



UNIVERSITÀ
DEGLI STUDI
FIRENZE
DISEI
DIPARTIMENTO DI
SCIENZE PER L'ECONOMIA
E L'IMPRESA



Università
degli Studi
della Campania
Luigi Vanvitelli



UNIVERSITÀ
degli STUDI
di CATANIA



UNIVERSITÀ
DI TRENTO

Rethinking Culture and Creativity

- Cultural Heritage and New Technologies -

International Workshop
4th-5th November 2021
University of Catania

Organizers: **Tiziana Cuccia** (University of Catania, tiziana.cuccia@unict.it) **Luciana Lazzeretti** (University of Florence and University of Trento, luciana.lazzeretti@unifi.it), **Pierluigi Sacco** (IULM University of Milan, pierluigi.sacco@iulm.it), **Ludovico Solima** (University of Campania 'Luigi Vanvitelli', ludovico.solima@unicampania.it).

Context

Over the last decades, the economic literature on Cultural Heritage has been devoted to investigating its role for local development, economic growth and innovation. Tangible and Intangible Cultural Heritage has been studied as a source for 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 economy is facing a new phase based on an increasing connection between culture, creativity and technological innovations. We are beginning a New Era where cultural institutions and organisations should afford different challenges emerged from the diffusion of digital technology. This rapid revolution leads cultural institutions to rethink their role in the contemporary economic context. Productive forms change and new intangible added values are generated based on symbolic value and identity where creativity, technology transfer, tangible and intangible heritage are crucial components. The combination of cultural heritage and new technologies stimulates a new ecosystem for innovation, capable of creating value and different typologies of entrepreneurship, in different sectors like tourism. The digital revolution requires to respond to a new demand for cultural contents from the public of the digital communities and social networks; cultural institutions like museums have to meet such demand. Given these considerations, we ask: how the digital revolution may affect the management of tangible and intangible heritage? What are the new challenges for cultural industries after the technological shock also dictated by the health emergency related to Covid-19 pandemia?

Purpose

The workshop aims to represent a space of discussion of topics related to the role of new technologies and innovation for the tangible and intangible heritage. It is the second event of a pluriannual program jointly organized by the University of Catania, the University of Florence, The IULM University and the University of Campania 'Luigi Vanvitelli'. The purpose of the program is to create a network of scholars in topics related to economics and management of culture and creativity and to contribute to the current debate and emergent issues of the cultural and creative

Partners:



CSAVRI
CENTRO SERVIZI DI ATENEO PER LA
VALORIZZAZIONE DELLA RICERCA E GESTIONE
DELL'INCUBATORE UNIVERSITARIO



asocacion
española
de ciencia
regional



UNIVERSITÀ
DEGLI STUDI
FIRENZE
DISEI
DIPARTIMENTO DI
SCIENZE PER L'ECONOMIA
E L'IMPRESA



Università
degli Studi
della Campania
Luigi Vanvitelli



UNIVERSITÀ
degli STUDI
di CATANIA



UNIVERSITÀ
DI TRENTO

economy. The workshop welcomes theoretical and empirical papers from academics, researchers and students applying both qualitative and quantitative methodologies.

The contents of the workshop are related but not limited to the following themes:

1. Digitalization of cultural heritage
2. Creative industries and new technologies
3. Cultural policies for smart growth
4. Sustainable innovations for the cultural sector
5. Museums and digital innovations
6. Cultural crossovers (health, social cohesion, innovation)
7. Cultural Industries in times of Covid-19 pandemia
8. Rethinking cultural tourism after pandemia
9. Others

Organization

The workshop will be held at the Department of Economics and Business at the University of Catania on 4th-5th November 2021.

Authors interested in participating at the workshop should send an abstract of 300-500 words to the email address workshopculture2021@unict.it in English or Italian from June 1st 2021 till August 25th 2021 indicating a track theme. The acceptance of the abstract will be notified by September 15th 2021.

The registration fee is 150 euro and will cover lunches and coffee breaks during the days of the workshop and the social dinner of the first day.

Local organizers @ University of Catania: Tiziana Cuccia (tiziana.cuccia@unict.it), Domenico Lisi (domenico.lisi@unict.it), Marco Ferdinando Martorana (marco.martorana@unict.it) Livio Ferrante (livio.ferrante@unict.it).

Important Dates

Call for abstract deadline	25 th August 2021
Notification of acceptance	15 th September 2021
Submission of full paper (optional) and fee payment	5 th October 2021
Workshop dates	4 th -5 th November 2021

Publication opportunities

A selection of papers will be published in Special Issues of national or international journals or in edited books by international publishers.

For more information please visit:

<http://www.dei.unict.it/comunicazioni/workshopculture2021>

Partners:



asocacion
española
de ciencia
regional