



INNOVATE HERITAGE | *ten years after*

SAPIENZA UNIVERSITÀ DI ROMA | Department of Social and Economic Sciences
23rd -25th October, 2024

Wednesday 23rd October | 17:00

OPENING SESSION

- 17:00 | *Welcoming Address* **The Value of Heritage and the Role of Social and Economic Sciences**
Emma Galli, Director of the Department of Economics and Sociology Sapienza
Università di Roma, Italy
- 17:30 | *Keynote Address* **The Evolution of Innovating Heritage**
Elliat Graney-Saucke, University of Washington, USA
Caterina Benincasa, SciAt / Joint Research Centre - European Commission, Italy
- 18:30 | *Performance* **Being There: Imaging Narratives of Absence**
Denise M. Ferris, The Australia National University, Australia

Thursday 24th October | 09:00

First session

HERITAGE AS THE CAULDRON OF MOVING IDENTITIES: TRANSITION, MIGRATION, FERTILISATION

- 09:00 | *Keynote Address* **From Ivory Towers to the Urban Fabric: Rhetoric, Value, Toolbox**
Michele Trimarchi, Magna Graecia Università di Catanzaro, Italy
- 09:30 | *Performance* **The Heritage of Sub-Cultures. The case of Urban Exploration in Berlin**
Pablo Arboleda, Spanish National Research Council (CSIC), Spain
Emil Bakev, independent musician, Macedonia
- 10:10 | *Presentations* **The Mediterranean as Creative Cauldron: Visions, Signs, Artworks**
Paola Galuffo, independent cultural manager, Mazara del Vallo, Italy
- 10:40 | **Maggie Yan, Australia's First Woman Ski Champion: a Tale of Early Twentieth Century Cultural Diversity**
Denise Ferris, The Australian National University, Canberra, Australia
- 11:10 | *Workshop* **Looking for the Tiger: the Futurity of Heritage**
Klaus-Christian Zehbe, Universität Leipzig, Germany
- 11:40 | *Discussion*
- 12:00 | *Lunch*



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Thursday 24th October
Second session

| 15:00

**INSTITUTIONAL KINTSUGI: HOW TO MEND A BROKEN
URBAN AND SOCIAL FABRIC**

15:00 | *Keynote Address*

On the Boiling Ferments of Society and its Cultural Processes

Lia Fassari, Sapienza Università di Roma, Italy

15:30 | *Performance*

Syrian Museum: Stories

Tammam Azzam, independent artist, Syria/Germany

16:00 | *Presentations*

The Invisible Creatives: a Map of the Arts in an Unpolarised Urban Fabric

Valeria Morea, Erasmus Universiteit Rotterdam, Italy/Netherlands

16:45 |

The Springsteen as History Project. Music Diplomacy and Cultural Heritage in the Cold War Era

Marilisa Merolla, Sapienza Università di Roma, Italy

17:10 |

Radical Urbanites in Times of Crisis. Lessons from the Past, Strategies for the Future

Lidia Errante, Mediterranea Università di Reggio Calabria, Italy

17:40 |

Curatorial Colour Curtain: Who Curates Post-Colonial Contemporary African Art?

Mudi Yahaya Mallam, independent artist and scholar, Nigeria

18:10 | *Discussion*

18:30 | *Open Evening*

Friday 25th October
Third session

| 10:00

**INNOVATION AND CREATIVITY, IN THE FRAMEWORK
OF THE ANALOGICAL-DIGITAL DILEMMA**

10:00 | *Keynote Address*

Magical Thinking: from Ancient Archetypes to Visionary Creativity

Mariagrazia Pontorno, independent artist, Rome, Italy

10:30 | *Presentations*

Cultural and Creative Industries in the Face of Disruptive Technologies: the Case of Generative Artificial Intelligence

Maria Giusti, LUISS Università di Roma, Italy

11:00 |

Between Art, Creativity and Artificial Intelligence: What Is the Matter?

Maria Giovanna Musso, Sapienza Università di Roma, Italy

11:30 |

Oxymoric Heritage: Technology Suggests New Business Models

Federica Antonucci, IUAV Università di Venezia, Italy

12:00 | *Closing Discussion*