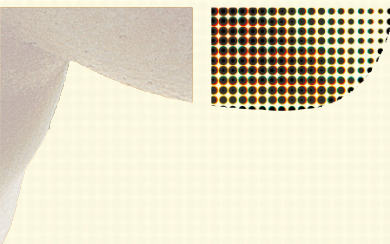
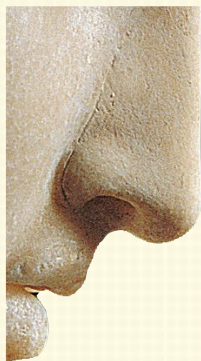
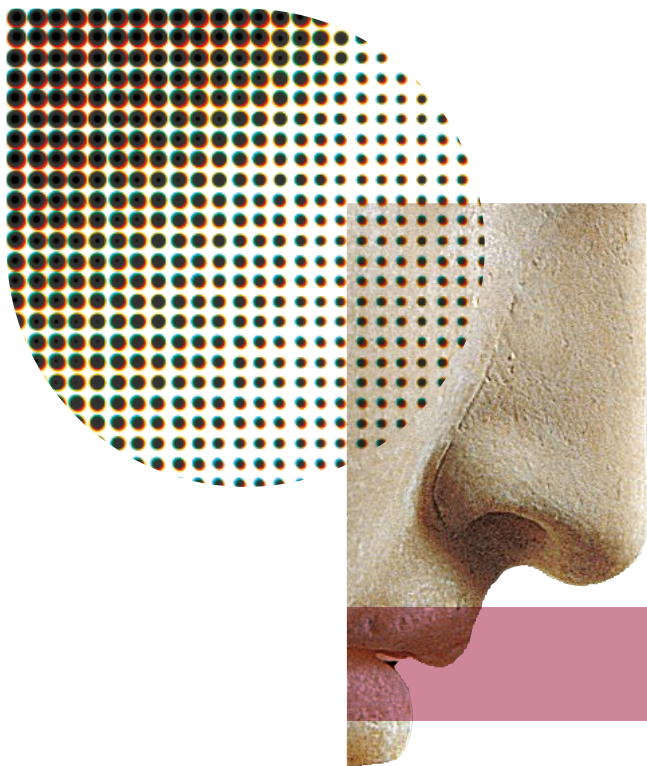


FUTURE HERITAGE

Rethinking together the City experience



ROMA



Internazionalization Zètema Progetto Cultura

Conservation

Planning and technical services

System of Civic Museums

Exhibitions and Events

European Night of Museums

MIC CARD

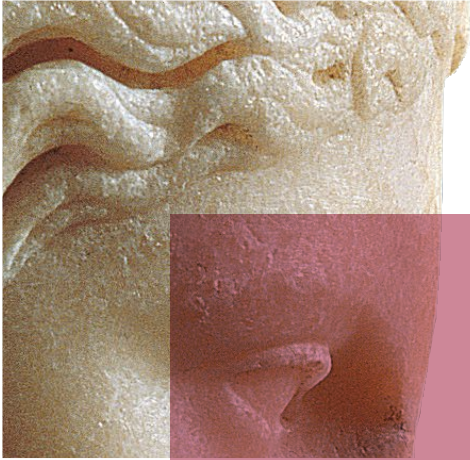
Tourism

Educational services

Library services

Corporate events

MOU - Memorandum of Understanding



Zètema, the Roman instrumental company operating in the Culture sector, wholly owned by Roma Capitale and by the Municipalities of the over one hundred towns in the metropolitan area, has always been committed to the cultural development and promotion of the City of Rome.

Following the input of Mayor Roberto Gualtieri and of the Capitoline Administration, it is now ready to share its experience and model by launching partnerships in Europe and across the world.

While maintaining Rome as a point of reference, the company aims to establish dialogue and partnerships as drivers for a culture which extends far beyond Rome's borders. A special focus on the Mediterranean area and neighbouring countries, with the aim of building significant relations and initiating a process of internationalisation that opens up new opportunities for collaboration and sharing of our cultural heritage.



