

Online International Workshop

# RETHINKING CULTURE AND CREATIVITY

The Role of Cultural Heritage in the  
Green and Digital Transition

10th

NOVEMBER 2022

11th

University of Macerata, Italy



UNIVERSITÀ  
DEGLI STUDI  
FIRENZE

Scuola di  
**Dottorato in  
Scienze Sociali**

i-strategies



IL CAPITALE CULTURALE  
*Studies on the Value of Cultural Heritage*



UNIVERSITÀ  
DEGLI STUDI  
FIRENZE



Università  
di Catania



Università  
degli Studi  
della Campania  
*Luigi Vanvitelli*



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UNIVERSITÀ DI MACERATA

**l'umanesimo che innova**

## PROGRAM OVERVIEW

10

Thursday

**09:15 - 10:00 WELCOME AND INTRODUCTION****John McCourt**

Rector of the University of Macerata

**Lorella Giannandrea**

Director of the Department of Education, Cultural Heritage and Tourism

**Elena Cedrola**

Director of the Department of Economics and Law

**Luciana Lazzeretti**Co-organiser *Rethinking Culture and Creativity 2022***Mara Cerquetti and Eleonora Cutrini**Local organisers *Rethinking Culture and Creativity 2022***10:00 - 12:30 PARALLEL SESSION 1****GREEN ROOM****Cultural policies, governance and sustainable development**

Chair Eleonora Cutrini

**BLUE ROOM****Cultural heritage and heritage communities**

Chair Mara Cerquetti

**YELLOW ROOM****Cultural tourism in an era of uncertainty**

Chair Patrizia Silvestrelli

**12.30 - 14:00 BREAK / LUNCH****14:00 - 16:30 PARALLEL SESSION 2****GREEN ROOM****Cultural and creative industries, green transition and digital transformation**

Chair Giovanna Segre

**BLUE ROOM****Innovating the heritage system: the role of universities and public authorities**

Chair Mara Del Baldo

**YELLOW ROOM****Museums and digital innovations**

Chair Ludovico Solima

**17:00 BOOK SESSION****in Italian (on site / online)****Luciana Lazzeretti***L'ascesa della società algoritmica ed il ruolo strategico della cultura*  
(FrancoAngeli, 2021)**Ludovico Solima***Le parole del museo. Un percorso tra management, tecnologie digitali e sostenibilità*  
(Carocci, 2022)

