

## CCIs Geographies in Veneto, Friuli-Venezia Giulia and Western Slovenia Regions.

### Challenges and Criticalities of Transnational Mapping

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This contribution is situated in the framework of DIVA European Interreg Italia-Slovenia research project (2019-2022). It focuses on the work carried out at Iuav University of Venice about the development of a methodology to map Cultural and Creative Industries (CCIs) and enhance their cooperation with traditional enterprises. More specifically, the proposal reports and discusses some of the results of the project's Work Package for which Iuav University was Lead Partner, devoted at releasing a transnational map of the distribution of CCIs in the area constituted by the three neighboring regions of Veneto, Friuli-Venezia Giulia, and Western Slovenia.

The contribution aim will be twofold. On one hand, it will discuss distinct approaches to mapping CCIs that have been tested with regard to the three regions. Specifically, the quantitative mapping referring to enterprise NACE codes has been processed and visualized through the webapp ArcGIS Insights, both for spatial mapping and data visualization. The webapp is intended as a useful tool for a spatial and quantitative comparison between the three regions in CCIs distribution analysis and patterns. This gives the possibility to cover larger survey

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samples and simultaneously have a comprehensive instance on the regional setup of CCIs while identifying those who had the potential to be involved and become CCIs stakeholders.

On the other hand, it will draw on some interpretations of the territorial organization and distribution patterns of CCIs with respect to urban agglomerations, depicting their geographies in the DIVA program area, from the scale of the productive district to the space of the single firm.

A graphical apparatus will unfold alongside these reasoning, experimenting a set of visualization techniques, with the purpose of acknowledging information design as a privileged mean in fostering a better economical, political, and social understanding of the role of CCIs in the midst of territorial productive patterns, and that of the importance of spatial dimension in CCI-SMEs interaction and processes of innovation, and its consequent renewal of urban territories.

## References

<https://www.ita-slo.eu/it/diva>

<https://insights.arcgis.com/#/view/2862062c027b4192887af44484cbb955a>