

Tafter Journal Number 100

In recent years the world has totally changed.

Many are still the persons who disbelieved the power of culture as a strategic tool for the development of entire economies and territories.

Many understood it. Many have made of their lives, an instrument to change their territories through culture and the production of culture.

Every day we go on it is increasingly clear how cultural economy is a more mature market.

Now everyone asks that new and specialized skills are needed: being able to design cultural projects is no longer enough, now those who have the task of providing services in this cluster must be able to finance projects or make them sustainable in the short-term period.

This is the proof that shows how we are experiencing a great change in the market. This type of change occurs when a sector moves from an emerging phase to a consolidation phase.

In these 100 numbers, Tafter Journal has been involved in the representation of a world that changes timelessly, and this number will not be an exception.

The functions required by culture are, to date, extremely varied: now culture is related, among other things, to social cohesion, entrepreneurial mentoring, innovation, cultural heritage and trust building activities.

Day by day, recognizing the importance of the value of culture, culture is necessary to solve any kind of social challenge.

Furthermore, there are groups and activities that need the set of skills that culture can provide, even if they are not exactly definable as part of the cultural and creative industries.

I'm talking about the experience industry, and more specifically, I'm talking about tourism, and the way in which cultural and tourist phenomena share efforts to consolidate an image of territorial branding (which has direct implications on the economic, social and urban complex). I'm talking about technology and the way new disruptive innovations could change our lives and, above all, the ways we think, we design, we project a territorial cultural offer.

These evidences call us for change: we need culture, it is true, but we need energy, committed professionals and academics who want to share their experiences and studies in order to foster debate and provide readers with practical tools and knowledge.

But above all we need a political class capable of intercepting emergencies and knowing how to interpret change strongly.

Until now it has not been so, but we will continue to make available to research and all those who desire to

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see change, our vision for a world that is increasingly oriented to processes of cultural regeneration.



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