



ROMA TRE UNIVERSITY

Centre for the Study of Rome (CROMA)

Department of Business Studies

Research group for the Economics and Management of Cultural Heritage

**ANNUAL MEETING ON CULTURAL HERITAGE
4th CONFERENCE**

CULTURAL

CREATIVE

INDUSTRIES

ECONOMIC DEVELOPMENT AND URBAN REGENERATION

ROME, 4-5 DECEMBER 2015

School of Economics and Business Studies | Via Silvio D'Amico 77

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Background

The rise of awareness about the economic significance of creativity in a globalized world has gone hand in hand with the affirmation of the term 'creative industries', often used interchangeably to the term 'cultural industries'.

Culture and creativity are considered key competitiveness drivers in the knowledge-based economy. They account for substantial shares of income and employment in developed countries and offer important opportunities to policy makers to raise local levels of urban quality and social well-being. These strengths are the basis for important potential contributions of cultural and creative industries to the 'smart', 'inclusive' and 'sustainable' growth that are placed at the core of Europe 2020 economic strategy.

The conference aims to promote the debate and the sharing of knowledge and experiences on research, policy and projects focusing on Cultural and Creative Industries.

This is the fourth international event organized by CROMA and the Department of Business Studies, after Heritage and Cityscapes (5-6 October 2012), Sustainable Cultural Heritage Management (11-12 October 2013), Cultural Heritage, Present challenges and future perspectives (21-22 November 2014).

Conference topics

- Historical perspective and methodological issues
- Culture, creativity and the knowledge economy
- Cultural and creative industries and intellectual property rights
- Cultural and creative industries and international trade
- The competitive advantage of place: creative clusters, creative networks; creative milieus
- Culture-led urban regeneration
- Public policies for cultural and creative industries
- The contemporary thinking of culture

Scientific committee: Carlo M. Travaglini (coordinator, Univ. Roma Tre), Marco Belfanti (Univ. Brescia), Alfredo Buccaro (Univ. Napoli Federico II), Aldo Castellano (Politecnico di Milano), Paola Demartini (Univ. Roma Tre), Giovanni Luigi Fontana (Univ. Padova), Margherita Guccione (MAXXI), Alberto Guenzi (Univ. Parma), Marco Iuliano (Univ. Liverpool), Renée Kistemaker (Amsterdam Museum), Paola Lanaro (Univ. Venezia), Luciana Lazzaretti (Univ. Firenze), Paolo Leon (Univ. Roma Tre), Fiona Macmillan (Birbeck, Univ. London), Gian Paolo Manzella (Regione Lazio), Lucia Marchegiani (Univ. Roma Tre), Michela Marchiori (Univ. Roma Tre), Imante Markeviciute (Kaunas Univ. of Technology), Salvatore Monni (Univ. Roma Tre), Francesc Munoz (Univ. Autònoma Barcelona), Leila Nista (Mibact), Costanza Nosi (Univ. Roma Tre), Carlo Olmo (Politecnico Torino), Elisabetta Pallottino (Univ. Roma Tre), Pascal Petit (Univ. Paris Nord), Gunnar Prause (Tallinn Univ. of Technology), Joan Roca (Museu d'Historia Barcelona), Pier Luigi Sacco (Univ. IUL Milano), Gamze Sart (Istanbul Univ.), Giovanni Schiuma (Univ. della Basilicata), Peter Stabel (Univ. Antwerp), Manuela Tvaronaviciene (Vilnius Gediminas Technical Univ.), Giuliano Volpe (Univ. di Foggia), Simeon Yates (Institute of Cultural Capital, Liverpool)

Patronage / collaboration: AIPAI (Associazione italiana per il patrimonio archeologico industriale), AISU (Associazione Italiana di Storia Urbana), City History Museums Network, Commissione Nazionale Italiana per l'UNESCO, ICCROM (International Centre for the Study of the Preservation and Restoration of Cultural Property), MiBACT (Ministero dei Beni e delle Attività Culturali e del Turismo), SISE (Società Italiana degli Storici Economici)



PROGRAMME

Friday 4 December

9:00-9:30 *Registration*

9:30-11: 30 Parallel Sessions: A1, B1, C1, D1 (rooms 6-9-10-7, 2nd floor)

