

VILLA FOSCARINI ROSSI FOOTWEAR CLUSTER



Picture: Frescoes In The Villa Foscari Rossi, Image Credit: Sandra Cohen-Rose And Colin Rose, [Flickr](#), licensed under [CC BY 2.0](#)

MODULE 12

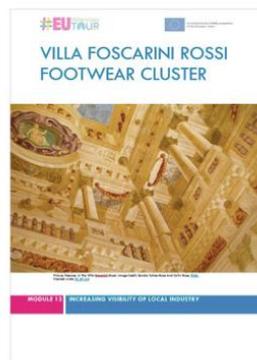
INCREASING VISIBILITY OF LOCAL INDUSTRY

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Module 12

TOURISM AND
MUSEUM
DEVELOPMENT



Title:	Villa Foscarini Rossi Footwear Cluster
Topic:	The module provides a good practice example about synergy effects between industry and cultural heritage.
Educational Objective:	Skill development within the scope of business and tourism development
Key Words:	SMEs participation - Industrial/ cultural heritage – Cluster – Fashion ad shoes
Duration:	<u>Approx. 30 min. study + 15 min. questions</u>

¹ Source: Public-private cooperation scheme between culture, tourism and industry in South-East Europe Report; Authors: Albin Keuc (Coordinator), Cecile Rousset and Valentina Colleselli, Vladimir Rudl, Eugen Iordanescu

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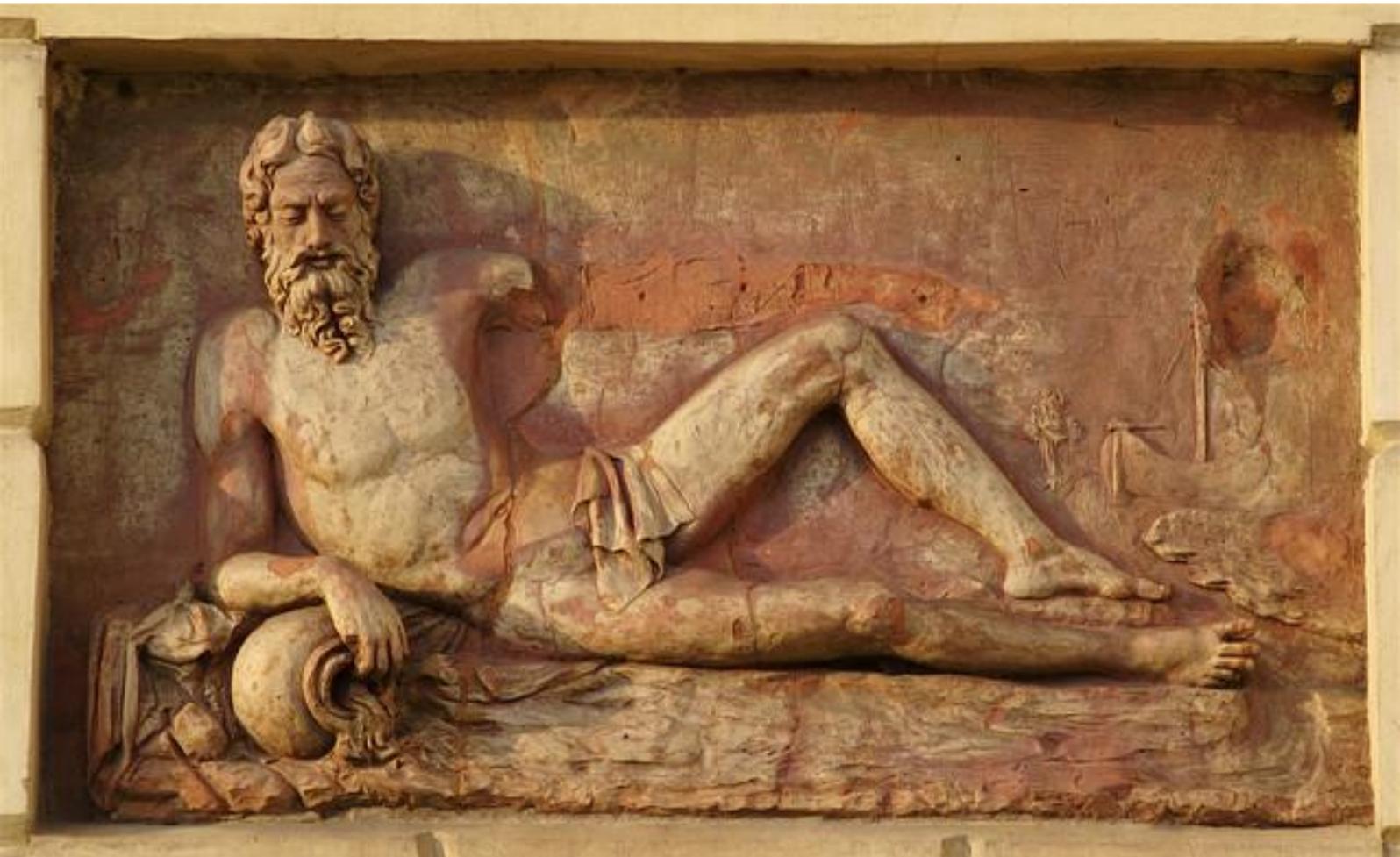
AREA OF GOOD PRACTICE: TOURISM AND MUSEUM DEVELOPMENT

