



RETHINKING CULTURE AND CREATIVITY



International workshop • The Behavioral Impact of Cultural Production

Grand Hotel Montesilvano, Pescara
October 3rd & 4th, 2024

Thursday, 3rd October

9.00-9.30 Registration

Sala Luna

9.30-9.45 Chair : Pier Luigi Sacco, UNICH

9.45-10.15 Keynote speech Alessandra Gariboldi, Fondazione Fitzcarraldo

Chair : Valeria Pica, UNICH

Parallel Session Culture & Health - C&H1

Sala Luna 10.30-11.30

Pedro Costa, Istituto Universitario de Lisboa, The behavioural impacts of cultural participative processes: Assessing the quality of participation in Stronger Peripheries project

Alessandro Crociata and Tiziano Antognozzi, UNICH, Unlocking Games and Play Potential for Behavioral Change - A Theoretical Framework

Maria Tartari, ISPC-CNR, The obstinacy of memory finds no peace on the grey walls of social control

Chair : Anna Mignosa, UNICT

Parallel session The Role of Cultural Heritage - RCH1

Sala Saturno 10.30-11.30

Augusto Palombini, S. Ceccarelli, V. Corazza, A. J. Cordova Garzon, L. Leopardi, S. G. Malatesta, R. Manzollino, A. Marasco, A. Pagano, I. Toffoletti, S. Uboldi, CNR ISPC, Interdepartmental Research Centre DigiLab - Sapienza University, UNIMORE, Sovrintendenza Capitolina, Between knowledge and feeling: the multi-method approach of the ARTEMISIA Project for the analysis of visitor's mood, emotion and behavior in the museum experience

Andrea Porta, P. Borrione, Fondazione Santagata, Il ruolo del patrimonio rispetto alla decarbonizzazione: primi risultati di ricerca a livello italiano

Concetta Ferrara, M. Cerquetti, D. Sardanelli, UNIMC, Is virtual better than real? An experiment on the influence of informational tools and museum brand awareness on learning, satisfaction and propensity to visit museums

11.30-12.00



Parallel session C&H2
Sala Luna 12.00-13.00

Uboldi Sara, A. Marasco, D. Zanichelli, P.L. Sacco, UNIMORE - ISPC-CNR, UNICH
Assessing the impacts of culture and creativity on visitors’ wellbeing: the RADAR Toolkit
Luna Leoni, J. El Baz, University of Tor Vergata - Ibn Zohr University, Understanding the Role of Creative-Cultural Activities on Workers’ Health and Performance
Sabrina Pedrini, UNIBO, The blowing air: the transformation of cultural industries in the city of Bologna after the European City of Culture.

13.00-13.30 Discussion

Parallel session RCH2
Sala Saturno 12.00-13.00

Marco Galvagno, M. Cavalier, S.C. Giaccone, I. Rizzo, UNICT, What do people think about Italian archaeological sites? A valuation through online reviews
Valeria Fabbroni, Wav-e, Patrimonio di prossimità, digitalizzazione e formazione come vettore di coesione e crescita territoriale nella provincia di Grosseto
Alessandra Passeretti and A. Bortolotti, University Parthenope - UNICH, Does cultural participation improve subjective well-being?

13.00-13.30 Discussion

15.00

Sala Luna 15.00-15.30
Introduction **Alessandro Crociata, UNICH**
Keynote speech **Antonio Paolo Russo, University Rovira i Virgili**

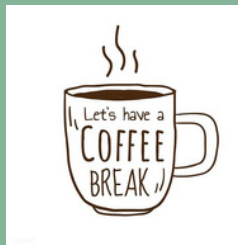
Chair : **Giovanna Segre, UNITO**
Parallel session Culture & Tourism - CT1
Sala Luna 15.30-16.30