11:30-11:45 Coffee break

11.45-13.30 Plenary Session (room 10, 2nd floor)

Saluti

Mario Panizza, Rettore Università degli Studi Roma Tre

Maria Luisa Cenci, Direttore Dipartimento Studi Aziendali

Giovanni Scarano, Presidente Scuola di Economia e Studi Aziendali

Keynote lecture

Carlo Olmo, Politecnico di Torino

Tra usages politique du passé e patrimonializzazione iperealista: il sentier stretto del Cultural Heritage oggi

13.30-14.30 Lunch

14.30-16.30 Parallel Sessions: A2, B2, D2, D3 (rooms 6-9-10-7, 2nd floor)

16:30-16:45 Coffee break

16:45-18:45 Parallel Sessions: B3, C2, D4 (rooms 9-10-7, 2nd floor)

Saturday 5 December

9:00-9:30 *Registration*

9:30-11: 30 Parallel Sessions: B4, C3, D5, D6 (rooms 9-10-7-6, 2nd floor)

11:30-11:45 Coffee break

11.45-13.30 Plenary Session (Sala delle lauree, ground floor)

coordina: Carlo M. Travaglini, CROMA

Round Table

Cultura e creatività tra consumi e investimenti. Sfide di operatori pubblici e privati

Rita Borioni, CdA RAI

Letizia Casuccio, Coopculture

Marco Causi, Deputato, Commissione Bilancio

Paola Manfroni, Marimo

Gian Paolo Manzella, Consigliere Regione Lazio

13.30-14.30 Wine tasting "Azienda agricola biologica Marco Carpineti", Cori (Latina) and lunch

SESSIONS

SESSION A1

Creative Europe – Culture Programme: opportunities for the cultural and creative sector

Coordinator: Leila Nista (Creative Europe Desk Italy - Culture Office)

4 December, 9.30 – ROOM 6

1. Leila Nista (Creative Europe Desk Italy - Culture Office) - *Cultural and creative industries under the Creative Europe Programme*
2. Rita Sassu (Creative Europe Desk Italy - Culture Office) - *Creative Europe - Culture Sub-Programme: introduction to cooperation Projects*
3. Carlo Lingua (BRICs Consulting) - *Project Caravan - When management meets creativity*
4. Alessandra Ferraro (Margine Operativo) - *Contact Zones: performing arts in urban space. Possible cooperation between art, spaces and citizens for a sustainable development of the city*
5. Rita Sassu (Creative Europe Desk Italy - Culture Office) - *Creative Europe - Culture Sub-Programme: introduction to Literary Translation Projects*

SESSION A2

Creative industries: definition and policy issues

Coordinators: Gian Paolo Manzella (Consiglio Regionale del Lazio) - Pascal Petit (Univ. Paris Nord)

4 December, 14.30 – ROOM 6

1. Melinda Harlov (Eötvös Loránd University, Budapest), Adam Bartha (Eötvös Loránd University, Budapest) - *A challenge for the future of culture: Views on and adaptation of the concept of cultural industries by UNESCO in the early 1980s*
2. Luciana Lazzeretti (Univ. di Firenze) - *Creative Economy as a successful paradigm or a creative bubble. An open debate*
3. Pamela Burnard (University of Cambridge) - *Human capital career creativities for creative industries work: Lessons underpinned by Bourdieu's tools for thinking*
4. Keti Lelo (Univ. Roma Tre) - *From the subsidised muses to creative industries: convergences and compromises*
5. Eugenio Patanè (Consiglio Regionale del Lazio) - *Public policies for cultural and creative industries*

SESSION B

Promotion, protection and economic performance of creative products

B1. Coordinators: Lucia Marchegiani (Univ. Roma Tre)

