

14TH INTERNATIONAL SEMINARS' WEEK 27TH – 30TH NOVEMBER 2023

SEMINARS

Towards a sustainable fashion supply chain implementing green technologies

Doriana Marini, Dienpi s.r.l.

Abstract

The fashion industry is recognized as one of the most polluting industry, with critical issues related to the consumption of primary raw materials, energy and water, the use of non-renewable resources, the production of toxic waste and the release into the environment of pollutants. It is estimated that less than 1% of all textiles worldwide are recycled into new textiles. There are also issues related to fast fashion, the internationalization of the supply chain and relocation to countries with low-cost labour, which entails serious implications from an ethical-social point of view. As environmental awareness increases, the search for more sustainable products and processes is being increasingly demanded to the fashion industry. In a sustainable perspective, a central role is played by the research on the implementation of new technologies in order to reduce the environmental impact of fashion. Technological and green implementation in the sector, in terms of material choices, eco-design, and redesign of supply chains, is a key step in order to make companies increasingly sustainable in maintaining high quality. The development of new strategies requires the adoption of enabling technologies, such as industrial biotechnology, green chemistry, additive manufacturing, and the Internet of Things, which make it possible to completely rethink supply chains in terms of environmental and socioeconomic sustainability.

Date/s

Monday, 27 November, 10 a.m.- 1 p.m.

Monday, 27 November, 2 p.m. – 5 p.m.

Evaluation

The evaluation of the seminar will be carried out using multiple choice questions.

Nontourism. Engaging communities to make identity, discover the territory and manage tourism

Tommaso Sorichetti, Sineglossa

Abstract

*"Space is not simply a set of physical places, but is
also a social and cultural product."
(Henry Lefebvre, 1978)*

The seminar is structured in 5 progressive parts.

Part 1: exercise about the meaning of "nontourism", opportunities and risks about tourism within a territory. Focus on communities-based approach.

Part 2: participants, divided into groups, debate and reach a common definition about a series of words which trainers give as inspiration: inhabitants, living and non-living beings, hints, materials, artifacts, histories, intangibles, non-breathing things, landscapes.

Part 3: following the definition reached, every group decides how to organize a fast field research of the surroundings. They can collect photos, interviews, materials, and eventually organize insights they've come to.

Part 3: during a plenary session, groups show the insights' clusters and they collectively choose a frame by which to deepen a place they know. It's good if it is in Macerata, but any other place is welcome.

Part 4: every participant individually chooses a place to write about. Divided into groups they have peer to peer review of the texts.

Part 5: every participant read his/her writing in a plenary session, and collectively they define the potentially global nontouristic itinerary.

Date/s

Tuesday, 28 November, 10 a.m. - 1 p.m.

Wednesday, 29 November, 10 a.m. – 1 p.m.

Evaluation

- Active participation during exercises and plenary sessions.
- Ability to debate with people with different cultures.
- Self-organization of field research.
- Quality of nontouristic stage writings.

The promotion of agri-food business: some practical strategies

Francesco Annibali, Liceo Artistico "Giulio Cantalamessa", Macerata

Abstract

What is the difference between communicating and informing in the agri-food business? What is the role of agri-food journalism in the world of social media and infodemics? Is there a difference between agri-food journalism and wine&food journalism? What do food and wine enthusiasts buy and why? During the seminar I will answer these questions, in order to understand how food and wine should be communicated, giving some practical strategies.

Date/s

Tuesday, 28 November, 2 p.m. – 5 p.m.

Thursday, 30 November, 2 p.m. – 5 p.m.

Evaluation

The evaluation of the seminar will be carried out using multiple choice questions

Past and Present: The Evolving Landscape of Israel's Museum Culture

Bar Leshem, Haifa University, Israel / Ben-Gurion University, Israel

Abstract

The cultural heritage of Israel is a rich tapestry interwoven with millennia of history, diverse communities, and dynamic socio-political contexts. This seminar will delve deep into the heart of Israel's museum culture, providing a panoramic overview from both historical and contemporary lenses. Participants will embark on a journey tracing the footprints of past museums that, though envisioned, never materialized, illuminating Israel's ever-evolving cultural narrative. The seminar will also spotlight museums from bygone eras that have ceased to exist but remain entrenched in the nation's memory. Significantly, we will celebrate the enduring institutions that, despite the sands of time, continue to stand tall, showcasing artefacts and art that have withstood the ages. Complementing this is a nuanced exploration of contemporary museums in Israel, which seamlessly blend historical gravitas with the vibrancy of modern art. Together, these dimensions offer a comprehensive view of Israel's commitment to preserving, showcasing, and evolving its rich cultural heritage through the pivotal role of museums.

Date/s

Wednesday, 29 November, 2 p.m. – 5 p.m.

Thursday, 30 November, 9 a.m. – 12 p.m.

Evaluation

Test with three open questions.

AGENDA

27 November 2023

- 10 a.m. – 1 p.m.

Towards a sustainable fashion supply chain implementing green technologies

Doriana Marini, Dienpi s.r.l.

Room 10, Polo Bertelli, Department of Education, Cultural Heritage and Tourism - Macerata

- 2 p.m – 5 p.m.

Towards a sustainable fashion supply chain implementing green technologies

Doriana Marini, Dienpi s.r.l.

Room 10, Polo Bertelli, Department of Education, Cultural Heritage and Tourism - Macerata

28 November 2023

- 10 a.m. – 1 p.m

Nontourism. Engaging communities to make identity, discover the territory and manage tourism

Tommaso Sorichetti, Sineglossa

Room 4, Loggia del grano, via Don Minzoni - Macerata

- 2 p.m – 5 p.m.

The promotion of agri-food business: some practical strategies

Francesco Annibali, Liceo Artistico "Giulio Cantalamessa", Macerata

Room 10, Polo Bertelli, Department of Education, Cultural Heritage and Tourism – Macerata

29 November 2023

- 10 a.m. – 1 p.m.

Nontourism. Engaging communities to make identity, discover the territory and manage tourism

Tommaso Sorichetti, Sineglossa

Room 3, Polo Bertelli, Department of Education, Cultural Heritage and Tourism – Macerata

- 2 p.m – 5 p.m.

Past and Present: The Evolving Landscape of Israel's Museum Culture

Bar Leshem, Haifa University, Israel / Ben-Gurion University, Israel

Room 4, Polo Bertelli, Department of Education, Cultural Heritage and Tourism – Macerata

30 November 2023

- 9 a.m. – 12 p.m.

Past and Present: The Evolving Landscape of Israel's Museum Culture

Bar Leshem, Haifa University, Israel / Ben-Gurion University, Israel

Room 15, Polo Bertelli, Department of Education, Cultural Heritage and Tourism – Macerata

- 2 p.m – 5 p.m.

The promotion of agri-food business: some practical strategies

Francesco Annibali, Liceo Artistico "Giulio Cantalamessa", Macerata

Room 2, Polo Bertelli, Department of Education, Cultural Heritage and Tourism – Macerata