Francesco Capone, L. Lazzeretti, S. Oliva, UNIFI Does Airbnb really cannibalize hotels? An Organizational Ecology analysis in the city of art of Florence, Italy
Elisa Panzera, S. Cerisola, POLIMI Towards an equilibrium in tourism flows: the role of cultural heritage in Italian municipalities
Martina Dattilo, UNITO Measures of Cultural Tourism: Identifying Overtourism in Italian Municipalities

Chair : **Ludovico Solima, Università Vanvitelli**
Parallel session Digitalization - D1
Sala Saturno 15.30-16.30

Luciana Lazzeretti, UNIFI, Gli eccessi ed i rischi della condizione post-moderna: dalla globalizzazione alla digitalizzazione ed il rischio delle Non Cose
Stefano Russo, T. Navarrete, Ca’ Foscari-Erasmus University Rotterdam Beyond Digital Proficiency: What Drives Generation Z’s Interaction with Digital Museums?
Hasan Bakhsh and Rodrigo Michel, Newcastle University, Creative PEC, Measuring the Economic Value of Digital Culture: a Contingent Valuation of the Art UK Platform

16.30-17.00



Parallel session Culture & Tourism - CT2

Sala Luna 17.00-18.00

Simone Napolitano, P. Borrione, F. Grasso, UNITO Contemporary Art Events and cultural tourism: the case of Artissima in Turin, Italy

Giovanna Barni, J. Fisichella, Coopculture, Oltre i non-luoghi. Un framework etico-teorico per il turismo sostenibile

Carla Galluccio, F.A. Giambona, UNIFI Cultural heritage and sustainability: a longitudinal analysis of Italian museums

Discussion 18.00-19.00

Parallel session Digitalisation - D2

Sala Saturno 17.00-18.00

Laura Leopardi and Alina Jasmine Cordova Garzon, et alia, Interdepartmental Research Centre DigiLab, Sapienza University, Collaborative community processes and social research at the service of Digital Cultural Heritage: the case study of ArcheoVerso.

Simone De Nardis, Independent researcher, Cultura e digitalizzazione: il Piano Nazionale di Digitalizzazione del Patrimonio Culturale (PND) e le sfide nel campo della formazione

Elena Bellio, M. Nuccio, F. Casarin, UNIVE, Italian Museums drive or are driven by the digital transformation? An empirical analysis

Discussion 18.00-19.00

Friday, October 4th

Sala Luna 9.00-9.30

Introduction Tiziano Antognozzi, UNICH

Keynote speech Marco Pierini, Municipality of Perugia

Chair : Mara Cerquetti, UNIMC

Parallel session Models of Participatory Governance PG1

Sala Luna 9.30-10.30

Trilce Navarrete, Erasmus University Rotterdam, RECHARGE: Participatory Cultural Business Models and educational gaps to unleash the potential of craft

Manfredi De Bernard, C.C. Donelli, F. Panozzo, UNIVE Sustainability and heritage: a (dis)entangling relationship?

Vittorio Ottaviani, M. Friel, A. Miglietta, IULM, Startups and Sustainability in the Cultural and Tourism Sectors: Innovation for Addressing Climate Change

10.30-11.00



Parallel session PG2

Sala Luna 11.00-12.00

Iolanda Pensa, E. Bertaccini, University of Applied Sciences and Arts of Southern Switzerland, Empowering Italian GLAMs: the results of the action-research that invited all Italian museums to adopt open access and collaborate with Wikipedia (2022-2024)

Aline Albertelli, Anna Mignosa, KEA-UNICT, Public-Private-Partnerships as tools for participatory political and decisional processes in the cultural sector.

Annamaria Talone, Spazio Matta, Luoghi artistici come learning environment.