4 December, 9.30 – ROOM 9

1. Cristiana Carletti (Univ. Roma Tre) - *The protection and promotion of intangible cultural heritage. How to preserve the tradition and to support new tools for creative access to historical Italian brands and patents*
2. Ornella Cirillo (Seconda Univ. Napoli), Patrizia Ranzo (Seconda Univ. Napoli), Roberto Liberti (Seconda Univ. Napoli) - *L'ecosistema creativo per la valorizzazione dei brand campani nel comparto moda*
3. Laima Gerlitz (Wismar Univ.), Gunnar Prause (Wismar Univ.), Achim Hack (Wismar Univ.) - *Embedded Creativity in Entrepreneurial Practices through Design Management: Case Study from the South Baltic Sea Region*
4. Lucia Marchegiani (Univ. Roma Tre), Benedetta Rossi (Univ. Roma Tre) - *Cultural networks as drivers of innovation and sustainability in the creative industries*
5. Onur Mengi (Izmir University of Technology) - *Creative industries through changing mode of production: a debate on fashion industry*

B2. Coordinators: Luciana Lazzeretti (Univ. Roma Tre) - Costanza Nosi (Univ. Roma Tre)

4 December, 14.30 – ROOM 9

1. Vytaute Dlugoborskyte (Kaunas Univ. of Technology), Monika Petraite (Kaunas Univ. of Technology) - *Managing creative innovation team: how does the mix of personality types in team composition affect its performance?*
2. Antonio Lerro (Univ. Basilicata), Giovanni Schiuma (University of the Arts, London), Daniela Carlucci (Univ. Basilicata) - *Management challenges in Cultural Industries: product-market characteristics, business model innovation and stakeholders' engagement*
3. Alessia Mangialardo (Univ. Padova), Ezio Micelli (IUAV) - *New strategies for public property valorization: 5 conditions for starting bottom-up processes*
4. Laura Martini (Politecnico di Torino) - *Squatting as a strategy of resilience to the crisis. London in the 70s*
5. Vittoria Ferrandino (Univ. Sannio), Valentina Sgro (Univ. Sannio) - *Advertising and branding in the Italian food sector: the evolution of the Barilla brand and image of Italy in the world*

B3. Coordinators: Luciana Lazzeretti (Univ. Roma Tre) - Costanza Nosi (Univ. Roma Tre)

4 December, 16.45 – ROOM 9

1. Nadia Fava (Univ. Girona) - *Turismo gastronomico "versus" filiera corta: due esperienze a confronto "Espai Tomata" ed il "Celler de Can Roca" in Catalogna, Spagna*
2. Costanza Nosi (Univ. Roma Tre), Francesca Faggioni (Univ. Roma Tre), Enrico Porreca (Fungo Marketing Srls.), Valerio Italia (Fungo Marketing Srls.) - *Creativity and new product development: How consumer online communities co-create value along industry innovation processes*
3. Elvira Anna Graziano (Link Campus Univ.), Francesca Vicentini (Link Campus Univ.) - *Football cultural events and stock market returns: the case of FIFA WORLD CUP*
4. Olga Nikitina (Saint Petersburg Univ. of Economics), Olga Akimova (Saint Petersburg Univ. of Economics), Galina Vorontsova (Saint Petersburg Univ. of Economics), Yuliia Krinichna (Saint Petersburg Univ. of Economics), Vlada Boshkova (Saint Petersburg Univ. of Economics) - *Loneliness older people and the best cultural practices in the segment "the senior tourism"*
5. Valentina Vadi (Lancaster Univ.) - *International Economic Courts and the Protection of Cultural Heritage*
6. Sabrina Fattori (Studio Fattori) - *Creativity, innovation and change*

B4. Coordinators: Lucia Marchegiani (Univ. Roma Tre) - Pamela Burnard (University of Cambridge)

5 December, 9.30 – ROOM 9

1. Mario Buono (Seconda Univ. Napoli), Sonia Capece (Seconda Univ. Napoli), Sebastian Garcia Garrido (Univ. Malaga) - *The creative industry in the Mediterranean: Pablo Picasso and the design of ceramics*
2. Luigi Nasta (Univ. Luiss), Luca Pirolo (Univ. Luiss), Patrik Wikstrom (Queensland University of Technology), Richard Priem (Univ. Luiss) - *Diversity in creative teams: an empirical analysis of the U.S. music industry*
3. Sabrina Pedrini (Univ. Bologna) - *Added value in culture: a new approach for cultural organization and heritage*
4. Simone Ricci (Univ. Roma Tre) - *Da piccola realtà locale a colosso globale: le prospettive future della Eko Music e delle chitarre più belle del mondo*
5. Tiziana Esecuzione (Univ. Roma Tre), Lucia Marchegiani (Univ. Roma Tre), Maria Cristina Toscano (Univ. Roma Tre) - *Hunting for a public - private alliance in cultural heritage*

