

Summer School on Arts, fashion, and culture

The era of innovative and creative industries
How to develop a winning Italy-China cooperation



unIMC
UNIVERSITÀ DI MACERATA

l'umanesimo che innova

In cooperation with:



中国中心
CHINA CENTER
macerata



In partnership with:

Symbola
FONDAZIONE PER LE QUALITÀ ITALIANE

Where

City of Macerata
In the Marche Region, Italy



VILLA COLA
Confucius Institute of
Macerata, University of
Macerata



When: July 2016



Duration: 2 week from 11th to 22nd July

First week: thematic workshop by academics and speeches by professionals and experts

Second week: a focus on key industries (Food&wine, Tourism, Digital games and Fashion) with experts and field visits

At the beginning of the Summer Schools, participants will be grouped in 4-5 groups to develop Business ideas and innovation ideas to be presented at the end of the 2 weeks period. Every day, students will have time to discuss and interact to develop their ideas.

11th July, Session 1 - Creative and cultural Industries

Contents:

A general introduction to creativity and innovation. The role of cultural and creative industries.

Case study: the Casoli Foundation of Elica Group (with Debora Carrè) and Arnaldo Caprai of Cruciani group (with Marco Caprai)

Speakers:



Francesca Spigarelli

Assistant Professor of Economics,
University of Macerata; Vice Rector for
Entrepreneurship and Technological
Transfer



Fabio Renzi

General secretary and promoter of
Symbola, the Foundation for Italian
Quality.

12th July, Session 2 - Culture and creativity: the levers of innovation

Contents:

- Culture and creativity: It is not just a matter of birth.
- Culture as core capital: What is “culture” in a multicultural age?
- Strategies to develop creativity
- From creativity to innovation: the case of iGuzzini

Field visit at iGuzzini (www.iguzzini.com)

Speakers:



Carla Danani

Associate Professor of "Political Philosophy", "Philosophy of Dwelling" and "Philosophical Practices" at the University of Macerata



Ivana Bianchi

Associate professor of General Psychology at the University of Macerata, Department of Educational Sciences

13 th July, Session 3 - Communicating with creativity: press, web, performing arts

Contents:

- Creativity and crossmedia: the case of performing arts
- How Web Advertising Works: When and how to be creative; Creativity in Fashion advertising
- Creativity in fashion: press release
- Manage publishing and editorial projects

Speakers:



Lucia D'Ambrosi

Researcher in Sociology of cultural and communication processes. Vice Rector for institutional communication



Gianna Angelini

Associate professor in Semiotic. Vice Director of NoemaLab and professional consultant in communications and a strategical marketing



Paola Papakristo

Associate professor in Theory and Techniques of Advertising Communication, University of Macerata

14th July, Session 4 - How to finance creative and cultural firms and activities

Contents:

Crowdfunding and web-based solutions to support financial needs of cultural and creative industries.

Case studies: Ginger platform and other relevant cases The enhancement of corporate identity, brand and know-how through corporate museums and archives

Speaker:



Alessandro Grasso

Associate professor in Economics of Banking,
Financial Instruments and Financing of
Company, University of Macerata

15th July, Session 5 - Cultural heritage, tourism, food and wine

Contents:

- The marketing of cultural heritage and landscape: the role of museums
- The management of museum networks and cultural districts for sustainable tourism development
- Cultural heritage and art history in Italy: the case of the Italian local museums as territorial promoters

Field visit of local Museums (Macerata, civic museums of Palazzo Buonaccorsi)

Speakers:



Francesca Coltrinari

Assistant professor in History of early modern art University of Macerata
Department of education, cultural heritage and tourism



Mara Cerquetti

Researcher in Management
University of Macerata
Department of education, cultural heritage and tourism

16-17 th July, Saturday and Sunday break – Cultural visits

ABADIA DI FIASTRA



FRASASSI CAVES



18-19th July, Cultural heritage, tourism, food and wine

Contents:

Food and Wine as luxury goods. The Mediterranean diet
Experiential learning. Tasting wine, learning from wine

Field visit of local wineries, local food producers.

Sleep in Agritourism and experience innovation through food and wine

Speakers:



Alessio Cavicchi

Associate professor University of Macerata
Department of education, cultural heritage
and tourism



Lucia Bailetti

Italian Center for Sensory Analysis
Food engineer

20 th July, Session 6 - Games, learning and entertainment

Contents:

Crativity in Games

Games for urban planning. The case of You place it!

Field visits:

Rainbow (<http://www.rbw.it/en/>)

Clementoni (<http://www.clementoni.com/en/the-man-of-games/>)

Speaker:



Paola Monachesi

Assistant Professor Utrecht Institute of linguistic
ots – language, logic and information departement of
languages, litterature and communication

21 th July, Session 7 - Fashion, creativity and design

Contents:

- a critical review of definitions of fashion as well as of the theoretical concepts and debates that have shaped the development of fashion and fashion studies as a scholarly field;
- fashion as a commercial, creative and cultural industry
- case study analysis: product innovation (Repetto, Uniqlo), internationalization (E. Zegna), distribution (Prada) communication (Louis Vuitton, Saint Laurent).

Speakers:



Anneke Smelik

Professor of Visual Culture on the Katrien van Munster chair at the Radboud University Nijmegen (Netherlands)



Stefania Masè

Ph.D. Management and Accounting & Commerce International et Europe Macerata University & Sorbonne University Paris

22th July, Discussions and interaction

Contents:

Discussion and presentation of Ideas from Participants



Ends of works

General Information

Please, visit

<http://www.unimc.it/chinacenter/it/formazione-ed-eventi/summer-school>

Scientific coordinator:

Prof. Francesca Spigarelli (francesca.spigarelli@unimc.it)

To apply for the summer school:

Dr. Claudia Mengoni (claudia.mengoni@unimc.it)