Discussant Ilde Rizzo

Università degli Studi di Catania

**11**  
Friday

**09:00 - 11:30** **PARALLEL SESSION 3**

**GREEN ROOM**

**Food systems, heritage marketing and local development**

*Chair* Concetta Ferrara

**BLUE ROOM**

**Digitalisation of cultural heritage**

*Chair* Pierluigi Feliciati

**YELLOW ROOM**

**Culture-led urban regeneration**

*Chair* Stefania Oliva

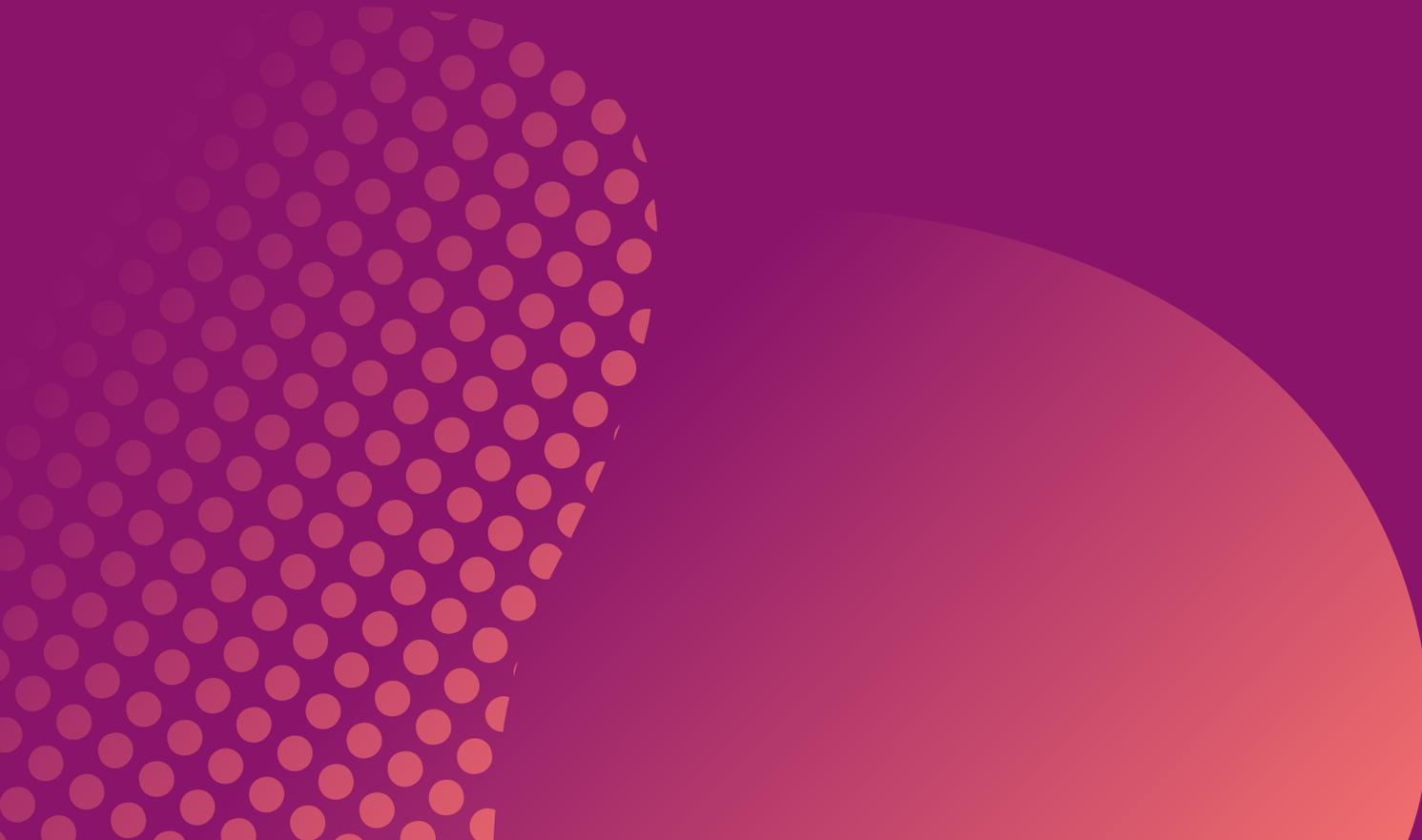
**11:30 - 11:45** **BREAK**

**11:45 - 12:00** **ACKNOWLEDGMENTS AND FAREWELL**

#RCC2022

# PROGRAM

Thursday 10th



09:15 - 10:00

## GREEN ROOM / AULA 11 WELCOME AND INTRODUCTION

**John McCourt** / Rector of the University of Macerata  
**Lorella Giannandrea** / Director of the Department of Education, Cultural Heritage and Tourism

**Elena Cedrola** / Director of the Department of Economics and Law  
**Luciana Lazzeretti** / Co-organiser RCC2022  
**Mara Cerquetti** and **Eleonora Cutrini** / Local organisers RCC2022

10:00 - 12:30

## GREEN ROOM / AULA 11

Cultural policies, governance and sustainable development

### Chair Eleonora Cutrini

*Culture and creativity in regional and urban development in the era of artificial intelligence: a policy review*

**Paola Beccherle, Luciana Lazzeretti**

*Correlation of digital monetary transformation and economic effect*

**Maria Carmela Aprile, Simona Monteleone, Benedetto Torrisi**

*From prohibition to care, from care to usage plans. Notes for a new approach to environmental, economic and social sustainability in the "shared" protection of cultural heritage and landscape, starting from the Sardinian case*

**Mattia Sanna Montanelli, Francesco Mameli, Fabio Pinna, Antonio Giorri**

*Legal ethno-development: where culture and environmental law meet*

**Livio Perra**

*Cultural policies for the sustainable development in Genoa*

**Erica Meneghin, Alessio Re**

*The "revolution" of the protection system: the single superintendencies and the case of Tuscany*

**Simone De Nardis**

## BLUE ROOM / AULA 12

Cultural heritage and heritage communities

### Chair Mara Cerquetti

*Identification and creation processes of historical and cultural values in territorial development projects based on culture*

