



www.cct-seecity.com



The Guidezine for curious people

[made with ❤️ by creative locals & travellers]

CCT = SEE CITY

ConCepT

(web) **Guidezine** = Guide + Magazine

THE URBAN MILLENNIUM

We live in the “**Urban Millennium**”: today more than half of the world’s population lives in cities and by 2030 this number will swell to about 5 billion.

Because of globalisation and gentrification, many cities are rapidly losing their local, historical and communal identities in a land-grab for commercial space, for the so-called “non-places”.

Creative people, artists and activists, are often plugged into interesting networks, they know places worth visiting for aesthetic or social reasons and they know fascinating people and unique stories. They have a cultural awareness and an unusual sensitivity that make them see life and reality in a different way: they see those details that make the difference and – we believe – **different is beautiful!** Somehow, they look for beauty everywhere. And beauty is everywhere. It just needs to be unveiled, told and shared. Why? We need beauty. **Humans need beauty.** Isn’t it?

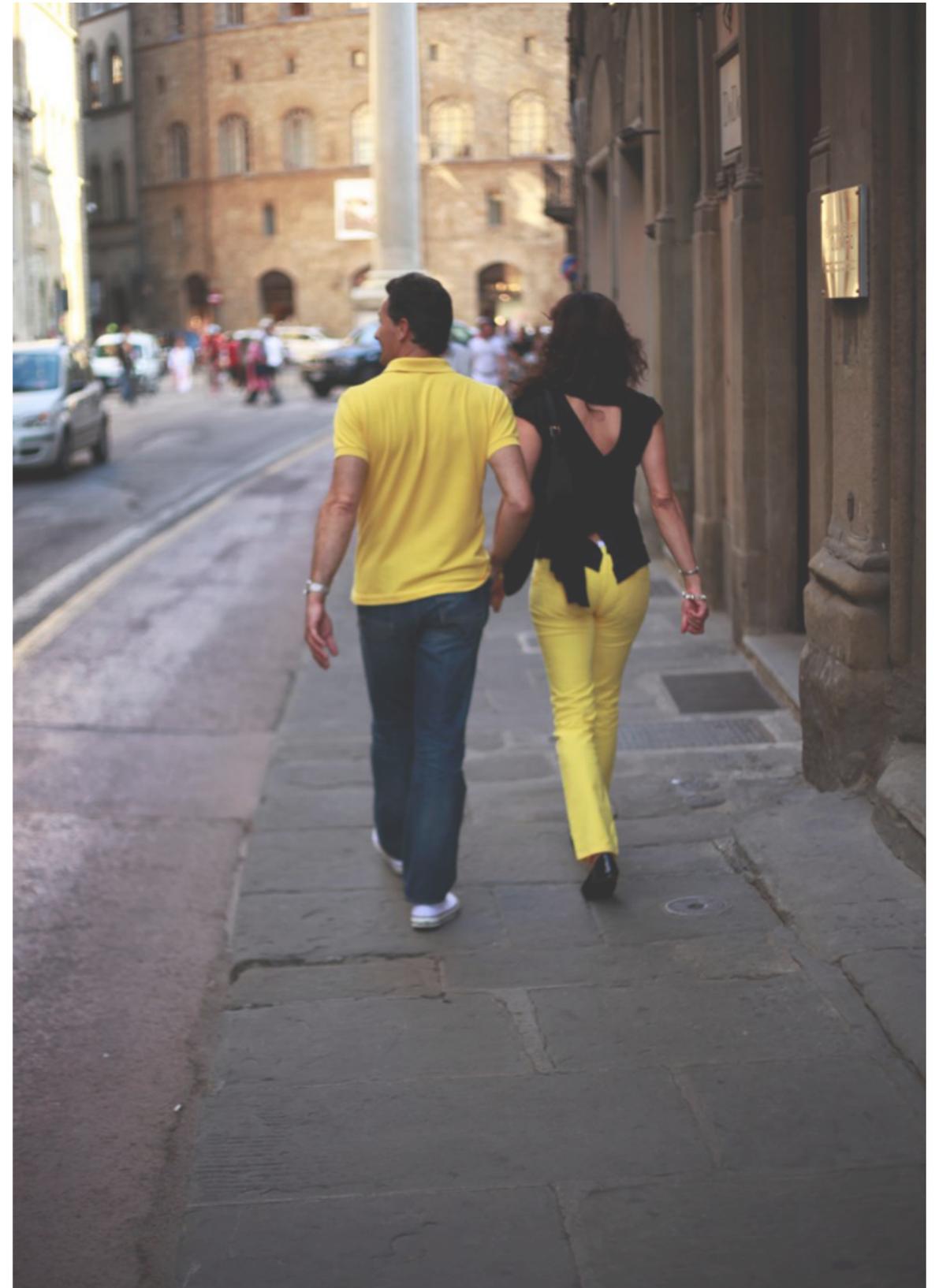
MISSION

CCT's mission is to promote

- ▶ Creativity
- ▶ Culture
- ▶ Territory

and to inspire people to

- ▶ Create
- ▶ Communicate
- ▶ Travel





CCT explores the world in search of

- ▶ **Details** that make the
- ▶ **Difference** because different is beautiful!
- ▶ **Beauty** = Diversity.

CCT is inspired by

- ▶ **Marc Augé**
[the anthropological place]
- ▶ **Alain de Botton**
[the art of travel]
- ▶ **Henri Cartier-Bresson**
[life]

A photograph of a bus stop during the day. The bus stop has a glass and metal structure with a yellow bench. Several people are waiting, some sitting on the bench and others standing. A yellow taxi is parked at the stop. In the background, there is a beach and the ocean. A large map is displayed on the right side of the bus stop. The text "BEAUTIFUL ETERNAL STORIES" is overlaid in the center of the image.

BEAUTIFUL ETERNAL STORIES



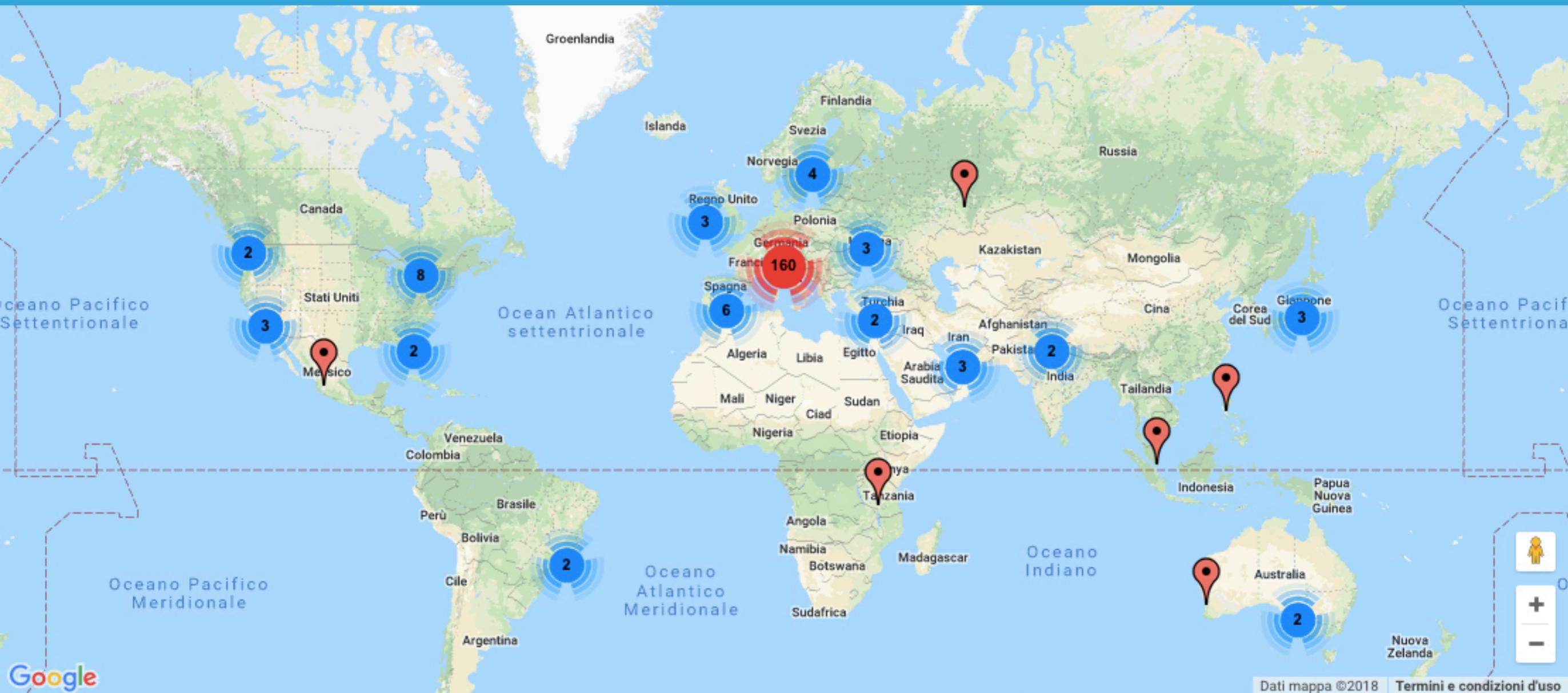
ABOUT PLACES & PEOPLE, TRAVELS & CULTURES

