



UNIVERSITÀ
DEGLI STUDI
FIRENZE

DISEI
DEPARTMENT OF ECONOMICS
AND MANAGEMENT

V: Università
degli Studi
della Campania
Luigi Vanvitelli



UNIVERSITÀ
degli STUDI
di CATANIA



UNIVERSITY
OF TRENTO - Italy

20-21 Feb, 2020

Department of Economics and Management
Via delle Pandette 9, Florence

Rethinking Culture and Creativity in the Technological Era

INTERNATIONAL WORKSHOP

The workshop aims to represent a space of discussion of topics related to the role of new technologies and innovation for the cultural and creative sectors. It is the first event of a pluriannual program organized in collaboration with the University of Florence, the University of Trento, the University of Catania 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 economy. The workshop welcomes theoretical and empirical papers from academics, researchers and students applying both qualitative and quantitative methodologies.

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ICREA LAB
Innovazione Creatività Cultura



SOCIETÀ ITALIANA
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Program Overview

	Thursday 20 th February (D4)		Friday 21 st February (D6)	
8:30	Registrations opens (D4)	8:30	Registrations opens (D6)	
9:15	Welcome (D4/1.02)	9:00	Parallel session 5	
9:30	Parallel Session 1	11:00	Coffee break (D6)	
11:00	Coffee break (D4/1.01)	11:20	Round Table (D6/1.18): Luciana Lazzeretti, UNIFI Tiziana Cuccia, UNICT Pier Luigi Sacco, IULM Ludovico Solima, UNICAMPANIA Roberto Camagni, POLIMI Andrea Prencipe, LUISS	
11:30	Parallel Session 2			
13:00	Lunch (D4/1.01)			
14:00	Parallel Session 3			
16:00	Coffee break(D4/1.01)			
16:30	Parallel Session 4			
18:00		13:10	Lunch (@First Lab)	
			14:15-16:15 Lab session @First Lab	15:00-17:30 CD-ETA - Stakeholder Meeting "Digitization in Action (Plan) @ First Lab (only invited stakeholders)
		16:15	End of the conference	
20:00	Informal Social dinner	17:30		

PARALLEL SESSIONS PROGRAM

Thursday 20th February 2020, 9:30-11:00 - Session 1

Session 1.1: Cultural heritage and museums

Chair: Matilde Milanese

Room: D4/0.04

Simone Guercini; Silvia Ranfagni; Matilde Milanese	Developing an online research approach to investigate visitors' perception of art museums
Ana Lúcia Teixeira da Silva; Tiago Sousa	The Designer as an agent in a Museum context
Silvia Bacci; Bruno Bertaccini; Francesco Capone; Stefania Oliva	Museums and digital innovations: evaluating the performance of museums through Firenzecard

Session 1.2: Culture and tourism

Chair: Pedro Costa

Room: D4/0.06

Maria Assunção Gato; Pedro Costa; Ana Rita Cruz; Margarida Perestrelo; Elisabete Tomaz	Rethinking relations between people and territories in the technological Era: Creative Tourism as an alternative, CREATOUR as an example
Luigi Leva; Vanessa Menicucci; Giacomo Roma; Daniele Ruggeri	Innovations in the governance of state-owned museums and management of cultural heritage: findings from a survey by the Bank of Italy
Paola Beccherle; Andrea Ganzaroli; Dragan Ahmetovic	Managing overtourism enhancing the cultural heritage: opportunities from smart technologies

Thursday 20th February 2020, 11:30-13:00 - Session 2

Session 2.1: Culture, creative industries and regional development

Chair: Elisabete Caldeira Neto

Room: D4/0.04

Luigi Burroni; Lisa Dorigatti	Labour issue in creative industries in Italy, Denmark, Nederland in game industry
Giuseppe Attanasi; Ylenia Curci; Patrick Llerena; Adriana Carolina Pinate; Maria del Pino Ramos- Sosa; Giulia Urso	Looking at Creativity from East To West: risk taking and intrinsic motivation in socially and culturally diverse countries
Elisabete Caldeira Neto Tomaz	Culture in local development policy agenda of small and medium sized European cities

