Press Release

Fabriano nominated UNESCO Creative City

This is the precious UNESCO award in the Crafts and Folk Art network. For its great tradition of paper manufacture and artisan creativity, Fabriano can now associate its name with that of the world’s most prestigious Agency for culture and education.

The path is made by walking on, says the poet and Francesca Merloni, promoter and coordinator of the Fabriano Creative City project and Artistic Director of Festival Poiesis. She can’t hide her satisfaction at the news from Paris: an important step in our history. A point where the circle closes and reopens envisioning a new beginning for Fabriano, the city of ancient know-how of paper manufacturing, metalworking and culture. The path is made by walking on it and today we open ourselves more consciously to the world. It is time for us to transform the city in a workshop of culture in the open sky”.

“I have never stopped striving for this recognition, it is meaningful that it comes now and perhaps this is no coincidence. This is the beginning and the end of a long trip in which we have been engaged for our town. Between past and future, Fabriano has a lead role of a great change”

Creative Cities Network was launched by UNESCO IN 2004, with the aim of creating a synergy and a bond between cities which would enhance their creativity in the field of culture and also become a key factor in their economic development, providing the professionals with an international stage on which to focus and direct the creative energies of their cities.

The project, that has benefited from the participation of the Mayor of Fabriano, Giancarlo Sagramola, as well as of the President of the Marche Region, Gian Mario Spacca, represents an extraordinary growth opportunity for Fabriano. With these new appointments, Creative Cities Network includes 38 cities now, from all continents of the world, and Fabriano is one of them.

This is a great chance for the promotion of tourism and the improvement of the local economy, offered not only from the prestige conferred to the town by the association with the name of UNESCO, but also from the opportunities created by belonging to such an authoritative world network. A revival of the economic activities linked to the cultural, artisanal and creative spheres is one of the potential results. “The official UNESCO nomination of Fabriano as Creative City” says President Spacca “is the most tangible testimony to the validity of its candidature and to the strength with which this has been supported and promoted. This is a great achievement for the city and for the Marche Region, which can now boast of another title beside the one of Urbino’s historical centre as a World Heritage. With this appointment, UNESCO wants to acknowledge and promote our great tradition of paper manufacture, which is part and foundation of our territorial identity. The wider culture of crafts and industry, originally created by the master paper-makers, is now recognised worldwide, thanks to this nomination of Fabriano as UNESCO Creative City. The Regional government of Marche has supported and promoted with the greatest conviction from the beginning the city's candidature. This is a project that revalues the history, culture and traditions of Fabriano, a city born and grown up with union of entrepreneurial and innovative capacities, that has educated generations of craftsmen, genuine masters of their trades and promoters of new knowledges.”
The cities belonging to the network are recognized as creative centres, contributing to the world’s social, economic and cultural development through their creative industries. Fabriano has become a Creative City, in the Crafts and Folk Art network, along with Brazzaville (Republic of Congo), Zahlé (Lebanon), Cracow (Poland) creative Cities in Music, Gastronomy and Literature. Fabriano has thus joined the Network for Crafts and Folk Art made up of Aswan (Egypt), Icheon (South Korea), Kanazawa (Japan), Santa Fé (United States) and Hangzhou (China).

"Fabriano has a thousand-year old history of metalworkers and master papermakers- as the mayor of Fabriano, Giancarlo Sagramola states. Nowadays its creativity manifests itself in many different crafts and industries; UNESCO’s nomination honours this reality of men and women committed to building the future. It is a new beginning that gives strength to all the persons that worked with me and before me on this project."

The Chairman of the Italian National Commission for UNESCO, Prof. Giovanni Puglisi commented: "The proclamation of Fabriano as a UNESCO Creative City represents the culmination of a long candidature’s path, that has seen the involvement of an extraordinary network of promoters, made up of people from all levels of local government, from the private sector and from the civil society. I hope that this proclamation from now will also be the starting point for a renewed advancement to the improvement of the economic and social welfare of the entire community of Fabriano: “for doing it, - Prof. Puglisi says - we need the commitment of all, without exception, in the management of this UNESCO recognition. Italian National Commission for UNESCO will make an effort too."

To be in this important network for Fabriano means giving a strong boost to the creative forces of the territory, that will support a constructive competition with similar international realities and will encourage productive cross cooperations, resulting in the human and cultural enrichment of the city.

Francesca Merloni concludes "I thank, the excellent work group who believed in this project from the beginning, the institutions and all the friends of UNESCO, bearers of high common language. I recognize the confidence in a vision that has never left us, and the enthusiasm, and I thank our history that always teaches us so much."

Fabriano, 22nd October 2013