CCT tells/shares beautiful eternal **LOCAL** STORIES

- ▶ **about** Places and People, Travels and Cultures **SEETIES**
- ▶ **on** an independent editorial multimedia participatory web platform + social media. 
- ▶ **by** an ever-growing creative **GLOBAL** COMMUNITY :

CCTzens = CREATIVE PEOPLE WHO EXPLORE THE WORLD AND SHARE STORIES ACCORDING TO THEIR CULTURAL INTERESTS AND PASSIONS.

CCT is an ever-growing GLOBAL COMMUNITY of writers, photographers, filmmakers, illustrators, artists... from all around the world.



ADvertising on CCT-SEECITY.COM

gives access to an ever-growing community & readership:

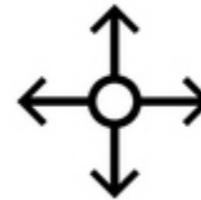


200+ CCTzens



50% Male
50% Female
18-34
Age (60%)

READERS &
SOCIAL FANS



40.000+
Cross-platform User Reach



15.000+
Monthly Website Users
New Visitors: 85% / Retuning Visitors: 15%



24.000+
Mothly Page Views



18.000+
Monthly Visits
Average Visit Duration: 1'30''



2.100+
Twitter Followers



5.600+
Facebook Fans



20.000+
Instagram Followers



9.000+
Newsletter Subscribers



CCT's readership is young (18-34), international (80% Europe) and passionate about Creativity, Culture, Travel.



-  **Europe: 80%** < Italy: 60% < UK: 4% < France: 3% < Germany: 2% < Spain: 2%
-  **Italy: 60%** < Milano: 16% < Roma: 15% < Firenze: 10% < Torino: 4% < Napoli: 3%
-  **USA: 5%**
-  **Russia: 5%**
-  **World: 10%**

AMONG OUR CLIENTS...

Here are some Organisations/Institutions/Companies/Brands/Artists we've worked or still work with (in alphabetical order):

... | AVIS Rental Car Italia | Bed Più Art - Milano | Biscottificio Antonio Mattei | Brandini Auto | Brickscape.it | Caffè Vergnano 1882 | Centro per l'Arte Contemporanea Luigi Pecci | Clet | D.A.T.E. Sneakers | Decathlon | Discover Pistoia | Dolci Amari | easyJet | Estación21 Madrid | FAI giovani Pistoia | Fonderia Cultart | Fousion Gallery - Barcelona | Galería Maxó | Gallipoli City Council - Tourism | Giorgio Tesi Group | Heroes Maratea | Herschel Supply Co. | Inua Ellams | La Fábrica - Madrid | La Sala Pistoia | Le Paris Noir | Liechtenstein Tourism | Liter of Light Italia | Lomography Spain | meloquez | Meltin'Pot | Opificio John Malkovich | Pistoia City Council - Culture | Pistoia Tuscany Italian Capital of Culture 2017 | Prato City Council - Culture | Prato Fuori Expo 2015 | PUF! Pistoia Underground Festival | RAI TV Cultura: RAI Storia, RAI 5 | Reykjavik Boulevard | RoverPass | Sassi Hotel - Matera | Shakespeare & Company - Paris | TAI - Tuscan Art Industry | Tecnofloor | Tel Aviv City & Israel Ministry of Tourism | The GIRA | The Midnight Run - London | UNESCO | Userfarm | Varsi Gallery - Roma | Who Art You? - Milano | You-Are-Beautiful.com - Chicago | ...