Session 2.2: Cultural crossover

Chair: Stefania Camoletto

Room: D4/1.13

Luciano Pilotti	Economy of Culture Modeling Enhancing Promotion Of Art Resources In Heritage Territories: The Role Of Technology And Education
Pierluigi Sacco	Heritage 3.0: how a digitally based cultural production regime changes the production, dissemination, storing and preservation of cultural content
Stefania Camoletto	The ante litteram "communitarian" and "creative" enterprise: Adriano Olivetti's forerunning model
Florence Degraeve; Simone Poledrini; Ermanno Tortia	The Process of Social Innovation in Social Enterprises

Session 2.3: Digitization and cultural heritage

Chair: Silvia Rita Sedita

Room: D4/0.06

Andrej Srakar ; Marilena Vecco	Are investments in the digitalization of cultural heritage effective? A program evaluation approach
Alessia Mangialardo ; Ezio Micelli	Cultura e digitale per la rigenerazione del patrimonio immobiliare pubblico abbandonato: quali condizioni per predire il successo delle iniziative?
Renzo Turatto; Mario Volpe	Technology vs culture: how digitalization re-shapes cultural heritage
Tamane Ozeki ; Silvia Rita Sedita	The revenge of the kimono cluster: pathways to revitalize the cultural heritage through digitalisation

Thursday 20th February 2020, 14:00-16:00 - Session 3

Session 3.1: AI, big data and cultural heritage

Chair: Enrico Bertacchini

Room: D4/1.13

Ben Vermeulen ; Andreas Pyka, Greg Hearn; Pier-Paolo Saviotti	A taxonomic structural change perspective on the economic impact of robots and AI on creative work
Massimiliano Nuccio; Enrico Bertacchini	Big Data Analytics in the arts and cultural industries: implication for cultural economics, policy and management
Pedro Costa	Rethinking Culture and Creativity Values in the Technological Era: Reshaping the Analytical Framework
Luciana Lazzeretti	The role of culture in the Era of 'Digital Mutation'
Mauro Lombardi ; Marika Macchi	What do new forms of intelligence mean for the development of new creativity

Session 3.2: Cultural Heritage and museums

Chair: Pasquale Sasso

Room: D4/0.04

Calogero Guccio; Marco Martorana; Isidoro Mazza; Giacomo Pignataro; Ilde Rizzo	Is technological innovation valuable for the efficiency of museums ?
Rita Filardi	Museology and Values. Art and Human Dignity in the 21st century
Ludmila Striukova ; Thierry Rayna	Museums and 3D printing: embracing the challenge
Luna Leoni	Small museums and new technologies: evidence from Italy
Ludovico Solima ; Mario Tani; Pasquale Sasso	Social Innovation and Accessibility in Museum: the case of "SoStare al MANN" Social Inclusion Project

Session 3.3: Cultural heritage and public spaces

Chair: Ermanno Tortia

Room: D4/0.06

Ermanno Tortia ; Angelo Laudiero	Art-based third sector organizations and urban regeneration in depressed neighbourhoods: the case of Naples, Italy
Elisabete Caldeira Neto Tomaz	Culture and Creativity models in urban regeneration: the place of collaborative
Camilla Perrone ; Maddalena Rossi; Flavia Giallorenzo	Local Cultural Landscapes and Platform Economies. Exploring the (possible) spaces for dialogue among private and public sector
Maria Vorobeva	The principles of Art Spaces as the key to their connection with economic development

Thursday 20th February 2020, 16:30-18:00 - Session 4

Session 4.1: New technologies and cultural heritage

Chair: Stefania Oliva

Room: D4/0.04

Luciana Lazeretti; Stefania Oliva ; Federica Pennacchio	Italian fashion and Made in Italy: exploring the beginning and development of the Italian fashion industry
Paola Borrione	Nuove tecnologie e cambiamenti della filiera di produzione di cultura
Victoria Ateca-Amestoy; Concetta Castiglione	The Consumption of Cultural Goods through the Internet. How it is affected by the digital divide?