**Andrea Longhi, Erica Meneghin, Giovanna Segre**

*From impact assessment to impact of the assessment: heritage making and heritage community through the implementation of the SoPHIA model*

**Mauro Baioni, Annalisa Cicerchia, Paola Demartini, Lucia Marchegiani, Michela Marchiori, Flavia Marucci**

*The neighbourhood and the community of students. AnticoCorsoLab: digital tales for the bomb shelter "Cava Daniele"*

**Claudia Cantale**

*Ecclesiastical cultural heritage: strategies of analysis supporting communities*

**Giulia De Lucia**

*Creativity and innovation in the enhancement of Italian World Heritage Sites as a "new normal"*

**Martina Tullio**

*Cultural Management, Memory and the Monument of the "Others". The Case of QursumDjami in Trikala, Greece*

**Ioannis Tsiouris**

## YELLOW ROOM / AULA 17

Cultural tourism in an era of uncertainty

### Chair Patrizia Silvestrelli

*Cultural tourism and intangible heritage: the role of Langhe Monferrato and Roero landscape's social representations*

**Giovanna Rech, Luca Mori**

*Digital interactions for sustainable visitor behavior: theoretical approaches and design challenges*

**Alessandra Marasco, Sofia Pescarin**

*Managing local heritage in low-and middle-income countries through small accommodation firms. The case of Ghana*  
**Silvia Baiocco, Paola M.A. Paniccia, Caesar A. Atuire**

*Artistic-religious tourism after the pandemic: towards the innovation of sustainable tourism or the return to the pre-crisis business model?*

**Giacomo Manetti, Marco Bellucci, Stefania Oliva, Damiano Cesa Bianchi**

*Changing dynamics of cultural tourism determinants amid Covid-19 pandemic: theoretical based insights and recommendations*

**Farhad Nazir**

*Tourists' perception towards high cultural value places in the post-pandemic period. The case of the widespread hotel*

**Marta Maria Montella, Patrizia Silvestrelli**

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Thursday  
#RCC2022

12:30 - 14:00

BREAK / LUNCH

14:00 - 16:30

## GREEN ROOM / AULA 11

Cultural and creative industries, green transition and digital transformation

### Chair **Giovanna Segre**

*Collaborative practices and the digital transition in the CCI. A systematic literature review and future directions*

**Alice Devecchi, Francesco Petrucci, Alessandra Tafaro**

*Participation in Creative Europe and the impact on the digital transformation of Italian organizations: a comparison between the cultural and audiovisual sectors*

**Paola Borrione, Martha Friel, Angelo Miglietta**

*VOD regulation and support in the EU: towards a new model of audiovisual distribution*

**Juan José Grao-Muriel, María Luisa Palma-Martos**

*The European way to digital and green transition for local development: the European funding programmes to support the CCIs*

**Rebecca Marconi**

*Creative economy and design companies: first evidence from Piedmont*

**Cristina Caterina Amitrano, Giovanna Segre**

## BLUE ROOM / AULA 12

Innovating the heritage system: the role of universities and public authorities

### Chair **Mara Del Baldo**

*How to foster inclusive development, civic wealth creation in UNESCO site? The "creative" role of public local authorities*

**Selena Aureli, Paola Demartini, Mara Del Baldo**

*Contemporary museum and society. The museum communicator: new perspectives for the profession*

**Lidia Abenavoli**

*Role and impact of cultural heritage in the evaluation of academic's Third Mission*

**Fabio Pinna, Mattia Sanna Montanelli, Antonio Giorri, Francesco Mameli**

*Archaeology communication and education as a pivot of the University's third mission. The study-case of the project "The History around us", between archaeological research, heritage education and citizen education*

**Marta Brunelli, Emanuela Stortoni**

*The new emerging skills for cultural and creative sectors. Which role for universities? A literature review*

**Mara Cerquetti, Concetta Ferrara**

## YELLOW ROOM / AULA 17

Museums and digital innovations

### Chair **Ludovico Solima**

*Striving for relevance. Citizen Science for sharing the value of museums*

**Stefania Oliva, Martin Piber**

*Comics museums in Italy. Digital challenges and opportunities for development*

**Francesca Leonardi, Francesca Fino, Yeşim Tonga Uriarte, Maria Luisa Catoni**

*Uffizi "pop": exploring the role of museums in the digital era*

**Luciana Lazzeretti, Paola Beccherle, Stefania Oliva**

*The use of TikTok in museum management*

**Francesco Carignani, Fabio Greco, Gesualda Iodice, Francesco Bifulco**

*Setting up a new museum: possibilities and solutions offered by augmented reality. An experiment at the "Paolo and Ornella Ricca" School Museum of the University of Macerata*