You can advertise
your brand
like everyone else.
Or you can involve
our community
and tell the world
beautiful eternal
stories.

THE QUESTION IS:
DO YOU WANT TO
CONNECT AND INTERACT
WITH OUR COMMUNITY &
READERSHIP ?

co) SEE
CITY

CCT offers native advertising and content marketing:
from advertorials to bespoke sponsorship.

- ▶ **Advertorials** = Do you want to advertise a Place/Project/Brand/Event/Product/Service? **Tell us your Story!**
- ▶ **Sponsored Stories** = Do you want to sponsor beautiful eternal stories? **Be our Author!** or **Be our Publisher!**
- ▶ **Editorial Projects/Events** = we also work on special formats and we can involve you as **Partner** or **Sponsor**, let's talk!

HOW MUCH DOES CCT'S
CREATIVITY, MANAGEMENT,
CONTENT PRODUCTION,
COMMUNITY, READERSHIP,
ETC. COST ?

CCT offers native advertising and content marketing:
from advertorials to bespoke sponsorship.

- ▶ Advertorials = from 90 euros per story/post.
- ▶ Sponsored Stories = from 90 euros per story/post.
- ▶ Editorial Projects/Events (Partnership or Sponsorship) = it depends on your budget and/or in what product or service you can provide.
- ▶ ContaCT us for more info: adv@cct-seecity.com

EDITORIAL
PROJECTS /
EVENTS

WE CREATE CONTENT.

We create different contents - texts, photos, videos, illustrations, etc. - for different companies (travel, culture, fashion, food, etc.). Thanks to our global creative community - writers, photographers, filmmakers, illustrators, artists - , we are able to find stories everywhere and locally transform them into beautiful editorial content to share on the web and social media.

Among our Clients:
Tel Aviv City & Israel
Ministry of Tourism;
Lomography Spain;
Herschel Supply Co.;
easyJet.



WE CREATE CONTENT.

We create different contents - texts, photos, videos, illustrations, etc. - for media companies. Thanks to our global creative community - writers, photographers, filmmakers, illustrators, artists - , we are able to find stories everywhere and locally transform them into beautiful editorial products to broadcast.



Among our Clients: RAI TV - Cultura (Italian National Public TV - Culture channels)

PROJECTS/EVENTS

- ▶ **#CCTravellers** [co-storytelling]: we offer hospitality to “Creative Curious Travellers” - selected through an open call - in exchange of their stories about the city they are invited to explore, according to their cultural interests and passions.*
- ▶ **The Midnight Run** [event/tour]: The MNR is a walking, arts-filled, night-time cultural journey through a city. It gathers strangers and local artists/activists to explore, play and create whilst the city sleeps.*
- ▶ **Place Concert** [event]: live music in unconventional beautiful public spaces.
- ▶ **CCTour** [tour]: “Creative Cultural Tour” organised by CCTzens for local partners/sponsors.
- ▶ **#agiftforatruestory** [contest]: we reward creativity, curiosity and passion collecting short beautiful stories from all around the World, involving our Instagram community.
- ▶ **Invite CCT to your City!** [storytelling]: our creative community is happy to explore and tell the world your City! Invite one or more CCTzens to find and share beautiful stories to promote the culture and uniqueness of your territory. Ah! Obviously, when CCTzens move to your City... they become #CCTravellers.

PROJECTS/EVENTS : #CCTRAVELLERS

CCTRAVELLERS = CREATIVE CURIOUS TRAVELLERS

A co-storytelling project to promote Creativity, Culture, Territory.

Every year since 2016 we launch an OPEN CALL to invite “Creative Curious Travellers” from all around the WORLD to explore and tell one CITY. To the selected applicants, we offer HOSPITALITY in exchange of beautiful LOCAL STORIES they have to find - with our help - according to their passions and cultural interests. They share their like-a-local travel experience, editorial research and work through their social media and we gather their stories on our web guidezine.