Roberto Gualtieri, Mayor of Rome

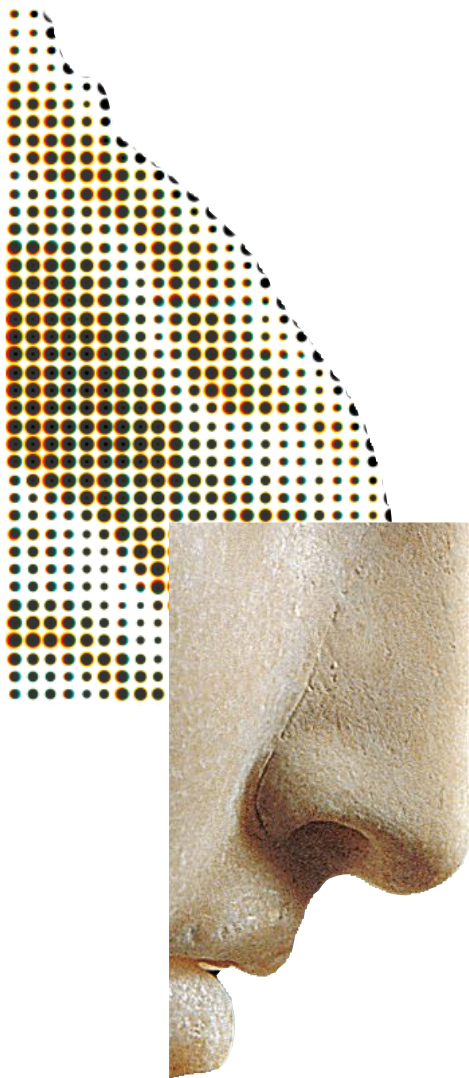
“In our vision for the city, we believe that Rome must make up for lost time: to mend and rebuild a relationship with the people who live here and inhabit the city, and to become a great international metropolis once more, beginning with its place in Europe and the Mediterranean”

Zètema Ζήτεμα

An important and meaningful name, which is the Italian transcription of the Ancient Greek term for “research”. For Socrates, this was the personal and rigorous research of any notion and value.

Active since 1998, Zètema oversees the service of System of Civic Museums and the planning, maintenance, conservation and cataloguing activities on behalf of the Capitoline Superintendence, as well as those related to public spaces dedicated to shows, culture and tourism.

Zètema – whose total turnover in 2022 amounted to 51.4 million euro, with an expected 4.5% increase compared to 2021 – also boasts a wealth of experience on the international front, gained by operating alongside Capitoline institutions in European and international projects. This experience will contribute to the creation of the network of cities for culture promoted by Roma Capitale.



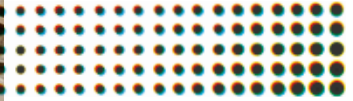
Simone Silvi, Sole Director of Zètema

“We are opening ourselves up to the world, because Rome has always been open to the world”

Conservation

The Zètema Conservation Area supports the Capitoline Superintendence by looking after the historic and artistic heritage of Roma Capitale, by carrying out monitoring, documentation and ordinary maintenance of the collections of the System of Civic Museums, archaeological areas and public heritage.