**Marta Brunelli, Chiara Calamanti, Marco Gasparri**

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Thursday  
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17:00

## GREEN ROOM / AULA 11 BOOK SESSION in Italian (on site / online)

**Luciana Lazzeretti** *L'ascesa della società algoritmica ed il ruolo strategico della cultura* (FrancoAngeli, 2021)

**Ludovico Solima** *Le parole del museo. Un percorso tra management, tecnologie digitali e sostenibilità* (Carocci, 2022)

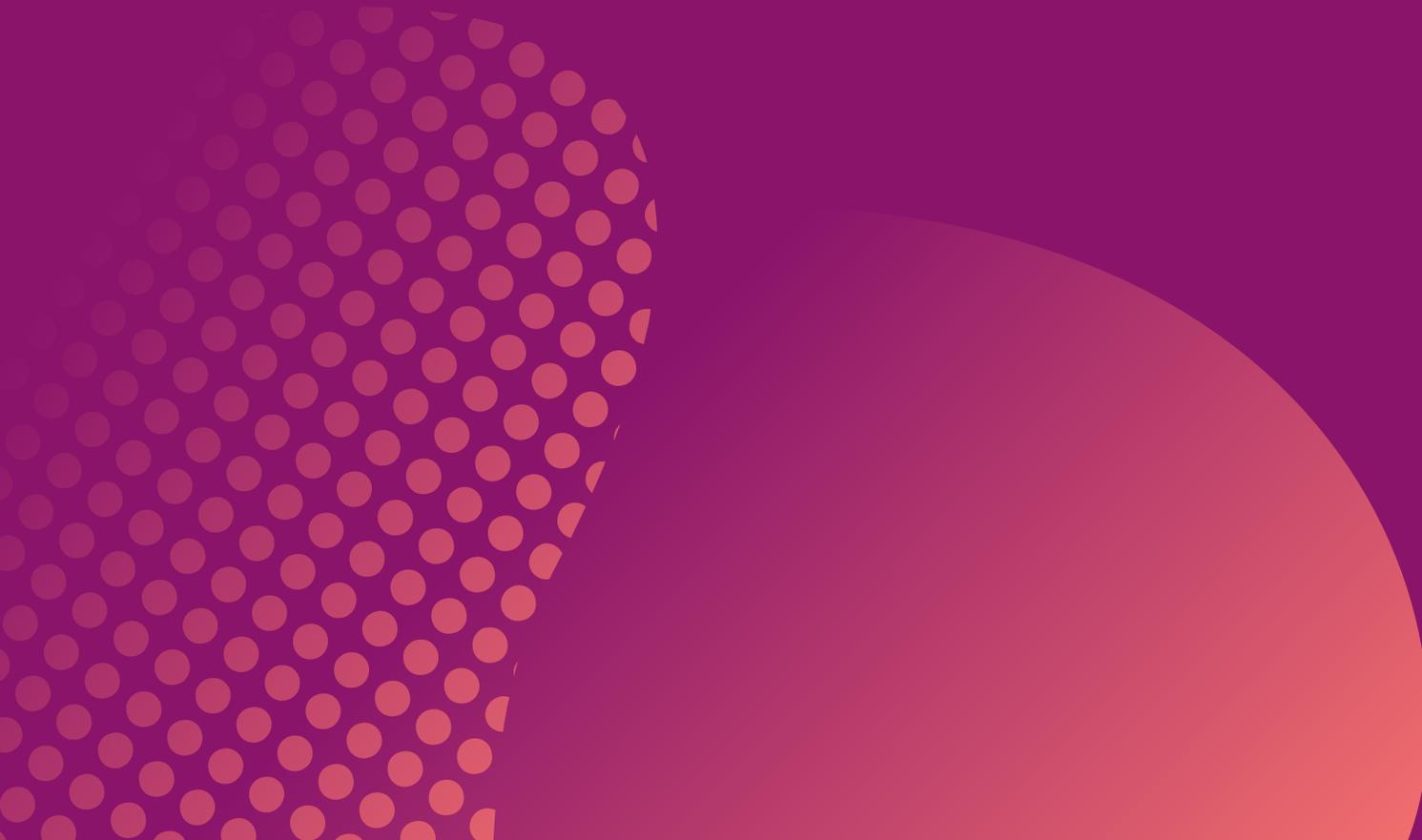
*Discussant*

**Ilde Rizzo** / Università degli Studi di Catania

#RCC2022

# PROGRAM

Friday 11th



09:00 - 11:30

## GREEN ROOM / AULA 5

Food systems, heritage marketing and local development

### Chair Concetta Ferrara

*Rural cultural heritage: an analysis of strategies to support local agro-food systems through some evidence from the European experiences*

**Maria Carmela Aprile, Simona Monteleone, Benedetto Torrisi**

*The intangible, agro-alimentary cultural heritage of Aosta Valley: reflections on the role of communities and on the governance of micro-branches*

**Giulia Avanza**

*How to involve partners in corporate heritage marketing initiatives according to the omnichannel approach: the case of a small winery*

**Pier Franco Luigi Fraboni, Andrea Sabatini, Valerio Temperini**

*The role of heritage marketing for a company and its milieu. The case of the wine sector in Burgundy (France)*

**Mara Cerquetti, Tonino Pencarelli, Annamaria Romagnoli**

*Fine dining as a cultural good. An inquiry on haute cuisine chef creativity, food quality, and restaurant guides*

**Francesco Angelini, Massimiliano Castellani, Pierpaolo Pattitoni**

## BLUE ROOM / AULA 6

Digitalisation of cultural heritage

### Chair Pierluigi Feliciati

*Exploring digital heritage communities: a quantitative assessment of Wiki Loves Monuments in Italy*

**Enrico Bertacchini, Iolanda Pensa**

*The cultural heritage sector takes on the climate action challenge*

**Susan Hazan**

*Modern heritage safeguarding and documentation: the Siza ATLAS project*

