

ENTI PROMOTORI:



IN COLLABORAZIONE CON:



ORGANIZZAZIONE E LOGISTICA
A CURA DI:



1 cfu per studenti della L10, LM-84 e LM14-15

MACERATA
Teatro della Filarmonica

24/25
FEBRUARY
2017



A SEA OF CULTURE | 2nd step

Towards a common platform between institutions and cultural operators in the Adriatic Ionian Macro-region

In April 2016 many cultural operators of the Adriatic Ionian Macro-region found themselves for the first time at Mole Vanvitelliana in Ancona within the "Adriatico" project to put the basis for a stable partnership in the cultural sector in the Adriatic Ionian area. They exchanged their experiences and ideas and started a discussion on some key issues such as audience development, marketing, promotion and fundraising.

The second edition of "A Sea Of Culture", which coincides with the final event of "Adriatico" project, intends to take a step forward compared to the conclusions of the seminar held in Ancona, in order to share a stable and cooperative platform of collaboration between institutions and operators on some issues that principally regard the enhancement of cultural heritage, through the work started time ago about the latest innovations in this field, and the increasing of youth employment. The main important themes will be:

- Innovative technologies for development and promotion of cultural patrimony
- new models of storytelling and cultural content
- innovative models in setting up museum exhibitions and show the history and memory of the productive fabric
- the overcoming of the outdated division among the field of goods and the cultural activities
- new relations between cultural heritage and tourism

AGENDA

FRIDAY, 24th FEBRUARY

14.30: Registration

15.00: Welcome speech

Romano Carancini, *Mayor of the Municipality of Macerata*

Riccardo Strano, *Head of the Adriatic Ionian macro-region Strategy - Marche Region*

Carlo Pongetti, *Director of the Department of Humanities at University of Macerata*

Gianluca Carrabs, *CEO SVIM Spa*

15.30: Project “Adriatico”: results and future prospects

Carlo M. Pesaresi, *Project manager pj Adriatico*

15.45: Keynote speech

Opportunities for the management and enhancement of cultural heritage in the Adriatic-Ionian area

Maurizio Cecconi, *CEO Villaggio Globale International s.r.l.*

16.15: Round Table on the introduced issues wi

- Milan Bandić, *Mayor of Zagabria*
- Zamira Rami, *Mayor of the Municipality of Gjirokaster*
- Dragana Mitrović, *Serbian Ministry of Culture*
- Chrisostomos Kalogirou, *Mayor's Advisor on E.U. development projects, Municipality of Thessaloniki - Managing Director of MDAT SA*
- Stefania Monteverde, *Deputy Mayor and Councillor for Culture of Macerata*
- Riccardo Strano, *Head of the Adriatic Ionian macro-region Strategy of the Marche Region*
- Roberto Perna, *University of Macerata, Department of Humanities*

Moderator: Carlo M. Pesaresi, *Project manager pj Adriatico*

18.00: Questions and Debates

18.30: Conclusions

Gabriele Levi, *Evaluator, expert on cultural policies and creation of enterprise - Disamis Company*

SATURDAY, 25th FEBRUARY

9.30: Registration

10.00: Welcome speech

Stefania Monteverde, *Deputy Mayor and Councillor for Culture of Macerata*

10.20: Keynote speech

The integrated planning of the cultural heritage and cultural activities in the Adriatic Ionian area

Roberto Perna, *University of Macerata, Department of Humanities*

10.40: Discussion and debate on the introduced topics.

- Sanja Cvjetko Jerković, *Head of the Office for the Strategic Planning and Development of the Municipality of Zagreb*
- Vesna Šimić, *Mayor's Office, Head of the Department for International relations of the Municipality of Zagreb*
- Tamara Perišić, *Counsellor, Responsible of the Culture Department of Croatian Embassy*
- Snježana Pintarić, *Director of the Museum of Contemporary Art Zagreb*
- Chrysanthi Zarkali, *PR & Communication Officer, State Museum of Contemporary Art Thessaloniki*
- Bosko Radojkovic, *Director of the Guitar Art Festival of Belgrado*
- Milan Savic, *Director of the Saxophone Festival of Belgrado*
- Mirela Kocollari, *Director of the Culture Department of Municipality of Tirana*
- Sabina Veseli, *Deputy Director of Institute of Archeology of Tirana*
- Giovanni Seneca, *Director of Adriatico Mediterraneo Festival*
- Representatives of the creative and cultural companies involved in the “Adriatico” project
- Teodor Bilushi, *Italian Honorary Consul in Gjirokaster.*

Moderator: Cristiana Colli, *cultural manager - director Festival “Demanio Marittimo Km278”*

12.00: Conclusions and presentation of Declaration of intents

Stefania Monteverde, *Deputy Mayor and Councillor for Culture of Macerata*