



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

20-21 Feb, 2020

Department of Economics and Management
Via delle Pandette 9, Florence

Rethinking Culture and Creativity in the Technological Era

INTERNATIONAL WORKSHOP



RETHINKING CULTURE AND CREATIVITY IN THE TECHNOLOGICAL ERA

Over the last decades, a stream of the literature of the cultural and creative economy has been devoted to investigating its role for local development, economic growth and innovation. Culture and creativity have been studied as resources 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 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 and craftsmanship are crucial components. The combination of craftsmanship and new technologies stimulates a new ecosystem for innovation, capable of creating value and different typologies of entrepreneurship. The digital revolution requires to respond to a new demand for cultural contents derived by the public of the digital communities and social networks.

Given these considerations, we ask: how the digital revolution may affect the cultural and creative sectors? What are the new challenges for the management of cultural heritage in the technological Era?

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 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.

Practical Information

Registration Desk: The registration desk will be open from 8:30 in the **main entrance of the D6 Building**.

- For collecting your badge and workshop bag
- For any questions about the workshop and practical information
- Free Wi-Fi request and assistance

Dates – Time: 20th February – 8:30 – 18:00; 21st February – 8:30 – 16:15

Wi-Fi: The University of Florence is using the world-wide roaming access service **EDUROAM**.

Presentation guidelines and timing: All conference rooms will be equipped with notebooks and projectors. Please make sure to bring your slides on a USB pen to upload them on the PC and arrive 5 minutes before the beginning of your session. If not otherwise specified by Chairs, you will have 15 minutes for presentations and 7/10 minutes for Q&As.

Round Table 21st February Friday: The round table examines the role of culture in front of the challenges of technological evolution. Speakers will discuss about main opportunities and challenges of culture. It lasts almost two hours and is organized as follow:

- Six speakers presentation: 10 minutes each
- Discussion open to the audience
- Six speakers reply: 5 minutes each

Laboratory on ‘Games and digital Innovations on cultural and creativity’, 21st February Friday: This session presents real cases on digital innovation in the cultural and creative industries domain. Six innovators/entrepreneurs will participate presenting their innovations in specific cultural fields such as games, virtual reality, digitization, digital storytelling, etc.

This unorthodox event will allow participants to try and view digital innovations living culture digital innovations as an experience. Participants will be able to experience virtual reality helmets, new android/IOS app and much more.

Organizers

The workshop will be held at the [Department of Economics and Management](#) of the University of Florence.

Local organizers at the University of Florence:

Luciana Lazzeretti



Full Professor in Economics and Management and founding director of the Post-graduate course in Economics and Management of Cultural Goods and Museums, University of Florence. Coordinator of the Doctorate Program 'Development Economics and Local Systems' (DELoS), University of Trento and Florence. Her current research interests deal with industrial districts, cultural clusters, cities of art, creative and cultural industries, innovation and creativity. She recently published *Creative Industries and Entrepreneurship, Paradigms in Transition from a Global Perspective*, Edward Elgar (2018), *Creative industries and innovation in Europe*, Routledge (2013) and *Creative cities, Cultural Clusters and Local Economic Development*, Edward Elgar (2008) (with Phil Cooke). Email: luciana.lazzeretti@unifi.it

Francesco Capone



PhD, assistant Professor in Management at the Dept. of Economics and Management, University of Florence. Member of the Doctorate Programme DELoS joint Doctoral Program - University of Trento and University of Florence. Email: francesco.capone@unifi.it

Stefania Oliva



PhD, Post-doc fellow researcher at the Department of Economics and Management, University of Florence. Her research interests focus on cultural resources for resilience and adaptability of regions, social function of culture, social reports and accountability in museums. Email: stefania.oliva@unifi.it

Niccolò Innocenti



PhD, Post-doc fellow researcher at the Department of Economics and Management, University of Florence. His current academic research focuses on economic complexity, industrial relatedness at regional and national level, economic uncertainty, innovation networks and creative industries. Email: niccolo.innocenti@unifi.it

Co-organizers:

Tiziana Cuccia



Full Professor of Economic Policy at the Department of Economics and Business of the University of Catania, Italy, where she teaches Economic Policy and European Economic Policy; currently she is the dean of the degree course in Economics. She obtained the Laurea in Economics (1991) and the Doctorate (1995) at the University of Catania, and the Master at UCL - University College London (1993). In 2007 she was appointed as a member of the Ministerial Commission for the study and promotion of creativity in Italy. Her scientific interests concern the economic evaluation of public goods; issues in cultural economics, with particular reference to artists' labour market; tourism economics, with particular attention to the role of cultural heritage in fostering tourism. She published several articles on these issues in international scientific journals and books. Email: cucciati@unict.it

Pier Luigi Sacco



Professor of Economics of Culture at the IULM University of Milan, Co-director of the Computational Human Behavior (CHuB) Lab of the Bruno Kessler Foundation of Trento, Faculty Associate at the Berkman-Klein Center for Internet and Society, Harvard University, and Senior Researcher at the metaLAB (at) Harvard. He is Special Adviser of the European Commissioner for Education and Culture, member of the scientific council of the Europea Foundation, of the Advisory Council on Scientific Innovation of the Czech Republic and of the Advisory Council of Creative Georgia. He works internationally in the field of cultural-based local development and is the author of more than 200 essays published in peer reviewed journals and books at major international scientific publishers. Email: pierluigi.sacco@iulm.it

Ludovico Solima



Associate Professor of Economics and Management and Professor of "Management of Cultural Enterprises" at the University of Campania "Luigi Vanvitelli", Department of Economics. Professor of "Business Economics and Management" at the University of Macerata, School of Specialization in Historical and Artistic Heritage. Member of the Board of the University of Naples "L'Orientale". Scientific advisor to Ente Pio Monte della Misericordia and to the Alessandro Scarlatti Association. Member of the Committee of the scientific journal "Economics of Culture", published by Il Mulino. For over twenty years he has been carrying out theoretical studies and conducting field research, on behalf of public and private institutions. He is the author of over one hundred scientific contributions on books and national and international journals. In 2018 he published the volume "Management per l'impresa culturale" in the series "Studi Superiori" of Carocci Editore. Email: ludovico.solima@unicampania.it

Program Overview

	Thursday 20th February (D4)		Friday 21st 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	<i>Round Table (D6/1.18):</i> Luciana Lazzeretti, UNIFI Tiziana Cuccia, UNICT Pier Luigi Sacco, IULM Ludovico Solima, UNICAMPANIA Roberto Camagni, POLIMI Luca Giustiniano, 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	15:00-17:30 CD-ETA - Stakeholder Meeting “Digitization in Action (Plan) @ First Lab <i>(only invited stakeholders)</i>
			Lab session @First Lab	
		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 Milanesi

Room: D4/0.04

Simone Guercini; Silvia Ranfagni; Matilde Milanesi	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 Tomaz

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 Degrave; 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 Lazzeretti; 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-Duvauroux; 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 Inventors
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 Quílez 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 on culture 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

Venue and transportation

The workshop will be held in the **School of Economics and Management** of the University of Florence, Via delle Pandette, 9 - Firenze.



Transportation Info:

