



TARANTO 2019

COMITATO PROMOTORE

Palazzo di Città

Piazza Municipio 1

74123 Taranto



## Why Taranto ?

Taranto, rich in history and culture, with a priceless artistic and natural heritage is a pearl in the Mediterranean Sea. On this sea it created relationships, exchanges, it gave birth to schools of thought, lifestyles and production processes. This is the treasure Taranto jealously shields in its memory, it's the "golds of Tarentum". But this is not a rich belonging to the past: long term facilities, the sea, the port activity, the seafaring culture, the town open on a boundless space but pointing to a likewise charming inland are both the present and the future for Taranto. A present age which must project towards a "smart" future, a wide-ranging area of Taranto surroundings which needs to dialogue with other cultures and traditions now on Apulian territory.

The environmental potential and the creative intelligence, its aptitude to be an intercultural town and a meeting and culture promotion place, its new history, its new symbols, its talent to be well connected with all Med-European people and even beyond those borders, all these conditions let Taranto to be legitimately a reliable candidate for 2019 European Capital of Culture.

To support this candidacy, appealing to its own several-thousand-year-old history, Taranto deploys ideas, proposals, present interpretations stabilizing as enduring milestones for future development.

Inclusiveness, innovation, sustainability are the macrocategories in which our planning and vision will take place, both for Taranto and for all the territories to it linked.

The "Taranto system" acts according to a Mediterranean tradition, an ethnic and cultural logic of inclusiveness, according to an innovated relationship, a mutual exchange and an "anthropological and economic offer" criteria; the "Taranto model" promotes an environmental sustainability in which the Man/Nature, the Nature/Culture and the Culture/Politics relations have to be always enriching, not mortifying of any aspiration, but emphasizing and propulsive.

Taranto as a smart city can be a model for Apulia, becoming a wide "smart area" in which the common and innovative use of Information and Communication Technologies lets citizens quality of life evolve positively, improving mobility, services, environment, energy efficiency.



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## **The Strategies**

### Participation

“Ideas walk on men’s legs” said a great Italian intellectual. For this reason our Caravans have been covering, municipality by municipality, the Apulian provinces taking part to the candidacy, gathering ideas, requests, proposals for a really shared journey.

### European Dimension

Taranto and Apulia, in their millenary history, have always played as hinge among different European and Mediterranean souls. It’s only in a similar context that the endless European cultural experiences are able to face each other and grow perfectly, reinforcing links and stimulating new relationships.

### An irreversible journey

In the perspective of a global transformation, ours is a long-term journey, intending to modify this area strongly and deeply, turning this culture and knowledge civilization into a driving force of an irreversible socioeconomic development.



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## **The Target**

Geography and history gave Taranto an hard but captivating task: to be the outpost of the European civilization on the Mediterranean Sea, differently from other cultures, forced to live together in the same sea and on the same shores.

The harbour of Taranto is the crossroads of goods, trades and traditions of the north of Europe and of the Arab and North African world. And from the alchemy of this melting pot can arise a brand new model of social and cultural development: a new, different, unique model where the meeting – and sometimes the fight – between the Old and the New can promote change and innovation.

Taranto wants its image of industrialism, greyness and sadness to be forgotten. We are making history. Our challenge is turning what in the past has been a point of weakness into a point of strength, shaking the pride and the want of re-birth of the citizens. Only with the contribution of every single Apulian and every single European fellowcitizen this bet can be won.

## **The Routes**

### **D@ring the future**

Let's try to re-think the territories' development, from the trullo (traditional Apulian house) to the smart district

### **The Three Ps**

Redefine the relationship between People, Produce and Panorama

### **The Stones of the Spirit**

Old roots and new suggestions of religions and religiosities

### **Let's go to Agorà !**

Communication in the Third Millennium polis square