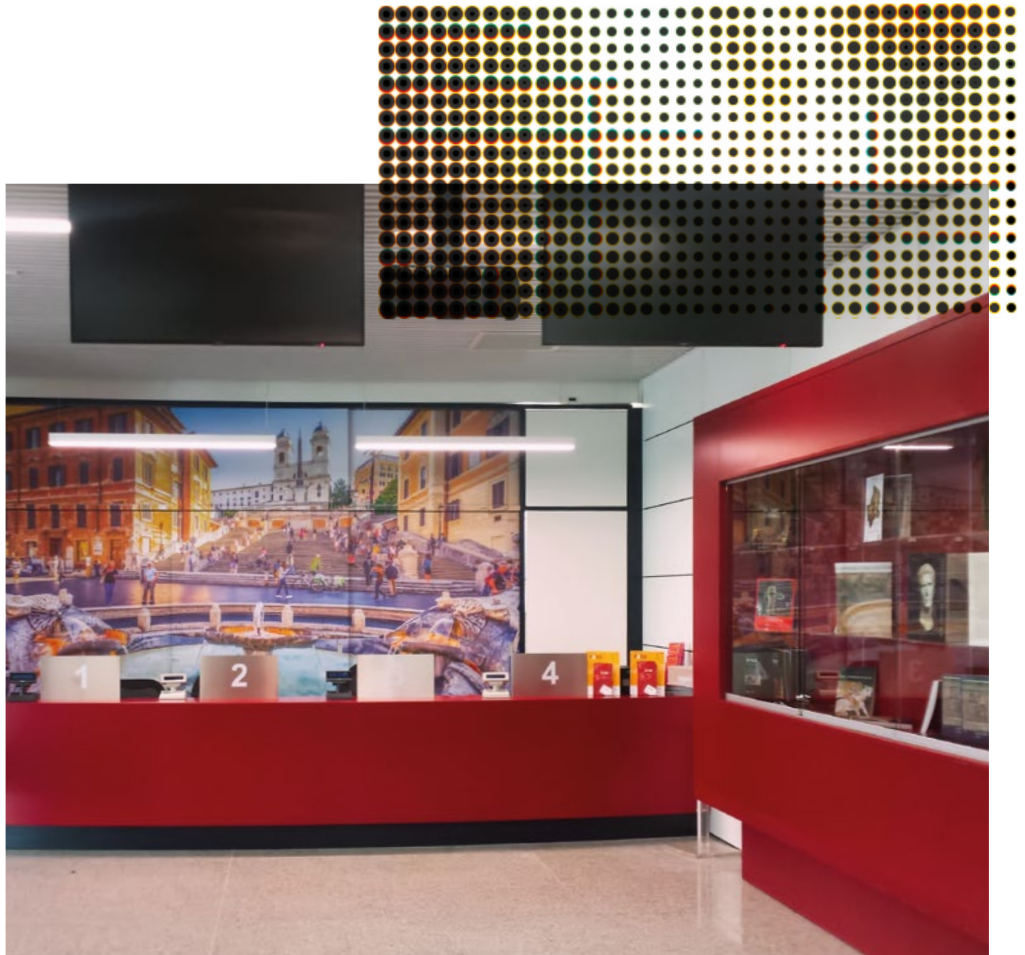


How?

- ✓ monitoring and detection of the state of preservation;
- ✓ ordinary maintenance of artistic artefacts, including services scheduled on museum collections;
- ✓ conservation and emergency measures, preventive, ordinary and extraordinary maintenance;
- ✓ reorganisation of warehouses for archaeological and artistic materials, classification and long-term storage;
- ✓ support to the organisation of exhibitions: drafting of condition report cards, creation of lightweight packaging, transport of works.

Planning and technical services

The Zètema Planning and Technical Services Area provides global operational support for the recovery and development of the cultural heritage of Roma Capitale, with architecture and engineering services, compliance measures, maintenance and immediate response.



Its activities:

- ✓ architectural, structural and systems planning, including all preparatory activities (studies, investigations, historical research, surveys, 2D/3D photogrammetry);
- ✓ drafting of required planning documents and preparation of invitations to tender: design graphic printouts, technical annexes, bills of quantities, tender specifications;
- ✓ project management, accounting, site assistance and testing assistance;
- ✓ safety coordination throughout planning and works execution;
- ✓ facility management: maintenance, weed control and cleaning, workplace safety.



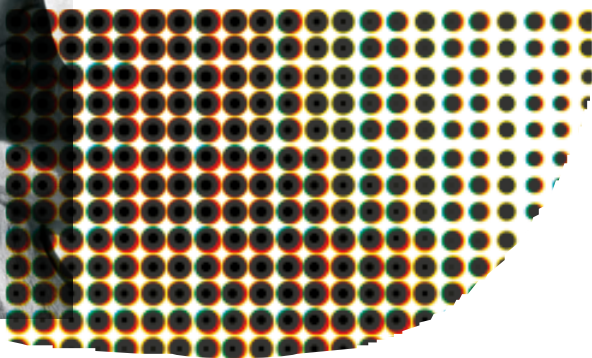
Conservation and Planning are two technical areas that, also thanks to the valuable experience of the company in the context of Rome's cultural heritage, can be considered a virtuous example and a model to be implemented in other towns and cities.

System of Civic Museums

As a global service provider, Zètema manages a wide range of organisations such as the System of Civic Museums of Roma Capitale, which includes over 20 museums, from the Ara Pacis to the Capitoline Museums, and archaeological areas such as the Circus Maximus and the Imperial Fora. Its involvement ranges from directing to supervising:



- ✓ reception and ticketing;
- ✓ surveillance and guest assistance;
- ✓ management of bookshops and publishing;
- ✓ cafeterias and catering;
- ✓ education and guided visits for all age groups, audio/video guides including in Italian sign language (LIS);
- ✓ cleaning, weed control and maintenance of green spaces;
- ✓ systems maintenance;
- ✓ documentation and cataloguing;
- ✓ monitoring and ordinary maintenance of collections;
- ✓ promotion and communication.



Exhibitions and Events

The most important exhibitions hosted at Civic Museums and the events that take place in Rome's cultural spaces benefit from the commitment of Zètema.

Exhibition organisation:

- ✓ coordination of requests to loan works;
- ✓ planning and execution of installations;
- ✓ technical reports for safety and insurance cover, transportation;
- ✓ coordinated image and communication plan (website, press office, catalogue);
- ✓ sponsor relations.



Events organisation:

- ✓ support when coordinating initiatives promoted by Roma Capitale;
- ✓ creation of tenders aimed at involving artists and suppliers;
- ✓ execution of complex events.



A background of undisputed experience, which ensures the company's success for similar initiatives in other capital cities.

Notte dei Musei

EUROPEAN MUSEUM NIGHT

The Night of Museums is a European initiative joined by Rome, through Zètema, with evening and nighttime initiatives and events such as concerts and guided visits to Museums, historic palaces and archaeological areas.

The many facets of this event allow it to be exported and adapted to every international capital city.



MIC CARD

The MIC CARD is reserved for those who live in the metropolitan city of Rome. For only 5 euros, it offers unlimited access for 12 months to the Museums in the Municipality and to the artistic, historic and archaeological sites of the Superintendence, as well as discounted access to exhibitions and events. A tool for creating a cultural “customer loyalty” which could also be a winning solution in other capital cities.

