



## **Unit 1:**

### **Understanding Entrepreneurship in the CCI**

#### **Theme 1.3.**

### **New Media, Creative Technologies and Digital Environment. Digital Marketing.**

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The training contents at a glance:

## **FENICE Program**

### **Unit 1: Understanding Entrepreneurship in the CCIs**

Theme 1.1. Policies and Cross-Sectoral Collaborations in the CCIs

Theme 1.2. Creativity, Innovation and Cultural Content. Ethical Behavior and Intellectual Property Rights.

**Theme 1.3. New Media, Creative Technologies and Digital Environment. Digital Marketing.**

### **Unit 2: Entrepreneurial Practice – Modelling a CCI Enterprise**

Theme 2.1. Business Models and Management. Change Management.

Theme 2.2. Financing. Opportunities and Risks.

You can find more information at the homepage: <http://www.fenice-project.eu>

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# 1 Case Studies

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## *Expired technologies within contemporary CCI – creative potential*

Expired technology and contemporary experiment within the contemporary CCI – the Lomography – a successful story, a global business still operable during the pandemic.

### ***Introducing the Lomography***

The creative movement of Lomography is approaching 30 years anniversary and retains its active potential in contemporary CCI, apart from its own status as global cultural organization and popular creativity icon.

Lomography is a creative analogue photographic technique, an Afterlife of film photography. So the Future is analogue, as Lomographic Society stated three decades ago, at least as long as analogue cameras and film will be around, for decades to come, maybe a whole century. And taking into consideration that instant photographic gratification trend, working with instant film and dedicated cameras and the appetite for creative experiment with film, it could be foreseen that high quality 3D printers will easy produce low-fi plastic cameras. The same is already happens with CNC cutter in plywood or cardboard for basic, cheap pinhole cameras.



