



FORGET HERITAGE INFO DAY 2017

INNOVATION AND MANAGEMENT FOR THE CULTURAL HERITAGE VALORIZATION

Salone di rappresentanza, Palazzo Tursi

Genoa, 27th April 2017

A day of debates and testimonies from expert in the cultural, business and academic sectors on Digital Innovation for Cultural Heritage and Activities.

On Thursday 27th April 2017, 3.00 p.m., the meeting "Innovation and Management for the Cultural Heritage Valorization" will be held in the Salone di rappresentanza of Palazzo Tursi, Via Garibaldi 9, Genoa.

After the greetings of the Genoa's Mayor, Marco Doria, and the Councilor for Culture and Tourism, Carla Sibilla, experts from the cultural, business and academic sectors will present their experiences in the process of digitizing activities and cultural heritage.

On this occasion, the Interreg Central Europe project "Forget Heritage", involving 10 realities from 7 countries in the Central European region, will be presented. The project's aim is to identify innovative, replicable and sustainable PPC management models of the historical sites by valorising them through setting up cultural and creative industries, with the Municipality of Genoa as Leading Partner.

The Departments of Economics and Business Studies, Italian and Romance Languages Studies, Arts and Performing Arts, Science Education, and Architecture and Design of the University of Genoa supported the Municipality for the development of research activities at city level.

The event will also offer the opportunity to publicly present the "Digital Innovation for Cultural Heritage and Activities" course, organized by the University of Genoa, Department of Economics and Business Studies and Casa Paganini-InfoMus, in collaboration with the Academy of Fine Arts, the Municipality of Genoa - Direction Culture and Palazzo Reale. The course aims to foster the managerial skills of graduates in humanities disciplines, fine arts academies, experts and entrepreneurs in cultural and creative industries, employees of public administration working in cultural heritage and activities sectors. The Municipality of Genoa, since a long time involved in the valorisation of the city artistic and cultural heritage, considers this training opportunity particularly interesting as it is focused to the acquisition of innovative skills by cultural property operators.

Info

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