

## ALTOUR-MED

2022-2-MT01-KA210-VET-000096406

*KA210-VET - Small-scale partnerships in vocational education and training*



**Good Practices: *[In Progress] [Italy]***



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<b>Practice number</b>	4
<b>Name of the Practice</b>	<i>Taormina Arte</i>
<b>Category</b>	<i>Cultural &amp; Creative Tourism</i>
<b>Type</b>	<i>Case Study (tourism business or destination)</i>
<b>Developer / initiator</b>	<i>Sicilian Region</i>
<b>Short description</b>	<i>Taormina Arte is a cultural organization in Taormina, Sicily, that hosts a diverse array of events, including concerts, exhibitions, and festivals. It aims to enhance the town's cultural vibrancy and contributes to its reputation as a cultural destination.</i>
<b>Goal</b>	<i>To promote and celebrate arts and culture, contributing to community engagement and cultural enrichment.</i>
<b>Detailed description</b>	<p><i>Taormina Arte is a cultural organization located in the scenic town of Taormina, Sicily. It is known for its diverse cultural program that includes theater performances, musical concerts, art exhibitions, cultural festivals, cinema screenings, dance performances, and more. These events celebrate the rich heritage of Sicilian and Italian culture, attracting a broad audience and contributing to the vibrancy of Taormina.</i></p> <p><i>The organization operates continuously throughout the year, hosting events that range from lectures and literary events to children's programs and agritourism experiences. Special events also include wine and gastronomy events, holiday celebrations, and international collaborations.</i></p> <p><i>Taormina Arte is committed to cultural enrichment, heritage preservation, and community involvement. Its goals include promoting local and international exposure, educational outreach, economic contribution, artistic collaboration, sustainability, and cultural exchange. The organization strives to maintain artistic excellence, enhancing cultural life and community engagement in Taormina.</i></p> <p><i>The organization's revenue streams are diverse, including ticket sales, sponsorships, grants, donations, membership fees, partnerships, event-related income, public funding, and venue rentals. This financial</i></p>

	<i>sustainability allows Taormina Arte to continue its mission of promoting and celebrating the arts and culture in Taormina.</i>
<b>Innovativeness</b>	<p><i>The innovativeness of Taormina Arte lies in its diverse cultural programming and its commitment to promoting both local and international exposure. It hosts a wide range of events, including theater performances, musical concerts, art exhibitions, cultural festivals, cinema screenings, and dance performances.</i></p> <p><i>One of the innovative aspects of Taormina Arte is its collaboration with various artists and organizations. For instance, it has collaborated with the Opéra-théâtre de Metz and the Fondazione Luciano Pavarotti for the production of Il Trittico pucciniano.</i></p> <p><i>Taormina Arte also stands out for its commitment to sustainability and community engagement. It aims to contribute to the economic development of the region while preserving its cultural heritage.</i></p>
<b>Financial aspect</b>	€€ = Moderate investment
<b>Country</b>	Italy
<b>Transferability</b>	<i>While the core mission of promoting arts and culture can be transferred, the specific implementation would need to be adapted to the local context. This would involve understanding and respecting the local culture, engaging the local community, adapting the physical infrastructure, complying with local laws, and establishing a sustainable financial model.</i>
<b>Website and/or relevant links</b>	<a href="https://taorminaarte.org/">https://taorminaarte.org/</a>
<b>Contact information</b>	<ul style="list-style-type: none"> <li>● Address: Corso Umberto, 19 – 98039 Taormina</li> <li>● Phone: + 39 391 7462146</li> <li>● Email: <a href="mailto:info@taormina-arte.com">info@taormina-arte.com</a></li> </ul>