NOTE: in addition to our annual CALL, we can create a special CALL for your CITY or EVENT!

WWW.CCT-SEECITY.COM/CATEGORY/PROJECTS/CCTRAVELLERS/

CCTRAVELLERS = CREATIVE CURIOUS TRAVELLERS

Editions:

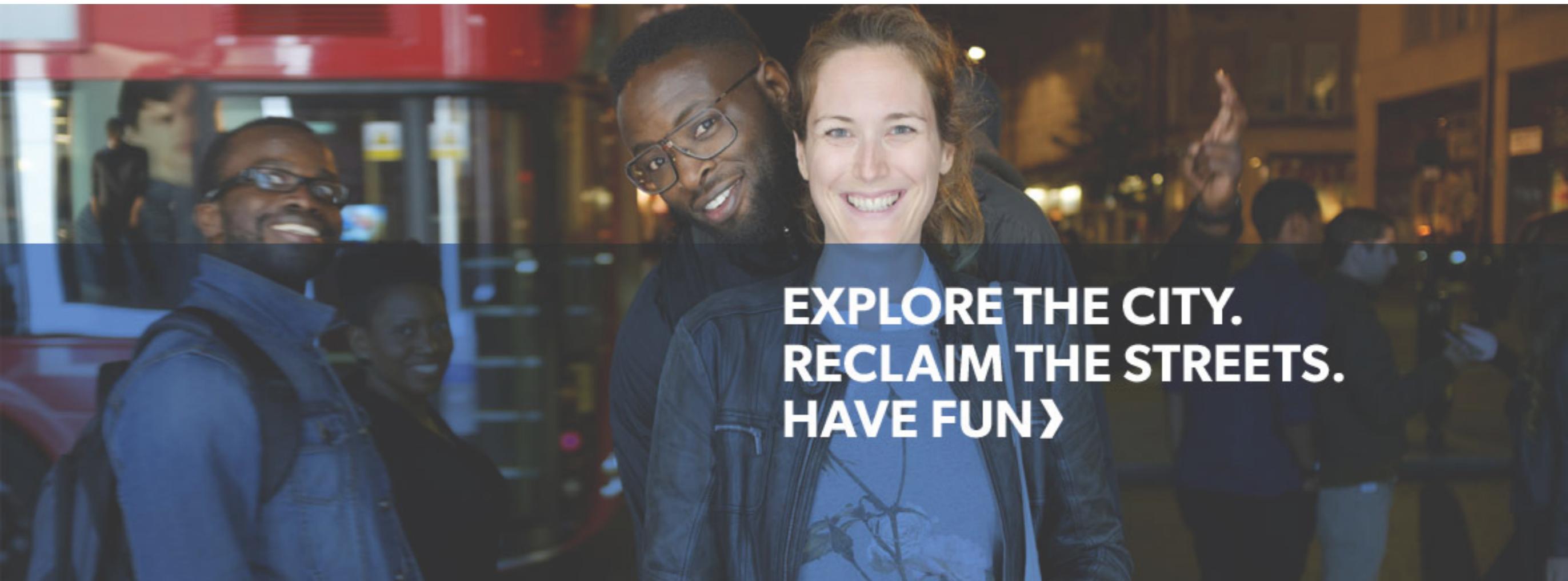
- ▶ #CCTravellers2016, **Prato** (for the re-opening of the Pecci Centre for Contemporary Art)
= 246 submissions, 50 selected applicants
- ▶ #CCTravellers2017, **Pistoia** (Italian Capital of Culture 2017)
= 304 submissions, 50 selected applicants
- ▶ #CCTravellers2018, **Palermo** (Italian Capital of Culture 2018)
= work in progress...

NOTE: in addition to our annual CALL,
we can create a special CALL for your CITY or EVENT!