12.00-12.30 Discussion

Chair : Giorgio Fazio, Newcastle University, Creative PEC

Parallel session Models of Participatory Governance – PG3

Sala Saturn 9.30-10.30

Francesca Imperiale, R. Fasiello. R. Dell’Anna, Università del Salento, Governing over or with? The case of Barcelona Art Factories

Margherita De Luca, UNIVE Stereotypes in cultural tourism. Reflecting on the role of CCI in the consumption of the heritage city

Marta Grasso, Mario Morrica, V. Modello, Centro di Eccellenza DTC Lazio, LUMSA, La valorizzazione del patrimonio culturale e paesaggistico attraverso il turismo dei cammini. Un approccio interdisciplinare applicato al caso La Via degli Dèi

Parallel session PG4

Sala Saturno 11.00-12.00

Paola Beccherle, L. Lazzeretti, S. Oliva, UNIFI, Museums for the city’s reputation: the case of Brescia Museums Foundation

Duna Viezzoli, UNIVE, Exploring places of life and overtourism. A reflection on how citizens, tourists and students communities participate in making heritage”transdisciplinary approach to value creation in arts and culture

Leonardi, L. Pareschi, University Tor Vergata, A work well done. Mapping craft-makers’ skills and educational gaps to unleash the potential of craft

12.00-12.30 Discussion

Chair Maria Tartari, ISPC-CNR

Parallel session - PhD 1 Sala Luna 13.30-14.45

Vittoria Biasiucci, University La Sapienza, Attori in rete: pratiche di organizzazione partecipata

Ermanno Celeste Tortia, F. Martinelli, Centro Studi Doc, Lavoro nello spettacolo e governance partecipata: il modello delle cooperative di autogestione

Anna Fornell De La Torre, University Ca' Foscari, LOGICS AT THE MIRROR. Culture and participation places in the contemporary city.

Iliara Foroni, University Ca' Foscari, DANCE AND HEALTH: CROSS-SECTORAL COLLABORATION POSSIBILITIES Towards a new art-based methodology in health research

Chair Angelo Romagnoli, School of Arts University of Kent

Parallel session - PhD 2 Sala Saturno 13.30-14.45

Chiara Longo, D. Sarti, UNIFI, Exploring Governance and Leadership Dynamics in Art Cities: Initial Reflections on the State of the Art in Literature

Roberta Raccomandato, A.S. Radermecker, Université Libre de Bruxelles, Rethinking Heritage: A Systematic Literature Review on Underexplored Heritage Categories

Annamaria Romagnoli, M. Cerquetti, UNIMC, Exploring Heritage Marketing. Future research propositions from a critical literature review

Camilla Lo Schiavo, P. Borrione, Fondazione Santagata, Abbonamento Musei: un modello di welfare culturale

Parallel session - PhD 3 Sala Luna 14.45-16.00

Giovanna Muraglia, University La Sapienza, Modelli di governance partecipativa. Prime riflessioni

Giorgia Ranieri, UNICH, Convenzione di Faro e “heritage communities”: un cambio di paradigma sulla tutela del patrimonio culturale?

Francesca Fino, IMT Lucca, Investigating accountability practices in Italian autonomous State museums

Greta Spinetti, UNITE, Nuove Forme di Turismo Culturale in Adriatico: Il Potenziale Ruolo delle Antiche Rotte Commerciali del Vino

Giulia Lapucci, M. Cerquetti, UNIMC, Towards the Holistic Evaluation of Cultural Welfare: a Framework for Measuring the Multi-dimensional Impact of Culture on Well-being

Parallel session PhD 4 Sala Saturno 14.45-16.00

Laura Clemente, F. Bifulco, University La Sapienza, Cultural services driven by Generative Artificial Intelligence: opportunities and challenges. Evidence from the Italian scenario

Alice Fontana, Université Sorbonne Paris Nord, The impact of immersive technologies (XR) on the conservation and enhancement of cultural heritage: a systematic literature review on measurement of its cultural consumption

Lidia Abenavoli, University La Sapienza, Musei, Benessere e Coesione sociale
Martina Tullio, UNIMC, Investigating Local Communities and Visitors' Perceptions in World Heritage Sites: Insights from “Genoa: Le Strade Nuove and the System of the Palazzi dei Rolli”

16.00-16.30 Sala Luna
Conclusion and Farewell Greetings