



INFO

Lectures within
the frame of the
courses of
**Museology,
European Art
History, and
Urban History**

Dr. John **EBEJER** / UNIVERSITY OF MALTA

Monday 7 November at 14.00 hrs., Room 8

Museums in the contemporary city

Many cities across Europe have developed new museums as a means for enhancing the city's international image and promoting tourism. In many instances the museums are dedicated to art and involve architecture that is intended to impress. The presentation will consider examples from Bilbao, Rome, Lisbon, Paris, Aarhus, and other cities.

Introduction: Patrizia **DRAGONI**

Tuesday 8 November at 14.00 hrs., Room 8

Promoting Destinations via Film Tourism

Film tourism is a growing phenomenon made possible by the increase in international travel and the growth of the entertainment industry. Tourism organizations can use films as springboards for marketing campaigns. The presentation explores the role of the film industry in the development of creative cities.

Introduction: Giuseppe **CAPRIOTTI**

Thursday 10 November at 8.00 hrs., Room 10

Urban regeneration in European cities: an overview of the past half century

The presentation will consider reasons why many cities across Europe have embarked on major urban regeneration initiatives. The shape of many modern cities is the outcome of regeneration efforts that took place over the last half century. The presentation will look at different approaches to regeneration and use examples to illustrate including Rotterdam, Dublin, East London, Manchester, and Lille.

Introduction: Francesco **BARTOLINI**

Erasmus Lectures

Presentations by Dr. John Ebejer at University of Macerata

November 7th, 8th, and 10th, 2022

POLO DIDATTICO L. BERTELLI / C.DA VALLEBONA

MACERATA