SESSION C**Historical perspective and methodological problems****C1. Coordinator: Renée Kistemaker (Amsterdam Museum)**

4 December, 9:30 – ROOM 10

1. Rossella Del Prete (Univ. Sannio) - *Music, theatre, economics: cultural institutions, performing arts and creative production system in Naples, between modern and contemporary age*
2. Rosa Maria Giusto (Univ. Perugia) - *The Bourbons and Naples. Historical perspective of a cultural chain interrupted*

3. Angela Orlandi (DISEI) - *Florence and Tuscany in intercultural manufacturing and trade (14th-16th centuries). A few points*
4. Giacomo Zanibelli (Univ. Siena) - *A cultural-proto industry in Europe in the XVIII century. The Royal publishing industry of the Ancient Italian States*

C2. Coordinator: Carlo M. Travaglini (Univ. Roma Tre)

4 December, 16:45 – ROOM 10

1. Chiara Maranzana (Abitare Magazine), Luca Mocarrelli (Univ. Milano Bicocca), Rocco Ronza (ESTÀ) - *Digital mapping techniques, historical heritage and local place development: the case of the Milan Web-HGIS Project*
2. Alessandro Castagnaro (Univ. Napoli) - *Fascio's architecture in Naples: the case of Colonia Montana in Agerola (1937-1939)*
3. Riccardo Cella (Univ. Verona), Maria Luisa Ferrari (Univ. Verona) - *From military to cultural industry: the Compendio di Santa Marta of the University of Verona*
4. Maria Ines Pascariello (Univ. Napoli) - *Naples within eye sight: images and creativity*

C3. Coordinator: Alfredo Buccaro (Univ. Napoli)

5 December, 9:30 – ROOM 10

1. Cinzia Capalbo (Univ. Sapienza) - *The Roman fashion system in the change of the urban pattern. Late nineteenth - early twentieth century*
2. Francesca Capano (Univ. Napoli) - *Palazzo de Sinno, wrongly known as Palazzo Barbaja Methods and analysis for an correct attribution*
3. Daniela Manetti (Univ. Pisa) - *Propaganda, city planning and development of production: Cinecittà 1937-1945*
4. Eleonora Todde (Univ. Cagliari) - *The evolution of the mining village of Montevecchio from archival sources to museum reconversion*

SESION D

Creative city, creative clusters, urban regeneration, territorial performance

D1. Coordinators: Alfredo Buccaro (Univ. Napoli) - Keti Lelo (Univ. Roma Tre)

4 December, 9:30 – ROOM 7

1. Olindo Caso (Delft Univ. of Technology) - *The new public library as supportive environments for the contemporary homo faber. A designer perspective*
2. Pascale Froment (Aix Marseille Univ.) - *Cultural patrimony, actors and urban renewal: towards news configurations?*
3. Irene Litardi (Univ. Tor Vergata), Lavinia Pastore (Univ. Tor Vergata), Michele Trimarchi (Univ. Catanzaro) - *Culture and the city. Public action and social participation*
4. Stefano Tornieri (IUAV) - *Tourism, landscape, competitiveness. Regeneration from the underground*
5. Maddalena Pennacchia (Univ. Roma Tre) - *Creative Industries, Humanities and Tourism*

D2. Coordinator: Salvatore Monni (Univ. Roma Tre)

4 December, 14:30 – ROOM 10

1. Antonella Bruzzese (Politecnico di Milano) - *The places of creative production in Milan. Localizations, features and role in urban transformation processes*
2. Raffaella Maddaluno (Univ. Lisboa), Ana Cardoso de Matos (CIDEHUS - Évora Univ.) - *The industrial district of Alcântara: from the culture of work to culture of leisure and entertainment*
3. Luca Massidda (Univ. Roma Tre) - *EXPO and the city. The renewed centrality of a cultural megaevent*
4. Sanja Simeunovic Radulovic (Belgrade Univ.), Aleksandra Stupar (Belgrade Univ.) - *The role of creative clusters in the process of global repositioning: the case of Belgrade*
5. Manuela Tvaronavičienė (Vilnius Gediminas Technical Univ.) - *Economic development and cities' regeneration: energy consumption perspective*

