

# DiCultHer

Digital Cultural Heritage School

## EVENTS CATALOGUE EXPO VENICE 2015



ONLY ITALIA

presente a

AQUAE  
VENEZIA 2015



3 Maggio - 31 Ottobre 2015

EXPO VENICE

Venezia Marghera



<http://www.diculther.eu>



## Media Partner

DIGITAL **MEETS** **CULTURE**.net  
[www.digitalmeetsculture.net](http://www.digitalmeetsculture.net)

# Events Catalogue Expo Venice 2015

## Catalogo Eventi Expo Venezia 2015

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# Introduction

## Introduzione

Il padiglione Only Italia *La Via della Seta e delle Spezie* è la sintesi scenica dell'incontro tra Oriente e Occidente. Carovane di mercanti, marce di soldati, cavalcate di orde alla conquista, titaniche opere di ingegneria: nel corso dei secoli popoli europei e popoli asiatici si sono contraddistinti per i continui scambi culturali ed economici. Un confronto a volte battagliero, ma sempre rivolto alla ricerca gli uni degli altri; un moto perpetuo compiuto con ogni mezzo, focalizzato su obiettivi differenti e con risultati spesso inaspettati. Una straordinaria epopea fatta di uomini e donne, vittorie e disfatte, ma soprattutto di aneliti e conquiste.

Il progresso tecnologico e le moderne tecniche di comunicazione trasformano oggi tuttavia profondamente l'esperienza del viaggio, rendendo ogni cosa simultanea e compresente. Se da un lato questo esalta le qualità della velocità e della leggerezza, tanto care all'ultimo Calvino, dall'altro ecco il rischio di un eccesso ingovernato di informazioni, il cui risultato non è più l'integrazione complessa dell'esperienza, ma la superficialità del pettegolezzo, ancorché pettegolezzo culturale. L'Esposizione Universale, allora rappresenta la grande occasione di portare alla luce e condividere punti di contatto, di lasciarsi coinvolgere immersivamente, sempre mediante la tecnologia, nelle esperienze gli uni degli altri, arricchendosi reciprocamente della diversità.