Session 4.2: Cultura heritage, network and intermediaries

Chair: Silvia Blasi

Room: D4/1.13

Etienne Capron ; Dominique Sagot-Duvaurox; Raphaël Suire	Cross boundaries to produce novelties at the intersection of two creative sectors the role of techno-creative innovations and intermediaries
Silvia Blasi ; Silvia Rita Sedita	Open Innovation in the Culture and Creativity start-ups: the role of the Network Ability in the ICT sector
Laura Baratin; Roberta Bocconcelli; Francesca Gasparetto; Alessandro Pagano; Francesco Petrucci	Resource combination in spin-off processes in the art restoration sector: an exploratory analysis

Session 4.3: Cultural policies

Chair: Mara Cerquetti

Room: D4/0.06

Sendy Ghirardi ; Pau Rausell	An innovative and technological way to collect data about users behaviour in the cultural sector: the Au Culture platform
Marco Gambaro	Movie coproduction and European subsidies in film industry
Mara Cerquetti ; Katalin Lőrincz; Ágnes Raffay	Triggering sustainable innovations through cultural programmes. Challenges for Veszprém-Balaton ECoC 2023

Friday 21st February 2020, 9:00-11:00 - Session 5

Session 5.1: Culture, creative industries and regional development

Chair: Rafael Boix

Room: D6/0.06

Alfredo Del Monte; Sara Moccia ; Luca Pennacchio	Creativity, Entrepreneurship and Innovation: An Historical Perspective Based on Scientists and Investors
Rafael Boix Domènech ; Blanca De Miguel Molina; Pau Rausell Köster	The Orange Economy and the income of places: an analysis for different territorial scales
Lukáš Danko ; Pavel Bednář ; Ilaria Mariotti	From Regional Development to Local Competitiveness: Technological Changes, Policy Responses and Development Trajectories of Creative Industries in Slovakia
Roberto Cellini ; Tiziana Cuccia	Labor force participation and private expenditure for culture and recreation: Macroeconomic evidence from the Italian regions
Angela Stefania Bergantino ; Mario Intini	Museums' Directors Matter for Successful Cultural Economics Policies

Session 5.2: Culture and tourism

Chair: Amir Maghssudipour

Room: D6/0.14

Marie Delaplace; Leïla Kebir	Do mobile devices renew urban tourism practices? The case of the Champs Elysees in Paris
John P. Davis	Imagination, Collaboration and Innovation: Using the Arts to Create Rural Cultural Capital and Address Community Challenges in the Technological Era
Cristina Boari; Andrea Carlo Lo Verso ; Aurora Carneiro Zen	Nesting multi-level identities in clusters: The Brazilian wine-making region "Serra- Gaúcha."
Luciana Lazzeretti; Amir Maghssudipour	The wine sector as a cultural and creative industry. The case of Alta Maremma Toscana.

Session 5.3: Music and Festivals

Chair: Giovanna Segre

Room: D6/1.13 (Room Bracco)

María Luisa Palma-Martos ; Manuel Cuadrado-García ; Juan D. Montoro-Pons; María Quilez Castro	Exploring gender differences in rap/hip hop consumption and assessment
Manuel Cuadrado-García ; Juan D. Montoro-Pons; María Luisa Palma-Martos	Marketing research for repositioning and monitoring a urban performing arts festival
Ugnė Pavlovaitė	Technological innovations in art platform: a case of storytelling festival
Giovanna Segre ; Andrea Morelli	The cultural and socio-economic effects of music festival attendance: The case of "MITO SettembreMusica"

Friday 21st February 2020, 14:15-16:15 - Lab session c/o First Lab

Lab: Games and digital innovation and creativity

Organizers: Leonardo

Boncinelli, Luciana

Lazzeretti, Francesco Capone

Room: @ First Lab

Marco Cappellini	A new experience with art
Alessandro Innocenti	Improving creativity with virtual reality
Ilaria D'uva	From audio guides to smartphones as storytelling devices in museums
Andrea Mancini	Play Your Job: from recruiting to recruitment
Nico Cerri	Start and Up: business? easy like a game!
Omar Rashid	VR Storytelling