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# Rethinking Culture and Creativity

## The Role of Cultural Heritage in the Green and Digital Transition

### Online International Workshop

University of Macerata

10–11 November 2022

**Local organisers:** Mara Cerquetti (University of Macerata, [mara.cerquetti@unimc.it](mailto:mara.cerquetti@unimc.it)), Eleonora Cutrini (University of Macerata, [eleonora.cutrini@unimc.it](mailto:eleonora.cutrini@unimc.it)).

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### Context

Over the last decades, the economic literature on cultural heritage has been devoted to investigating its role in local development, economic growth and innovation. Tangible and intangible cultural heritage has been studied as a source for the regeneration of products, sectors and places and elements to favour the transformation of the economic structure of cities and regions. However, the relationship between culture and the economy is approaching a new phase, one that is based on closer ties between culture, creativity and technological innovation. We are beginning a New Era in which cultural institutions and organisations should address the challenges that have emerged from the spread of digital technology and the need to adopt practices for environmental, economic and social sustainability. This rapid revolution has led cultural institutions to rethink their role in the contemporary economic context. Production systems have changed, and new intangible added value is generated from a symbolic value and identity, of which creativity, technology transfer, and tangible and intangible heritage are crucial components. The combination of cultural heritage and new technologies stimulates a new ecosystem for innovation that is capable of creating value and different types of entrepreneurship in different sectors, such as tourism. The Twin Transition calls for a response to a new demand for cultural content from local and digital communities and social networks. Cultural institutions like museums have to meet this demand. In light of these considerations, we ask: how might the green and digital transition affect the management of tangible and intangible heritage? What are the new challenges for cultural industries after the shock caused by the Covid-19 pandemic?

### Purpose

The workshop aims to be a space for discussing the role of cultural heritage in sustainable territorial development in the digital era. It is the second event in a pluriennial programme jointly organised by the University of Catania, the University of Florence, the IULM University, the 'Luigi Vanvitelli' University of Campania and the University of Macerata.

**Partner:** IL CAPITALE CULTURALE. *Studies on the Value of Cultural Heritage*

<https://riviste.unimc.it/index.php/cap-cult>



**IL CAPITALE CULTURALE**  
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The purpose of the programme is to create a network of scholars in topics related to the economics and management of culture and creativity and to contribute to the current debate and emerging issues on the cultural and creative economy. The workshop welcomes theoretical and empirical papers from academics, researchers and students applying qualitative and/or quantitative methodologies.

The workshop's themes include but are not limited to:

1. Culture, cultural policies and sustainable development
2. Institutional change and governance of cultural assets
3. The role of cultural heritage and heritage communities
4. Culture-led development and resilience in inland areas
5. Cultural and creative industries, green transition and digital transformation
6. Cultural networks and clusters
7. Planning, evaluation and accountability in the cultural sector
8. Museums and digital innovations
9. Digitalisation of cultural heritage
10. Cultural tourism after Covid-19
11. Other

## Organisation

The workshop will be organised by the Department of Education, Cultural Heritage and Tourism of the University of Macerata and held online on 10–11 November 2022.

Authors interested in participating in the workshop should email a 300–500-word abstract in English or Italian to [cultureandcreativity2022@unimc.it](mailto:cultureandcreativity2022@unimc.it) from **1 May 2022** to **30 June 2022**, stating a track theme. Notifications of acceptance be sent by **31 July 2022**. The registration fee is €60 (sixty euros).

## Important dates

Call for abstracts deadline	30 June 2022
Notification of acceptance	31 July 2022
Full paper submissions (optional) and fee payment	10 October 2022
Workshop dates	10–11 November 2022

## Publication opportunities

A selection of papers will be published in national or international journals.

**For more information please visit:**

**<https://sfbct.unimc.it/it/site-news/rethinking-culture-and-creativity>**

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<https://riviste.unimc.it/index.php/cap-cult>



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