Tourism

The link between tourism and culture is one of Rome's strengths and follows a proper market strategy. For over 20 years, Zètema has managed Rome's tourism and cultural information system, through a multichannel service made up of the Tourist Infopoints Network, the 060608 contact centre, and the official tourism website turismoroma.it. The offer is complete with the Roma Pass, the city's tourism and cultural card. Zètema's experience in a key city for tourism like Rome can be made available to build specific regional marketing opportunities together.



Educational services

Zètema has years of experience in organising cultural services and educational activities for schools of all levels as well as for adults, including audio and video guides. Its educational activities can be easily replicated in other cities.



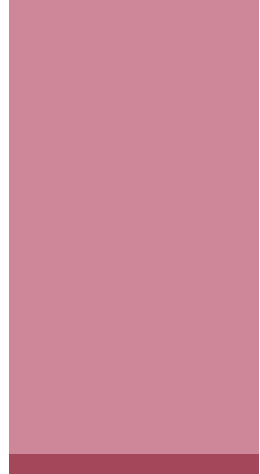
Library services

Expanding the cultural offer and promoting citizens' fruition and access to its services — this is the commitment made by Zètema to support the Rome Libraries Institution.



Specifically:

- ✓ reception and reference services;
- ✓ support for the management of multimedia rooms, execution of projects for the local region and user orientation activities;
- ✓ organisation and management of specialist services: e.g. libraries in correctional facilities, multi-ethnic library;
- ✓ execution of projects to promote reading in children and for the fruition of documentary heritage;
- ✓ organisation and management of cultural activities, events and initiatives;
- ✓ promotion and communication activities;
- ✓ planning activities for specific engineering and architectural projects.



Corporate events

Important institutions hold their events in the cultural spaces managed by Zètema, which oversees their organisational aspects and is therefore able to meet similar requirements in other historic/artistic heritage sites throughout the world.

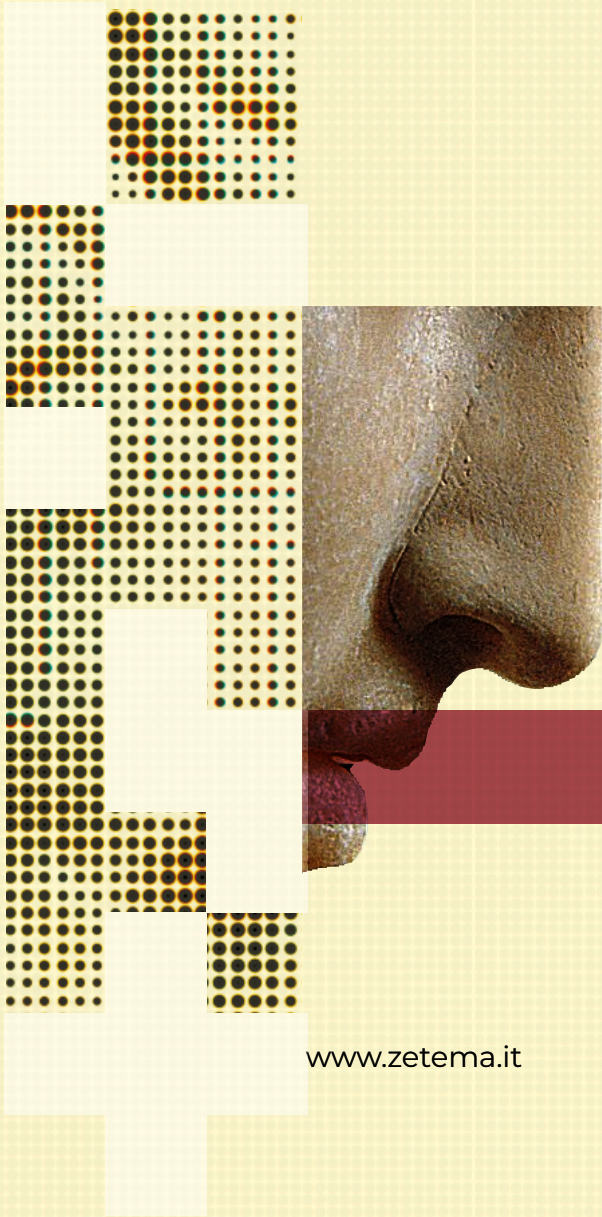


MOU

Memorandum of Understanding

A framework agreement can be signed with Zêtema (in the case of an identical or similar services company) or, through Zêtema, with Roma Capitale. A memorandum of understanding can be created based on the Parties' commitment to collaborate in the sectors of culture and innovation. This is an important step in order to share information and knowledge by implementing concrete programmes, which may also be funded by institutions and individuals.





www.zetema.it