

Morning session of 31st August:

After the economic and financial crisis of 2008/2009, the G20 is asserting itself as the most relevant and in some ways effective body in the global legal space. The meeting of the G20 Ministers of Culture in Rome in July marked a turning point: in fact, the leaders of the world's largest economies acknowledged the "transformative role of culture in sustainable development" in an articulate and challenging document.

Culture and the creative sectors are considered essential drivers for achieving the goals of the UN 2030 Agenda for Sustainable Development.

The round table, opened by Minister Franceschini, who chaired this G20 meeting, aims to be a moment of reflection and presentation of testimonies on the transformative capacity of culture in this crucial phase of economic recovery after the pandemic crisis, starting from the role of international organizations.

On the same days in which the G20 ministers were meeting in Rome, the Italian government, in order to fully implement UNESCO's recommendations, adopted a decree declaring the main urban waterways of Venice a national monument and consequently banning the passage of skyscraper ships in front of St. Mark's square and in the Giudecca area. But at the same time, it built the premises for a more solid development of the port of Venice, a lagoon city that owes not only its glorious history but also its future to its bond with the sea. The choice, for example, of Venice as the seat of the Centre for cultural heritage technology is the evidence of this awareness, as well as its candidacy as the seat of the "New European Bauhaus" project.

The aim is to make Venice the most advanced laboratory for the development and application of new technologies, also planning new ways of living in the city by taking up the challenge of combining beauty and sustainability. A challenge that has marked the best moments in the history of the Serenissima.

Digital transformation is a driving force for the development of creative sectors of new professions, for new generations of young people. Advanced remote sensing and satellite technologies are new and effective tools for the prevention and management of risks arising from climate change, but also for combating illicit trafficking of cultural assets, which the G20 in Rome itself recognised as a serious international crime to be prosecuted and fought, and which is increasingly linked to money laundering, corruption and the financing of terrorism.

Living in Venice means living the landscape.

For a true landscape to exist, no element must impose itself in a hegemonic manner or be able to attract the gaze exclusively. Landscape is an organic complex, it contains the whole. The Chinese express the concept with a beautiful expression *shan shui* which means mountains and waters, a correlation of opposites, a comprehensive vision, not a simple, biased point of view. In Venice the verticality of the buildings is reflected in the horizontality of the moving water. In this city, which has always been a human challenge to environmental changes, nature is everywhere; the reflections of water and on water cannot be considered an external decoration, but are the essence of this city.

Living the landscape, living off the landscape is a challenge of our times also and above all for artists and creative industries, that here at the Venice Biennale, in its various sectors, find every year increasingly new spaces and stimuli. It's also a challenge for a new cultural and sustainable tourism, for an active citizenship that must find in museums and other cultural institutions places of education as well as inclusive transmission of culture. The experience of the Guggenheims, for example, shows the ability of this museum network to build a cosmopolitan identity in places and buildings that mark and transform the landscape.

These are some of the frontiers of a new Soft Power to be nurtured and developed in an increasingly interconnected world.