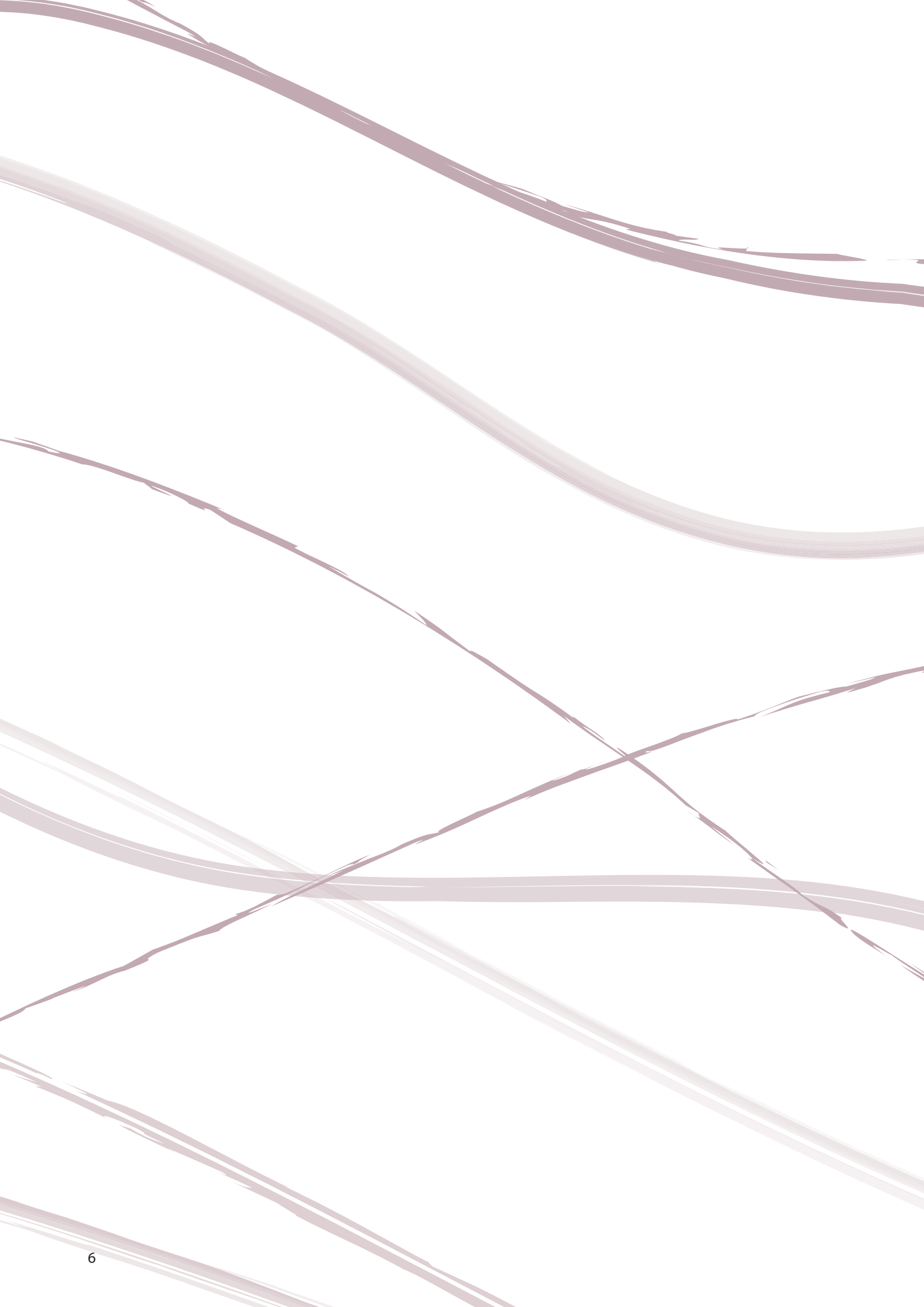
Rispetto a questa straordinaria e non comune sfida, Only Italia è orgogliosa di presentare ad Expo 2015 la partnership strategica con DiCultHer - Digital School Cultural Heritage, Arts and Humanities -, una rete che aggrega oltre sessanta organizzazioni culturali italiane tra università, enti di ricerca, scuole, istituti tecnici superiori, istituti di cultura, associazioni e imprese pubbliche e private, nata con l'obiettivo di contribuire alla creazione delle competenze digitali indispensabili nella smart society, fornendo nel contempo un modello scalabile a livello europeo ed internazionale.

Only Italia e DiCultHer, ciascuna per la sua parte e le proprie competenze, identificano infatti nella cultura l'asset fondamentale e il punto di partenza per lo sviluppo di relazioni stabili e durature fra i popoli, di cui ogni altra relazione, commerciale, finanziaria, politica, strategica, non è che un derivato diretto o indiretto.

*La Via della Seta e delle Spezie* presenterà ai visitatori di Aquae 2015 Istituzioni, Imprese nazionali e multinazionali, Istituti di Cultura, Performance, Seminari e Conferenze, Incontri di studiosi, Workshop, Tavole Rotonde, Presentazioni, Concerti, mostrando il meglio della cultura e del sistema delle imprese italiane a delegazioni provenienti, oltre che dall'Europa (in particolare del nord), dalla Cina, dai paesi Stan (Asia centrale), dal Medio Oriente e addirittura alle Americhe transoceaniche, quell'Oriente che Colombo voleva raggiungere da Ovest, e che rappresenta da oltre Cinquecento anni l'imprevisto più gravido di conseguenze della storia dell'umanità.

