Towards a Holistic Methodology for the Assessment of Cultural and Creative Spillovers: The Case of Lucca Comics & Games

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Project Coordinators

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Project Team

Project Coordinators

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  - Professor of Strategy and International Business, Sawyer Business School, Suffolk University Boston
  - Knowledge-Based Perspectives on Management of Innovation in Project-based Industries

- **Emanuele Vietina**
  - Vice-President of LC&G
Project Team

Partners

• LYNX Research Unit, IMT Lucca

• Lucca Comics & Games
Lucca Comics & Games

• Dates back to 1966

• Around 500,000 attendees in total

• Among the biggest cultural and commercial events dedicated to fantasy culture in the world

• Represents:
  • one of the biggest and drastically growing cultural creative industry
  • alternative cultural production/consumption patterns and related lifestyle narratives
Cultural and creative spillovers in Europe research stage 2 and beyond

6 main thematic areas:
1) Comics; 2) Games; 3) Japan; 4) Junior & Family; 5) Movie; 6) Music & Cosplay
Cultural and creative spillovers in Europe research stage 2 and beyond
Methodological Approach

• Knowledge 1.4 – Increase in employability and skills development in society

• Knowledge 1.6 – Testing new forms of organisation and new management structures

• Network 3.3 – Creating an attractive ecosystem and creative milieu, city branding and place making

• Network 3.5 – Boosting economic impact or clusters
Cultural and creative spillovers in Europe research stage 2 and beyond

Data Sources
- Social Media Data
- Audience and Commercial Partners Surveys
- Artists and LC&G Staff Surveys
- Interviews
- Archival Information

Methods
- Network Analysis
- Critical Discourse Analysis
- Statistical Analysis
- Big Data Analysis
- Sentiment Analysis

Spillovers
- Knowledge - 1.4
- Knowledge - 1.6
- Network - 3.3
- Network - 3.5
Data Sources

Current State

Social Media Data
Official LC&G Facebook account archive was obtained
Twitter data with relevant hashtags – to be retrieved

Audience and Commercial Partners Surveys
7.147 Audience surveys + 56 surveys with key commercial partners
(from Impacts of LC&G project of IMT Lucca)

Surveys with Artists and LC&G Staff
Lists of artists (2010-2015) and LC&G Staff with contract types (2015-2016) were collected
with a selection of survey participants

Interviews
Conducted with key policy makers and managers in Lucca and transcribed
(Mayor, Lucca Holding President, Confecommercio President and DG, Confesercenti etc)

Archival Information
Finalized
Presentation of the Selected Interim Results

(Please note that this presentation contains only a brief summary of the preliminary findings)
We focus on the LC&G festival as a **project network** and a **field configuring event (FCE)** with a **lead organization** (LC&G Srl) and investigate **4 R’s** (roles, responsibilities, routines, relationships) in LC&G Srl to analyse the criteria to identify and control **network boundaries**

Motivations to attend in LC&G

- Atmosphere / community: 74.38%
- Cosplay: 61.59%
- Availability of commercial products: 61.04%
- Location – Lucca: 45.98%
- Availability of unique products and new releases: 40.12%
- Cultural program: 30.82%
- Participating in competitions and tournaments: 10.51%
- Other: 2.94%
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How has LC&G changed your perception of the city?

- Better: 62%
- Worse: 2%
- Same: 24%
- I Don’t know: 12%
Accommodation Arrangements

51.2% of the audience stays overnight

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Activities out of LC&G

- Visiting monuments, museums, galleries and other historic sites: 45%
- Cycling, hiking and other sportive activities: 15%
- Shopping (out of the festival): 27%
- Visiting other cities: 9%
- Other: 5%
Satisfaction with the LC&G experience
Willingness to attend in LC&G again
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Thank you...

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