

# Consorzio Marche Spettacolo



The *Consorzio Marche Spettacolo* (CMS) was formed in 2011 with the aim to reunite the sector of performing arts (music, theatre, dance) in the Marche region (Italy) in order to rationalise costs, create economies of scale and offer new opportunities to revitalise and develop the sector, which strongly depends on audience development.

The Consortium was established by ten promoters who have been working for years in the field of performing arts in the Marche region. Other twenty four associates joined the Consortium in two years. Among the promoters, the Arena Sferisterio Association, the Orchestra Regionale delle Marche Foundation, the Fondazione Pergolesi-Spontini Foundation and the Rossini Opera Festival Foundation are part of the Council. The Consortium has currently

34 members from all over the Marche region.

- **Promoters**, which have signed the memorandum of incorporation;
- **Participants**, adhering to the aims and social objectives of the Consortium, have an average annual budget more than € 250,000 in the past 5 years and operate in the Marche region with at least 3 years of experience in the performing arts;
- **Supporters**, adhering to the Consortium with at least 3 years of experience in the performing arts.

Although several associates conduct activities in different areas (production and distribution of shows and performances, organization of festivals, courses), it should be noted that most of them organise - as a main activity - live performances in music and/or theater.

The objectives of the Consortium are based on two main priorities:

- **costs rationalisation and optimisation** e.g. through the production chain coordination and the joint use of artistic and technicians; by coordinating and sharing artistic and organisational management; through joint communication campaigns and promotion; cost optimisation for seats and other logistical requirements;
- **identification of common development policies**, e.g. by creating and managing special projects at the regional/national/community/international level; by promoting synergies and exchanges in favour of theatres; by promoting studies and research on live performance; through the coordination of tourism promotion and territorial marketing activities.

During the first years of activity, the Consortium has:

- operationally contributed to the implementation of the project "Census of subjects and events of the performing arts in the Marche" (hereafter cited as "Census"), a key initiative to enhance the statistical information on the regional cultural sector;

- organised training seminars (Communication, Culture and ICT, EU programmes) and enabled a comparison process to strengthen the relationship between entrepreneurship and culture in the region (Enterprise for Culture During the Crisis);
- launched regional development projects contributing to a more advanced governance of the cultural sector, in relation with significant societal challenges or trends (active ageing, opportunities for the youth, cultural and creative industries) and taking into account the key issue of audience development.

The Consortium operates in the Marche region, an Italian region strongly linked to the performing arts' culture. The region has as many as 72 theatres perfectly restored and largely operating. Many of them have been designed and built by famous Italian architects such as Alessandro Galli da Bibbiena, Irenaeus Aleandri and Cosimo Morelli, and have hosted extremely talented musicians and composers such as Giovanni Battista Pergolesi, Gaspare Spontini and Rossini, and important voices of the opera scene as Beniamino Gigli, Renata Tebaldi, Franco Corelli, Sesto Bruscantini and Anita Cerquetti. In addition, since the nineteenth century, in almost all cities and towns of the Marche were born choirs and bands which have contributed to the spread of live performance involving and training a significant number of citizens.

Marche Region, which was awarded in 2013 by the Committee of the Regions as "European Entrepreneurial Region", is shifting from an industrial model based on manufacturing, to a knowledge and creativity based economy, where a more intensive contribution from the arts in terms of content providing and even non technological innovation is expected. The Consortium, therefore, is one of the main players in this process.

According to data collected by the mentioned "Census", the entire cultural sector in the Marche region is estimated to generate about € 45 million per year, about half of which are public funds (national, regional, provincial and municipal). The other half is represented by self-financing, mainly from tickets, while private contributions are less than 10%. Employees in the sector are about 1.500, from art directors to technicians. Of these, however, only 200 are permanent employees, with prevalence in the administrative activities. About 90 are professional collaborations (superintendents, art directors, general managers, artistic collaborators and technicians of various kinds). The rest, that is the vast majority, is made up of fixed-term employees, because of the seasonality of the performing arts and of the crisis of the traditional financing channels in the last years. The days of entertainment (music, drama, dance, etc..) amounted to 1.771 in 2010, an encouraging number in a region of only 1,5 million of inhabitants distributed in 239 municipalities. In this sector, music is undoubtedly the most important activity in terms of performance days, reaching 50% of the total investments and about 65% of the workers employed.

<http://www.marchespettacolo.it>