Expo Venice 2015 sarà, per Only Italia e per DiCultHer, l'occasione di promuovere attraverso le nuove tecnologie l'arte, la ricerca, la conservazione e la promozione del patrimonio culturale e territoriale italiano, latino, mediterraneo, espressione delle molteplici identità che si intrecciano in questa parte di mondo, proponendosi come interlocutore privilegiato, serbatoio di esperienza, verso gli altri continenti, e le loro identità ancora troppo poco conosciute. Un grande evento e insieme una tappa, che vuole essere importante, dell'interminabile viaggio della famiglia umana alla ricerca gli uni degli altri.

Irene Pivetti  
Carmine Marinucci



Presentations

Presentazioni



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# Dei viaggi di Messer Marco Polo

## BOOK PRESENTATION



### PROMOTER DESCRIPTION

Eugenio Burgio, Marina Buzzoni, Antonella Ghersetti – Ca' Foscari University of Venice

E.B., M.B. and A.G. are professors of Romance Philology, Germanic Philology and Arabian Language and Literature at Ca' Foscari University of Venice. Between 2012 and 2014 they jointly worked on the production of the first scholarly hypertext edition of an ancient Italian text titled *Dei viaggi di Messer Marco Polo*, i.e. the Italian version of Marco Polo's *Milione* written by Giovan Battista Ramusio for his miscellany *Navigazioni e Viaggi* (1559). This edition is today available at the website of "Edizioni Ca' Foscari - Digital Publishing".

### EVENT DESCRIPTION

The presentation will focus on the highly innovative potential of this project, which is twofold: (1) on the one hand, the edition is conceived as a new "intellectual" tool in order to tackle a core issue in the philological studies of *Il Milione*, i.e. the need for a complete edition of the text which would draw from different sources/witnesses, without establishing a "frozen", historically unattested text in the traditional fashion; (2) on the other hand, the creation of a "digital object" which is unique in its genre since so far it has no analogues. This object has found its proper place within the web portal of Edizioni Ca' Foscari - Digital Publishing (Ca' Foscari University Press). Hopefully, this project will contribute to enhance the innovative profile of this Press as deputed site of digital production for scholarly editing.



# Le schede dell'olio

## BOOK PRESENTATION



 [www.baicr.it/palineseo-geografico](http://www.baicr.it/palineseo-geografico)

 BaicrCultura

 BAICR Cultura della Relazione

### PROMOTER DESCRIPTION

#### INSOR

Istituto nazionale di sociologia rurale works on important scientific investigation about agricultural economics in Italy.

Insor cooperated with Istat (Istituto Nazionale di Statistica) in order to publish decennial census data on agricultural conditions.

Insor contributes to the identification of Italian typical products.

In collaboration with:

- Palineseo Geografico (Baicr Cultura della Relazione);
- Università degli studi di Roma Tor Vergata, Dipartimento di Scienze Storiche, filosofico- sociali, dei Beni culturali e del Territorio;
- CIA;
- Coldiretti.

### EVENT DESCRIPTION

The book is a sort of long trip around Italy in order to find different variety of extra virgin olive oil. The authors will introduce the topic and share their knowledge about the history and tradition of extra virgin olive oil. During the event there will be also a photo exhibition: "IBLEIDE- atmosfera e cultura dell'olio nei monti Iblei"

# Albergo Diffuso

## BOOK PRESENTATION with workshop



 [www.baicr.it/palinese-to-geografico](http://www.baicr.it/palinese-to-geografico)

 BaicrCultura

 BAICR Cultura della Relazione

### PROMOTER DESCRIPTION

#### Palinese-to Geografico - BAICR cultura della relazione

Carlo Toson is an architect. He graduated in IUAV University of Venice in 1981. He participate at the "Progetto Pilota Comeglians". He is also a member of the cooperative Albergo diffuso Comeglians. He knows everything about the project from the origins to the final realization. In collaboration with:

- Palinese-to geografico: promotod by BAICR Cultura della Relazione (Master in Culture of Food, Master in Data Science, Master in Geography programmed by Università degli Studi di Roma Tor Vergata. Master in Polis making programmed by Politecnico di Milano);
- INSOR;
- Università degli Studi di Roma Tor Vergata;
- Politecnico di Milano. Laboratorio Polis Making. Prof. Angelo Caruso di Spaccaforno.

