

SISTEMA MUSEO – company profile

Our Business

Sistema Museo is a cooperative which has been providing cultural services and competences for over 25 years. Our market-oriented approach allowed our business to grow ever more solid and develop highly specialised services.

Professional competences and entrepreneurial autonomy are the key words of our business.

Today we provide services for about 190 sites: museums, monuments, archaeological digs, environmental parks, theatres, libraries, archives, tourist offices and temporary exhibitions in many Italian regions. Sistema Museo is a leading Italian business in the field of cultural/tourist service supply and management

On the web: systemamuseo.it / umbriatolive.it / pesaromusei.it / museodimontefalco.it / marmorefalls.it

Our main services:

- museum services (ticket and booking system management, information to visitors and visit monitoring, surveillance, museum bookshops, educational services);
- tailor-made guided tours, educational activities and school-trip services management;
- cultural heritage enhancement projects creation and management;
- exhibition setting and management (planning, liaising with caterers and suppliers, insurance managing, setting, catalogues, bookshops, press, communication, any exhibition-related service);
- creation of multimedia tools to support and enhance the visit (audioguide, videoguide);
- library front office and back office services;
- tourism specialised services (tourist information points, innovative projects);
- theatre services;
- cultural animation services;
- call centre;
- communication;
- press.

In the last few years our the business turnover increased despite the critical situation of the cultural sector.

Our business employs **187 professionals** (30th April 2016), including business working partners, employees, collaborators. The total turnover in 2015 has been approximately **€ 7.000.000**.

Società Cooperativa Sistema Museo

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MAJOR PROJECTS

Genoa, MuMA Institution, Galata Museum of the Sea

The bookshop of Galata Museum is a huge transparent container embedded in the big glass-walled ship of the Sea Museum. The smell of wood, the tread of footsteps on the platforms, the symbols of memory, the sea through the large glass panels, they all create a suggestive and visionary itinerary that continues the journey of the Museum of the Sea. Inside you will find a wide variety of theme merchandise, gadgets and books to get oriented in the sea culture.

Regione Umbria, Comune di Perugia, Sensational Umbria

The exhibiting event produced by the Region Umbria and running from 28 March 2014 to 5th October is housed in the premises of Ex Fatebenefratelli and Palazzo della Penna. Sistema Museo is responsible for providing visitors services (ticket office, visit monitoring, bookshop management and guided tours), promotion and communication services and any other enhancement activity. The event has attracted more than 30,000 visitors.

Spoleto, Festival dei due Mondi, Exclusive Experience

For over 50 years, the Festival has been one of the main international cultural events and hosts the most brilliant names in the field of performing arts. Visitors attending the Festival are offered exclusive tours to the most interesting places of the town and the Region as well (Marmore Waterfalls, Montefalco and Perugia).

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Terre & Musei dell'Umbria, Local Museums

This agreement includes 12 Umbrian towns for the integrated service management of 15 museums (Spello as the leading proponent town, Amelia, Bettona, Bevagna, Cannara, Cascia, Deruta, Marsciano, Montefalco, Montone, Trevi, Umbertide). Besides the basic museum services Sistema Museo aims at enhancing the cultural heritage of these places. One of the last project related to this agreement was "Night Line Museum" (August-September 2014), consisting in 12 performative events.

SAC: Cultural and Environmental System "La Via Traiana" and "Eco-Museum of Peucetia"

(Apulia Region: Towns of Brindisi, Carovigno, Ceglie Messapica, Ostuni, Fasano e San Vito dei Normanni, Gioia del Colle, Casamassima, Turi, Sammichele di Bari e Acquaviva delle Fonti). Long-standing management and creation of multimedia classroom to improve unknown museums and monumental sites. This challenge involves an innovative way of planning and the adoption of state-of-the-art tools.

SAC: Cultural and Environmental System "Valle d'Itria"

(Apulia Region: Towns of Alberobello, Castellana Grotte, Cisternino, Locorotondo, Martina Franca, Monopoli, Noci e Putignano). The project consists

in a five-year management of a new IAT office combining the highest welcome quality and the sale of both products and services.

Town of Lucca, “Lucca, Le Mura e la Via Francigena”

A 9-year agreement for the creation of a Multimedia Visit Centre on the European, cultural itinerary of the Via Francigena and for the integrated management of services and enhancement activities. A multimedia itinerary located in the house of “Maestro di Giustizia”, a service centre with a cafeteria and information point housed in La Casermetta del Baluardo San Salvatore to discover Lucca and the Via Francigena through time and space.

Town of Pesaro. Town Museums

A project of reorganisation and cultural production through which Sistema Museo, in collaboration with first-rank businesses and professionals, gives the town a very dynamic and international touch preserving its local peculiarity. The project is focused on the rotation of art collections and planning temporary exhibitions.

Pesaro, Rossini Opera Festival and Rossini Foundation

The project consists in planning, producing and commercialising Rossini Opera Festival and Rossini Foundation merchandising. It is a three-year development aimed at defining and placing one of the most important cultural brands of the Marches Region.

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DCE: Evolved Cultural District – Province of Fermo

The project is financed by the Marches Region with the contribution of a 24-local subject partnership. It is focused on the collaboration between a cutting-edge cultural industry and the productive one in the attempt to attract tourist flows. In this sense tourist information offices acquire a more commercial vocation (self-sustainability) through the sale of both products and new services

Infinito Recanati - Private Funding Project approved by the Town Council on 16th June 2016

The project provides a new model of cultural heritage management and enhancement and sets new tourism policies for the town of Recanati.

This project aims at creating a network of the cultural, monumental, tourist and museum resources of Recanati in order to take full advantage of them. The aim is to focus on the town's remarkable identity in terms of art, poetry and music. Several interventions have been planned to promote and enhance the cultural heritage and reshape the cultural offer of the town. Our priorities are: the Town Museum and the Immigration Museum (Villa Colloredo Mels), Iat, Beniamino Gigli Museum, Town Tower, the Diocesan Museum, San Vito Church – Foresteria C.E.A., area surrounding the “Infinito Hill”.