THE MIDNIGHT RUN

The MNR is a walking, arts-filled, night-time cultural journey through a city. It gathers strangers and local artists/activists to explore, play and create whilst the city sleeps. [themnr.com]

Founded in 2005 by London-based artist Inua Ellams. CCT promotes this urban movement since 2011. For celebrating 10 years of MNR, CCT has co-organised and coordinated The #MNRlight2015 European tour, in partnership with UNESCO. [www.cct-seecity.com/category/projects/the-midnight-run/]



**EXPLORE THE CITY.
RECLAIM THE STREETS.
HAVE FUN >**

WE LOOK FOR:

WE LOOK FOR:

- ▶ PASSIONATE CREATIVES,
- ▶ BRILLIANT PARTNERS,
- ▶ SMART SPONSORS.

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- ▶ **PASSIONATE CREATIVES,**
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HOW CAN YOU JOIN CCT?



1. CCTzenship = Are you creative, curious and passionate?
- [Be a CCTzen!](#)
2. Friendship = Are you an independent cultural organisation?
- [Be our Friend!](#)
3. Sponsorship = Do you want to connect and interact with our community & readership?
- [Tell us your Story!](#)
- [Be our Author!](#)
- [Be our Publisher!](#)

JOIN US

WHAT IS CCT? PEOPLE SAY... #1

A way to **connect** your story with the **world**. - Marice, from Perú/Berlin * Someone who spreads the **artsy** virus around the **globe**. - Konan, from Dubai * A wonderful and safe **space** for **creatives**. - Marij, from Manila (Philippines) * A pure and **simple** way to tell **stories**. - Marlenn, from Cape Town (South Africa) * A **welcoming** and **open-minded community** of individuals who **love** travelling and appreciating those easily missed moments of **beauty**. - Johanna, from USA/Berlin * CCT is the **alternative**, the **intimacy** behind the shouting florescent exterior. It's a **friend** whispering a story in your ear. It's young and dynamic, it shares **local tips** and promote what is **authentic**. It's a great way to **explore** the world, to **experience** a city, to meet interesting people and to **discover** oneself! - Aida, from Barcelona * It's a dynamic **platform** through which I can reach many **people** who have similar **interests** as me, as CCTzen. It's also an inspirational **guidezine** that triggers my **curiosity** and opens up unique perspectives in front of me, as reader. - Tugba, from Turkey * An incredible **opportunity** to bring **people** together from all around the **world** through **storytelling**. It is a tool for the **exploration** of the unexpected nooks and crannies found through **wandering** with intention and **curiosity**, with eyes wide open. - Graeme, from Seattle (Washington, USA) * A **community** of creative people who are living **out** of the comfort zone. It's **cultural**, **stylish** and **simple**. - Julia, from Bad Kissingen (Germany) * CCT is a **beautiful** idea! - Paco, from Madrid *

WHAT IS CCT? PEOPLE SAY... #2

A place for **humans** to see and feel **stories** other humans share. - Grace, from New York * A place where I can enjoy other people's stories about **travels** and **cultures**. And, at the same time, a place for publishing my own **stories**. A place for **collaboration**. - Natalia, from Moscow * It's the **opportunity** to tell about my **city** and its **people**. - Antonella, from Palermo * The **opportunity** to **connect** with other creative minds to **share** ideas with, a virtual (or physical!) space that motivates **exchange** and where I can come close to **people** I can learn and gather **inspiration** from. - Helena, from Guadalajara (Mexico) * **Inspiration** for planning trips. **Ideas** for city visits. - Julie, from Ilkley (UK) * It promotes **creativity** and **culture**. I love Japan and I would love to **promote** my country with CCT. - Makiko, from Japan * It's the project every **travel** lover needs in his/her life. - Jennifer, from Paris * It's a place where **art-travel** oriented visitors can find **different** ways to **explore** and **discover** a city. - Jean, from Paris * It means possibilities to see the **real** city, to know the less of the beaten **places**, to experience the most **authentic local life**. - Ash, from Sydney (Australia) * Being a CCTzen means being socially and culturally **aware** when you **travel**. - Valentina, from Bologna * It's a pathway to the **future**, towards tolerance and **global** mutual understanding. - Nicholas, from London * Projects like this are important in current political climates across the **globe**. CCT creates opportunities for **collaboration** and **sharing**, it educates and unites. - Niamh, from Bath (UK) *

