Play Marche srl, first spin-off company of the University of Macerata, is created to compete in the global market of Knowledge Economy. Our company, included in the Innovative Startup Italian registry:
- follows an inclusive approach towards work,
- adopts co-creation and open innovation methods,
- moves towards a development model based on contamination among ideas and actors,
- is based on the cohesion among academic founders, bringing competences covering economics, business sciences and digital humanities, and the group of enterprises involved, a singular mash-up of diverse know-how and experience.

Play Marche was founded in the heart of Marche Region. Here the districts are characterized by a social and productive background of sedimented knowledge and values internationally known in the global market for its successful concentration of micro, small and medium enterprises. This special situation is based on the so-called industrial atmosphere, a cultural and industrial system made of vertical and horizontal inter-relations, material and immaterial networks.

Development and exchange of different competences and experiences, at various levels of specialization in the production chain, are the crucial strategic asset of PlayMarche srl, its starting capital to face present and future Development, Research and Innovation challenges.

Our company goal is to offer cultural oriented services and products tailored on the final users of Information Society, in harmonious keeping with territorial integrated systems. From local to global, the landscape and cultural capital has to be valorized and communicated to clusters of diverse users, to create development, economic and social innovation made of experience.

This mission finds its first impulse in the achievement of a huge project, financed by the Marche Region in 2013, SWCD - System Wide Cultural District (PlayMarche: a Regional District of Cultural Heritage 2.0), whose coordination group is composed by the academic founders of the company. This project aims to build an integrated territorial system based on the strategic complementarity of different sectors and actors, joined by the creation of cultural excellence with technological innovation. This advanced project coordinates by the University of Macerata and involving more than 50 partners aims to consolidate and develop the economic sector of ICT applied to communication and valorization of tangible and intangible cultural heritage, mainly adopting the language of games.

The DCE project is based on two guidelines:
1. building one or more Hubs in the territory, significant cultural spaces with the role of identity catalysts, brand-places. These Hubs will be conceived ad co-working spaces:
   - meeting points for companies and people specialized in skills development mostly in the interactions between culture and knowledge economy;
   - junctions and technological platforms dedicated to specific topics to be developed, such as e-commerce, social web, and integrated marketing for the territory (crafts, manufacturing, food and wine tourism).
2. Basing on the paradigm of game the narrative inspiration for the SWCD: cultural value does not come just by single episodio or places but is mostly determined by their interactions, by their layers of context, by systemic networks.

Our company does not control directly its partners’ activities, but manages different resources and expertise to ensure the necessary neutrality to guide the whole network. The “super partes” nature of the University allows to accomplish this role more vigorously than other institutional actors.

It is considered strategic to consider the interests of all stakeholders that, despite belonging to different public or private, must necessarily pursue common goals. We will establish different sectoral and cross-sector working groups (museum, libraries, archeological, touristic hospitality, wine/food operators etc…) in order to implement a stakeholders engagement strategy to include all potential subjects and respond to every need shared.

The target market of the spin-off is either at local/national and international level.

National / The territory of the local/national level is characterized by a multiplicity of cultural values widely diffused. The huge mass of cultural heritage is, however, difficult to govern and constitutes the first structural challenge that PlayMarche Ltd aims to transform into a competitive opportunity. A detailed survey of the existing cultural offer is the base upon which to build future lines of culturally driven local development. In fact, the cultural heritage represents a resource capable to have an important impact on economy and touristic spending of various sectors. The territorial branding applied to a wide range of products and services increases the visibility of a place and helps to increase their competitiveness, especially in the context of global competition.

International / At the same time, we aim to favor the development of new models to develop the internationalization to benefit the entire local growth, shared with the public institutions, and with private actors. The ICT applied to Cultural Heritage included within the territorial marketing projects, produces content and innovative uses expendable in the global market. Europe and EUSAR (Adriatic-Ionian marregion) represent an unprecedented opportunity for the growth of the Marche Region and will be the focus for training and knowledge exchange programs, to involve the foreign channels through web marketing and e-commerce operations.

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