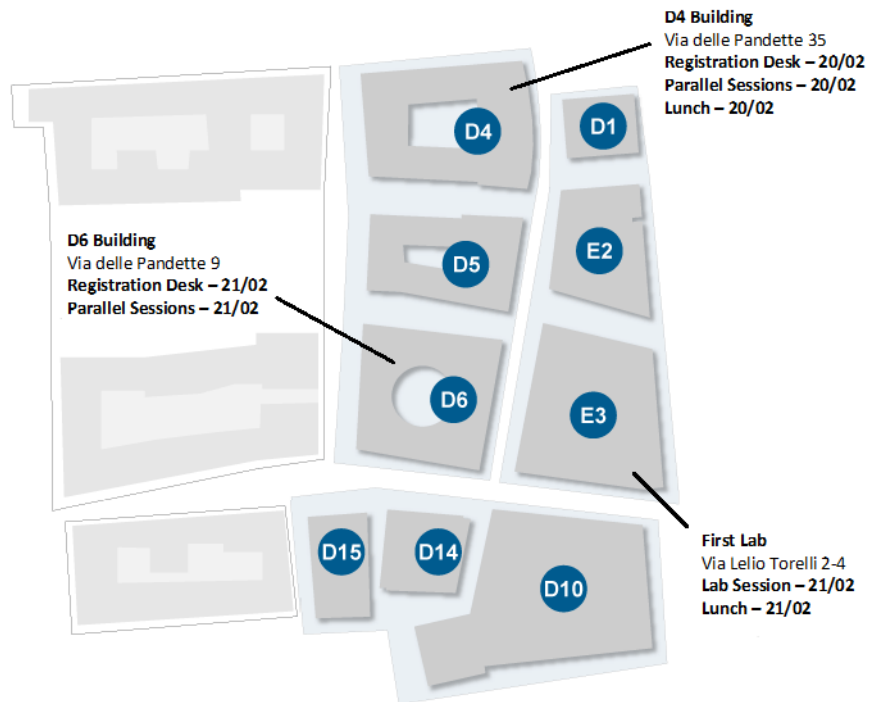
It is possible to arrive at the **Polo Science Sociali** from the city centre / Train Station Santa Maria Novella with a taxi (10-15 euro) or by the tramline T2 (1,5 euro).

From the center/Train Station: By taking **T2** tramline from "**Alamanni – Stazione Santa Maria Novella**" stop outside the Santa Maria Novella train station, direction "**Peretola Aeroporto**", get off near the campus at "**San Donato - Università**" stop in Via di Novoli (6 stops). It takes around 15 minutes.

From the "Amerigo Vespucci" airport: By taking **T2** tramline from "**Peretola Aeroporto**" stop, direction "**Unità**", get off near the campus at "**San Donato - Università**" stop in Via di Novoli (5 stops). It takes around 15 minutes.

Workshop Venue:

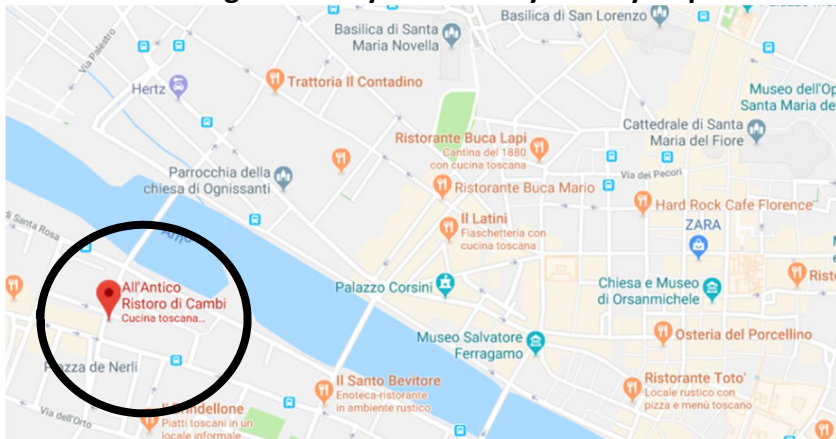
The workshop will be held in **D4 Building**, **D6 Building** and **First Lab** of the **Polo Scienze Sociali**.



- Thursday 20th February: **D4 Building**.
- Friday 21st February, morning: February **D6 Building**
- Friday 21st February, afternoon: February **First Lab**

Social dinner

Delegates are invited to join to the informal social dinner on Thursday, 20th of February. **Please inform organizers if you have any dietary requirements or allergies.**



Venue: All'Antico Ristoro di Cambi, Via S.Onofrio, 1R, 50123 Firenze FI

Time: Start 20:00



Transportation Info: From **Polo delle Scienze Sociali** take the **T2** tramline from "**San Donato - Università**" stop, direction "**Unità**", get off near Santa Maria Novella Station at "**Alamanni - Stazione Santa Maria Novella**" stop (6 stops).

From the **Station** the restaurant is 10 minutes walking crossing the Arno river (see the map).