WHAT IS CCT? PEOPLE SAY... #3

A **collaborative** platform to engage with other **creative** minds. - Inas, from Queens (NY, USA) * A great opportunity to **connect** with **people** who share the same or similar **interests** around the **world**, by meanwhile showing **cities** and **places** from my personal perspective. - Sofia, from Italy/Berlin * A place full of **inspiration** and where I can **share** my work. A creative **platform** that offers food for thought - I love the Seelosophy! - Venelina, from Bulgaria/Frankfurt * CCT is a **place** for artists to express themselves **freely** and within a **community** of like minded people. It's a **space** for people to have their voices and ideas seen and heard by a larger **audience** that what may be possible for them. - George, from UK/Berlin * It's the perfect environment, the perfect **community**, **friendly** and **curious** for the world around us, that can give me the chance to tell my **stories**, express my **creativity** and share my **passions**. - Paula, from Buenos Aires (Argentina) * CCT is everything I believe in. To me, it's also the **opportunity** to start exploring and expressing my passion, photography. - Julija, from Berlin * A beautiful platform to connect **curious**, **open-minded** and wonderful **people** together; a **network** between **creative** people around the **world**. Made with **hearth**, warmth and **love**. - Teija, from Finland/Berlin * A global **community** of daydreamers, of **wanderers** with wings attached to the **heart**. - Andrea, from Milano * CCT is a digital hive of **stories**, **lovers**, **explorers**, a passionate **community** that tells of the **world** that can be. - Inua, from London * Etc.



I've seen a Silent Song,
I've heard a Smiling Star,
I've tasted a Secret Street,
I've breathed a Soul Sight,
I've touched a Different Life.
#SeeCity, Surprise.

cc) SEE
CITY

WE DREAM, WE DO.

- ▶ **Web platform development:** we work to improve our editorial participatory web platform, to make it easier to use and more beautiful to experience. - **App:** as soon as possible, we'll be on every curious people's smartphone!
- ▶ **Community:** we work to grow as global creative community; we are based in Italy and focusing on Europe but we are always open to the whole World! We want to work on collaborative editorial projects/events to involve - as often as possible - as many "CCTzens" as possible, from everywhere. We want CCTzens interact and meet, share ideas and experiences. Create together.
- ▶ **Nice Things Market:** we're developing an e-shop where CCTzens can sell their creative works.
- ▶ **Printed guidezine collection:** we involve our creative community to collect beautiful stories under one specific theme (city/country or topic) and print them in one limited edition guidezine.
- ▶ **The #SeeCity Festival:** for this future project/event, we'll involve our creative community to create a beautiful festival, every year in a different city.

CCT is a multi-award winning independent cultural organisation:

- ▶ Winner (best story) – **Edison for Nature 2016** | selected by Italian directors Gabriele Mainetti & Andrea Segre | Milano
- ▶ Winner (best business idea) – **STEPS Toscana 2015** | selected by Fondazione Human Plus + Impact Hub Firenze + CNA Toscana Giovani Imprenditori | Firenze
- ▶ Winner (best start up) – **I GO! 2014 – TAG** | selected by Toscana Area Giovani | Firenze
- ▶ Digital Experience Awards 2014: January's Winner in Web/Editorial | Torino
- ▶ 2nd place, **eContent Award Italy 2013 – Best digital content in "eCulture and Tourism"** | Roma
- ▶ Finalist – **European Youth Award (EYA) 2013** | Salzburg
- ▶ Nomination (best editorial project, travel) – Premio WWW 2012 – **Il Sole 24 Ore** | Milano
- ▶ Nominee 2012 – CSS Design Award | web
- ▶ Winner (best project) – international contest 2012 – **UNhate Foundation by Benetton** | Milano
- ▶ Silver (best short film documentary) – **Lovie Award 2012** | London
- ▶ Future12 (best editorial start up) – **International Journalism Festival 2012** | Perugia

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Toscana

Italy

#SeeCity & Love,
CCTeam



A photograph of a narrow street in a historic town. On the left is a large, dark wooden door with a grid pattern, set in a stone frame. To the right is a white, textured building with a small window and a door number '16'. A man in a light-colored shirt and dark pants is walking away from the camera on the right side of the street. The scene is lit with warm, golden light, suggesting late afternoon or early morning.

IC & U?

www.cct-seecity.com/you/