i>Accessories</i>	€ 13.874,38	Posters and plaques
<i>Port Center</i>	€ 192.198,80	Multimedial equipment
<i>Consultations</i>	€ 117.564,69	Pisa University - Installations design
<i>Outer shell</i>	€ 330.582,20	Repair and restoration of the buildings
<i>Forniture</i>	€ 113.908,22	Historical vessels warehouse
<i>Promotion</i>	€ 1.362,00	Inauguration
Total	€ 1.175.420,98	

- A secondary area of expenditure is the website, as well as the communication and promotional activities
- Up to now, nearly all expenses have regarded the technological asset and the restoration of the offices and of the room hosting the media lab



The Livorno Port Center in numbers



- The main target groups: pupils and teachers of primary schools and students of high schools
- During the cruise season as well as on special dates (Christmas period; summer events organized in the Old Fortress): ships passengers, tourists and local people

One year on: taking a stock...



- Even if Livorno Port Center's activities started only one year ago, we can say that this structure is **allowing the port to have a new relationship with the city**, inviting people to see the port as a relevant part of the city redevelopment and a liveable place.
- One of the successful factors in this year is the fact that not only it carries out activities aimed at **promoting awareness** of the port to visitors through direct activities (such as visits) and indirect ones (such as the permanent and temporary exhibitions), but also that he organized some **presentations regarding port's issues** (the new Italian ports' law, "Port Innovation Day", trainings in the port-logistics sector dedicated to secondary schools)
- Becoming the **physical container** "Porto Aperto" activities, it gave to this project a **new visibility** and, at the same time, it helped in focusing the city's attention on the port



LICENSE TO OPERATE

*Many thanks for
your attention*