Special session “Laboratory on Games and digital Innovations on cultural and creativity”

February 21, 2020

14:15 – 16:15

@ First Lab – University of Florence

Presenters:

Marco Cappellini - Centrica-Virtuality (Firenze) “A new experience with art”

Centrica (www.centrica.it) gives people the chance to live outstanding edutainment experiences everywhere, from immersive&interactive exhibitions to full digital experiences. Centrica has the competences to enhance cultural heritage through digital technologies and support museums and cultural institutions. Pioneer in high-res digitization - Centrica have digitised more than one thousand works of art in Uffizi Galleries till GigaPixel resolution, since 1999.

With the innovative startup spinoff Virtuality (www.virtuality.com), founded in July 2015 with the objective to valorize Italian culture and creativity through immersive& interactive digital exhibitions, Centrica is exploiting its products through a leading edge solution for education, tourism, creativity and entertainment, able to engage visitors as never before. Uffizi Virtual Experience in Milan (2016) is one of the first example of this new edutainment format making the visiting experience really unforgettable.

Nico Cerri - POLO TECNOLOGICO LUCCHESE (Lucca), “Start and Up: business? easy like a game!”

Gamification is an increasingly popular tool also in the educational field to encourage the learning thanks to game activities.

Our goal with the videogame "startandup.eu" is to make learning the main concepts and dynamics related to run a start-up company fast, simple and intuitive.

Ilaria D’Uva – D’Uva Srl (Firenze) “From audio guides to smartphones as storytelling devices in museums”

D’Uva Srl was born with an invention: the audio guides that my father designed in 1959 and installed in the Milan Cathedral. In the late 1990s, we transformed into a company that distributed digital audio guides worldwide. However, everything changed when at the 2007 Apple convention, Steve Jobs presented the first iPhone. Since then, users have become accustomed to a new way of interacting with technology and we have followed that trail, starting to use smartphones as storytelling devices in museums, developing a new app and creating a new way of involving the visitor through a story that moves the visit from knowledge to experience.

Today we work in some of the most beautiful sites in Italy: in Venice, in the Basilica of San Marco, etc., in Milan, in the Cathedral and for the Galleries of Piazza Scala; in Florence, in the Opera del Duomo and the Opera di Santa Croce; in Rome, in the Colosseum, the Roman Forum, etc. in Pisa, Rome, Naples, etc.

Alessandro Innocenti - UNIVERSITÀ DI SIENA (Siena), “Improving creativity with virtual reality”

Although the potential of virtual reality applications has been extensively assessed for gaming, education, and entertainment, the prospect of it being used as a tool to boost creativity has been somewhat undervalued. In this presentation I will explore the power of virtual reality to unlock the creative potential of its users. If it is clear that virtual reality offers us a way to simulate reality, it also encompasses what can be done in physical reality and can break out of the bounds of reality and accomplish things that cannot be done in physical reality. Herein lies its real power in boosting creativity.

Andrea Mancini - LABORPLAY (Firenze), “Play Your Job: from recruiting to recruitment”

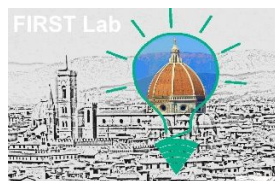
Many current psychological theories consider games as a functional tool: they allow us to experience actions and behaviours we might face in the future and to express our entire personality with no masks. Video games in particular may mediate the continuous learning process of soft skills such as initiative, problem solving, effective communication.

This turns to be important because the priority skills for companies nowadays are autonomy and proactivity, team-working skills, willingness to learn, role and timetable flexibility, and only after, the up-to-date technical skills. Working on soft skills means working on people’s employability.

The utopia of gaming recruiting is now reality. Download our PlayYourJob app, complete a quick test, continue to play your favourite game and share the screenshot with the scores: you will demonstrate how many and which skills you are learning.

Omar Rashid - GOLD ENTERPRISE (Firenze) “VR Storytelling”

Gold is specializing in the language of storytelling through VR. We believe the VR narrative has infinite potential, applicable to many aspects of both corporate and entertainment reality. Lately, we have realized a series of projects ranging from advertising to entertainment, to the creation of a proper social confrontation. At the moment, VR presents unique characteristics that limit its use to a finite number of situations. Gold tries to increase these situations.



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Società Italiana Economisti