**Tiago Trindade Cruz, Teresa Cunha Ferreira**

*Development paths of cultural and creative industries research according to digital transformation waves*

**Luna Leoni, Mateus Panizzon**

*An Italian repository for cultural heritage: some thoughts*

**Angela Bosco, Andrea D'Andrea, Francesca Forte**

*About equality and rights: the freedom of access to cultural heritage in Italy in the digital era*

**Antonio Giorri, Fabio Pinna, Mattia Sanna Montanelli, Francesco Mameli**

## YELLOW ROOM / AULA 7

Culture-led urban regeneration

### Chair Stefania Oliva

*Cultural heritage reuse in a challenging urban context*

**Francesca Marone, Marco Tregua**

*Reuse of cultural heritage: institutional and legal framework in Italy*

**Carmen Vitale**

*University students' awareness and attitude towards the European Capital of Culture title. The Veszprém-Balaton ECOC 2023 Case*

**Agnes Raffay-Danyi, Edit Kővári, Henrietta Ködmönné Pethő**

*From an urban regeneration project to a neighbourhood museum. The case of MUBIG and intergenerationality as an agent of change.*

**Anna Chiara Cimoli**

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Friday

#RCC2022

11:30 - 11:45

**BREAK**

11:45 - 12:00

**GREEN ROOM / AULA 5 ACKNOWLEDGMENTS AND FAREWELL**

# LOCAL ORGANIZERS



**Mara Cerquetti**  
University of Macerata



**Eleonora Cutrini**  
University of Macerata

# CO-ORGANIZERS



**Tiziana Cuccia**  
University of Catania



**Luciana Lazzeretti**  
University of Florence



**Pier Luigi Sacco**  
"Gabriele d'Annunzio"  
University of Chieti-Pescara



**Ludovico Solima**  
"Luigi Vanvitelli"  
University of Campania

# UNIMC STAFF



**Concetta Ferrara**

Post-doc fellow researcher



**Giulia Lapucci**

PhD student



**Annamaria Romagnoli**

PhD student

Feel free to use **#RCC2022** in your social media to share contents about the workshop

For any information, please contact  
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Website

**<https://sites.google.com/view/cultureandcreativity2022>**

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