

A close-up, slightly blurred photograph of the American flag. The top portion shows the dark blue field with white stars, while the bottom portion shows the red and white stripes. A green stripe is also visible, likely from the Italian flag, which is partially obscured by the text box.

U.S.- ITALY COOPERATION ON CULTURAL DEVELOPMENT TO FOSTER GROWTH

Ultimate Goals

- To establish a continuous flow of opportunities for both Italian and U.S. investors, that leverage in a systematic way under-valued, iconic, urban and rural spaces through global and innovative concepts and business models to redesign private and public assets;
- To identify and «take to the next level» the regeneration of local areas, that foster growth, increase employment and entrepreneurial dynamism by complementing the efforts of local, committed stakeholders through: international-standards and an American vision and know-how on how to transform cultural, environmental, and historic assets into world-level attractions and a source of prosperity.



Target areas

- Iconic, accessible, historical, religious, and cultural attractions, as well as other amenities such as agro-tourism, majestic landscapes, and infrastructure.
- Public and private real estate and assets, with few constraints to be renovated;
- Fully supportive national/local government;
- Availability of public and private financial support.



Pilot program

- 4 Pilot Areas:
 - Naxida (Sicily)
 - Val d'Orcia and Val di Chiana (Tuscany)
 - Crispiano (Apulia)
 - Neighborhood in Rome (TBC)



Naxida

Current Status

- A complete regeneration (Taormina model) of a historic town in Sicily, founded more than 2000 years ago; also home town of Lady Gaga's grandfather;
- Local stakeholders are designing a full re-adaptation of an existing historical building into a 5-star boutique hotel with 110 suites, conference center, classic theatre, movie theater, 5 restaurants, and a full range of commercial, historical, and leisure attractions.

To be done

- Additional vision on global marketing for this project;
- Potential additional investors;

Val d'Orcia & Val di Chiana

Critical level

Current Status

- A world-renowned region, one hour from Florence, Siena, and Rome;
- Home of the ancient Etruscans, villas, archeological sites, Renaissance masterpieces, castles, spas, and world-class vineyards;
- More than 90 regional municipalities aggregated into a Local Development Agency
- Home to global, cultured elite.

To be done

- After glorious 1990s resurgence, in need of strategic reboot;
- Abandoned public assets, private assets too big (and previously overvalued) to be managed by current owners;
- Abundance of attractions, no strategy to value or market them appropriately;
- Ideas, strategy, people, funding, and a masterplan.



L'eredità della cultura contadina

l'agricoltura negli anni duemila

La sapienza agreste, antichi saperi orientati alla preservazione del territorio e all'uso sostenibile delle risorse

UMBRIAVerde



TOSCANA
Arte e paesaggio

... un'alleanza tra uomo e natura consolidatasi nel corso dei secoli



le produzioni di eccellenza
Nuovi sapori

il vino

il rispetto per l'ambiente è uno degli elementi che da sempre distingue questo territorio, soprattutto nella coltivazione della vite

i vigneti



la ricchezza di un territorio unico

Terme e natura

... le acque termali di Bagni San Filippo immerse in uno scenario naturale unico...

... i vapori delle acque termali di Bagno Vignoni riempiono l'atmosfera medievale di quest'angolo meraviglioso di Toscana ...



la ricchezza di un territorio unico

La via Francigena

"un cammino europeo"

Il tratto della via Francigena che attraversa la Valdorcia è sicuramente uno dei più suggestivi... Passa accanto a pievi, abbazie, romitori, castelli e borghi medievali tutti da scoprire



I sentieri degli Etruschi

la ricchezza di un territorio unico nella "terra di Porsenna"

Museo Archeologico delle Acque di Chianciano



Parco Archeologico Urbano Territoriale e Ambientale di Chiusi



TOSCANA

Trasimeno
Valdichiana
Amiata Val D'Orcia
Orvietano

UMBRIA



Critical level

Crispiano and the 100 «Masserie»

Current Status

- Crispiano is the home of the world-famous «Golds of Taranto» and archeological sites that span from its Spartan founders to Greeks and Romans;
- Crispiano is also the home of 100 Masserie (typical Apulian-style countryside homes), 40% of which have recently been restored and converted into luxury properties;
- The Municipality of Crispiano is heavily involved in this program.
- The National Government has established a strategic seat there to rehabilitate the entire area and has dedicated more than 2 billion Euros to the project over the next few years.

To be done

- Needs coordination, international co-investors, vision, strategy, people to reinforce their efforts, and help them become successful.





Timeline 2019

- April-May 2019: meetings to discuss private and public partnerships, opportunities, agenda, roles, expectations, ways to introduce a systemic US-Italy partnership
- June 17-21 (TBC): Presentations, proposal discussions, concretize projects; locations TBD;
 - June 18-21 (TBC): Tour of proposed sites (Tuscany, Apulia, Sicily)
- July – Sept: Project development
- October: Project launch