D3. Coordinator: Anna Laura Palazzo (Univ. Roma Tre)

4 December, 14:30 – ROOM 7

1. Maria Paola Repellino (Politecnico di Torino) - *Observing Creative Clusters in China: Industrial Heritage and Processes of Urban Change*
2. Kleoniki Gkioufi (University of Macedonia) - *Management of urban image as a tool for cultural promotion. The case of Thessaloniki*
3. Wenqian Hong (Xiamen Univ.), Feng Li (Xiamen Univ.) - *Cultural and Creative Industries development in Shapowei based on urban renewal*
4. Maria João Pereira Neto (Univ. Lisboa) - *Culture and urban regeneration, or the (im)possibility of it: Aljezur a Southern portuguese case study*
5. Joan Roca (MUHBA) - *L'Eix de Pere IV. Industrial Heritage, social empowerment and economic development in a street of Poblenou, Barcelona*

D4. Coordinators: Imante Markeviciute (Kaunas Univ. of Technology) - Salvatore Monni (Univ. Roma Tre)

4 December, 16:45 – ROOM 7

1. Philippe Bouquillion (Univ. Paris Nord), Pascal Petit (Univ. Paris Nord) - *Creative industries and regeneration of territories: questioning their resilience*
2. Serena Muccitelli (Univ. Roma Tre) - *Perspectives for a cultural policy of the city*
3. Pisana Posocco (Univ. Sapienza), Manuela Raitano (Univ. Sapienza) - *Ri-ciclare la città del lavoro: l'economia creativa si allea con il recupero e il restauro*
4. Gianfranco Pozzer (IUAV) - *Services and Creativity in the knowledge City: spatial-association models and smart approaches*
5. Ilja I.B. Van Damme (Antwerp Univ.) - *Unlocking the black-box of 'creative cities': rethinking why cities are perceived and represented as places of economic innovation, knowledge and creativity throughout history*

D5. Coordinators: Renée Kistemaker (Amsterdam Museum) - Keti Lelo (Univ. Roma Tre)

5 December, 9:30 – ROOM 7

1. Giaime Botti (Politecnico Torino), Edoardo Bruno (Politecnico Torino) - *Which productive outputs for culture-led industrial preservation? The Chinese challenge between heritage and urban transformation*
2. Margherita Corrado (Ass. Sette Soli), Antonietta Monte (Ass. Sette Soli) - *Culture as potential opportunity of social and economical redemption. Southern Italy, Calabria, Crotone: a case study*
3. Anne Gombault (KEDGE Business School), Ludovic Falaix (Clermont-Ferrand Univ.), Emeline Hatt (Aix Marseille Univ.), Jérôme Piriou (Groupe Sup de Co La Rochelle) - *Creative-led Regeneration in French Seaside Resorts: three case studies on Transition*
4. Stefano Monti (Monti&Taft), Alfonso Casalini (Monti&Taft) - *Urban Renewal: Made in Cloister, a best practice in the Naples' city center*

D6. Coordinator: Joan Roca (MUHBA - Museu d'Història de Barcelona)

5 December, 9:30 – ROOM 6

1. Annalisa Carta (Univ. Cagliari) - *Rosas Mine: a study of conservation and enhancement of a disused minery site*
2. Elena Corradini (Univ. Modena e Reggio Emilia) - *From the network of the University Museums to the territory in order to preserve, improve and increase the value of the biodiversity through the use of the new technologies*
3. Giulia Custodi (Univ. La Villette Paris), Emilio Petrucci (HESALIS) - *Terni-Cospea Station: a case study upon urban regeneration in Terni, to create a cultural milieu, from a Local to an European perspective*
4. Alice Cutullè (Univ. Padova) - *Ceramica Ligure Vaccari: da industria ceramica a cantiere creative*
5. Bianca Gioia Marino (Univ. Napoli) - *Cultural heritage, use and memory: contemporary issues*