



EMILIA-ROMAGNA
UN PATRIMONIO DI
CULTURE E UMANITÀ

“ACTIVATING CULTURE. THE MEANING AND THE VALUE”

Bologna, October, 8th and 9th

at Aula absidale di Santa Lucia, Via De' Chiari 25

The three sessions-conference is one of the most relevant moments of **the week “Diffused enERgies - Emilia Romagna a heritage of culture and humanity”**, that signs the participation of the Region authority to the European Year of Cultural Heritage 2018.

Three thematic investigations on culture and cultural heritage in the policies for inclusion and economic and social development of Italy and Europe, addressed to administrators, cultural operators, students, entrepreneurs, information professionals and citizens.

The first conference is titled ***TO SWITCH ON CULTURE MAKES FEARS BE SWITCHED OFF***. Conducted by the journalist **Marino Sinibaldi**, Director of Radio 3 RAI, it opens with a speech by the President of Emilia-Romagna Region **Stefano Bonacini**. The eminent semiotician **Paolo Fabbri** will then introduce the theme with a reflection on how **“Making cultural works work up”**, and how it is necessary to activate them through a specific and original implementation allowing their transmission and at the same time increasing their cultural and economic value.

This is followed by the first panel **“Culture as a great mediator. To acknowledge (to know) the differences”**, attended by the regional Councilor for Culture **Massimo Mezzetti**, the Director for Promotion of Italian Culture and Language of the Ministry of Foreign Affairs and International Cooperation **Roberto Vellano**, the Director of the Italian Cultural Institute in Brussels **Paolo Luigi Grossi** and the Principal Administrator of the European Commission Directorate-General for International Cooperation and Development **Giorgio Ficarelli**. They will focus on the role of culture in the relationship among European -and not only- peoples, in the construction of a European identity and on culture as a great mediator at international level.

The second panel **“Activation processes for a closer, stronger and more participated culture”** proposes some of the most effective processes of cultural activation in 21st century through the words by their conceivers: dancer and choreographer **Dominique Hervieu**, Director of the Maison de la Danse/Biennale de la dance – recognized “Pôle européen de creation” by the French Ministry for Culture; **Michelina Borsari** member of the Festival della Filosofia of Modena scientific committee and of the Istituto per i beni culturali board; **Mauro Felicori**, director of the Caserta Royal Palace and coordinator of the Bologna 2000 European Capital of Culture project

The second conference on October 8th is titled **EUROPE MOVES CULTURE**. It is introduced by the director of the Dir D - Culture and Creativity of the European Commission, **Michel Magnier**, who will outline the ongoing Actions and deepen the Preparatory Action "**Music Moves Europe**" launched by the European Commission in 2018 within the Creative Europe programme, whose name has inspired the title of this panel. **Massimo Mezzetti** will underline how the new regional law on music -the first of its kind in Italy- aims at supporting the growth potential of the sector as a whole, an objective shared by the Municipality of Bologna -UNESCO City of Music-, as the city Councilor for Culture **Matteo Lepore** will illustrate.

The following discussion is conducted by the journalist and essayist **Pierfrancesco Pacoda** and will focus on the changes taking place in the live music sector, the tendencies of the recording industry and the new challenges of the current business models, with speeches by **Nur Al Habash**, responsible for Italia Music Export -the office supported by SIAE (Italian Society of Authors and Publishers); **Ernesto Assante**, music critic; **Paolo Prato**, professor of Popular Music at the John Cabot University; **Andrea Appino**, musician, lead singer of the Zen Circus band and record producer.

The program of October 9th in the morning, dedicated to **CULTURAL HERITAGE: ROUTES TO ACTIVATE A COMMON GOOD**, proposes strategies of awareness and promotion to develop the understanding and value of cultural heritage in and for communities. The growing role played by new technologies and artificial intelligence (AI) in the processes of cultural activation will be particularly highlighted.

Organized by the **Institute for Artistic, Cultural and Natural Heritage of the Emilia-Romagna Region** (IBC) and coordinated by journalist and writer **Luca De Biase**, this session will be an opportunity to investigate and discuss about cultural heritage as a common good and the future lines of action of IBC thanks to the contributions by **Roberto Balzani**, President of the IBC, **Laura Moro**, new Director of IBC and **Claudio Leombroni**, responsible for the IBC Library, Archives, Museums and Cultural Heritage dept.

Afterwards, **Morena Diazzi**, General Director for Emilia-Romagna Region Knowledge Economy, Labour and Business dept., will present the framework of the investments in innovation and promotion of cultural heritage implemented thanks to the POR FESR 2014-2020, with a view to future strategies of European funding for sustainable growth. **Tourer.it** is the first of two significant examples presented in this panel dedicated to innovative projects on heritage by **Sabina Magrini**, Director of the Emilia-Romagna Regional Secretariat of the Ministry for Cultural Heritage and Activities and by the Project Manager **Ilaria Di Cocco**. The second focus by **Barbara Busi**, Senior Project Manager of Aster, will focus on fashion archives, an unknown heritage of creativity and know-how of our territory.

The possibilities artificial intelligence may offer to cultural heritage activation projects, both for the memory and future of cultural heritage, will be the focus of the final speeches by **Rita Cucchiara**, Director of the ICT Research Centre for Enterprise Softech-ICT and Professor of the Department of Engineering "Enzo Ferrari" of the University of Modena and Reggio Emilia, **Francesco Gabellone**, Scientific Manager and founder of ITLab and researcher of the Institute for Archaeological and Monumental Heritage of the National Research Council and **Stefano Spaggiari**, Managing Director of Expert System.

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