1 INTRODUCTION

The shoes manufacturing industry in the Veneto Region is very important and well settled in the territory thanks to a long tradition of shoe production and the involvement of around 1,000 enterprises with 20,000 employees gathered into the Shoe cluster of Riviera del Brenta and its Association (Associazione Calzaturieri della Riviera del Brenta).

2 BACKGROUND

In recent years it has become more and more important for the cluster to create synergies and connections with the surrounding areas and the historical beauties represented by the important Villas located in the Riviera del Brenta and to take advantage of the close proximity of Venice.



Picture: Wall Mural In The Villa Foscari Rossi, Image Credit: Sandra Cohen-Rose And Colin Rose, [Flickr](#), licensed under [CC BY 2.0](#)

3 GOOD PRACTICE

For this reason, the Riviera del Brenta shoe cluster proposed several twinning approaches between industry and culture:

- Every year, it finances several competitions among them 'Scarpetia d'oro', a story telling competition, which focus on the subject of shoes.
- It promoted the realisation of a theatre representation called 'Riflessi Veneziani' presented in show rooms in Italy and abroad (for example in Canada) with the aim of presenting the local culture, traditions and values. In Canada, for example, the show anticipated the opening of a dedicated show room with concrete benefits in terms of visibility and increase of demand.
- It cooperates with the Rossi family, owner of Villa Foscari Rossi and shoe cluster entrepreneur.

The Villa is a prestigious complex consisting of three buildings: the main villa, Guesthouse and Stable. The set hosts the 'Museo della Scarpa' (Shoe History Museum), a very positive example of the connection between industry and cultural heritage related to the possibility of simultaneously valorising the product and the traditional architecture present in the territory, making these synergies a value added.

The cluster organised local theatre pieces in international show rooms and arranged a heritage building for the shoe industry museum.

4 EFFECTIVENESS AND SUCCESS FACTORS

The Riviera del Brenta Shoe Cluster's experience is a very positive example of how investing in culture can bring added value to local production and give wider visibility abroad to final clients who look for experience and historical details in a single pair of shoes.

5 RESULTS AND IMPACT

The presented case study is a specific example of the influence that a large cultural centre can have on surrounding areas not only in terms of tourist flow but also in terms of attractiveness and promotion of local products. The private sector is the promoter of the proposed initiatives and the main actor. The public sector has been involved in several of the proposed initiatives; in particular, the Veneto Region has supported the proposed actions through local public funds and by financing specific project initiatives. As a result, the project increased visibility of the products in the international market generated both a satisfying magnitude of growth in value added and more attraction of tourists in the territory.

6 ADDITIONAL LEARNING MATERIALS

6.1 Links to websites

<http://www.villafoscarini.it>

http://www.villafoscarini.it/en/museum_h.php

<http://www.museodellacalzatura.it>

<https://www.pinterest.com/villafoscarini>

7 QUESTIONS

This is the professional self-learning section to reflect on the topic, improve your skills and sharpen your creativity. Please use it as a starting point for the development of your own ideas and thoughts. Please select at least one of the questions below and note your answer in max. 1000 characters. You can also use the additional online material or consult other online sources to refine your arguments. Please send your answers to the following contact: info@eumillennials-tour.eu

1. Is the growing importance of company museums and company owned cultural institution a thread to institutions working with “traditional” funding strategies? Discuss the topic from a touristic point of view.
2. Can the Riviera del Brenta Shoe Cluster serve as a role model for the connection and creation of synergies between industry and culture? If yes, which aspects of it? If not, what would you change to make it one?
3. Think of further actions: What would the next steps in the Riviera del Brenta Shoe Cluster look like to improve not only the touristic effect but also to strengthen the educational possibilities?

Please send your answer(s) to the following contact: info@eumillennials-tour.eu

Please add the number of this module and the number of the question to your answer (e.g.: module 1, question 1.).

We will not give grades. Individual feedback will only be given by the online assessment contact.

8 ONLINE ASSESSMENT

For those that are interested in deepening their knowledge about the module, a personalized online assessment is offered. For all questions on the topic and further information about this module, please contact your expert for your online assessment:

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9 GENERAL CONTACT INFORMATION

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