### EVENT DESCRIPTION

The concept of Albergo diffuso was born in Carnia, (Friuli Venezia Giulia) after the earthquake (6, 05, 2015). In 1982 we found the definition albergo diffuso in the project Comeglians (Borgo Maranzanis).The collaboration between Politecnico di Zurigo, Flora Ruchat Roncatti (architect and professor), Carlo Toson (architect), Leonardo Zanier (poet and writer).

The book focus the evolution of the concept albergo diffuso.


# Il Vocabolario italiano tra Firenze e Venezia e le parole del cibo

## CONFERENCE with video and round-table



 [www.accademiadellacrusca.it](http://www.accademiadellacrusca.it)

 AccademiaCrusca

 Accademia della Crusca

### PROMOTER DESCRIPTION

#### Accademia della Crusca

L'Accademia della Crusca, fondata nel 1583, è una delle più antiche accademie del mondo tuttora esistenti. È un centro di cultura di assoluta eccellenza nel campo della lingua italiana, punto di riferimento internazionale per tutti coloro che si interessano alla nostra lingua. La sua sede è Firenze, ma il primo grande vocabolario del 1612 fu stampato a Venezia. Il legame tra Venezia e la lingua italiana è stato forte fin dal sec. XVI: la lingua italiana viene da Firenze, ma la capitale della tipografia in lingua italiana era Venezia.

### EVENT DESCRIPTION

Per mostrare il rapporto tra Firenze e Venezia saranno illustrate le parole del cibo presenti nel vocabolario del 1612 e nelle successive edizioni del Vocabolario della Crusca, compresa quella detta “veronese” dell'età napoleonica. Saranno illustrate le tecniche di “retrodatazione” delle parole con esempi tratti da parole italiane relative al cibo. Tutto ciò in forma di conferenza piacevole, con proiezioni illustrative (PPT) e con la partecipazione di personaggi televisivi che aiuteranno gli accademici nella presentazione.

# The Great Venezia

## CONFERENCE with BOOK PRESENTATION



[www.societageografica.it](http://www.societageografica.it)



Società Geografica Italiana

### PROMOTER DESCRIPTION

#### Società Geografica Italiana

The Italian Geographical Society has been a free association since its foundation in 1867. As early as in 1869, the Italian State granted it the status of "moral entity" (non-profit foundation). More recently, the Society has been officially recognized as an environmentalist association since it has always sought, and still does so, to make its heritage of assets and knowledge available to the general public. A constant feature of the Italian Geographical Society's long life has been its interest in its country and citizens and in humanity as whole. The main goal of its policy is the advancement of geographical knowledge; expanding, updating or innovating knowledge but also fostering geographic culture and environmental awareness.

### EVENT DESCRIPTION

The Society's Library conserves the most important collection of specialized documentation in Italy, and one of the most significant in the world. The Map Library holds a modern geographical maps collection, which is almost complete with regard to Italy's territory and seas. There is also an Antique Collection, an Oriental Collection, and the Society's Manuscript Archives. In this collection it's possible to recognize important and original documents about Venezia to organize a great exhibition with old map such as Abraham Ortelius, Epitome du theatre du monde or Vincenzo Maria Coronelli, Atlante Veneto, "nel quale si contiene la descrizione geografica, storica, sacra, profana, e politica, degl'imperi, regni, provincie, e stati dell'universo". The aim of the exhibition is to give a new view through the past to get in the future.



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# Ospitality and territorial marketing

## MASTER PRESENTATION



 [www.baicr.it/palineseo-geografico](http://www.baicr.it/palineseo-geografico)

 BaicrCultura

 BAICR Cultura della Relazione

## PROMOTER DESCRIPTION

Università degli Studi di Roma Tor Vergata

In collaboration with:

- Palineseo geografico: promotod by BAICR Cultura della Relazione (Master in Culture of Food, Master in Data Science, Master in Geography programmed by Università degli Studi di Roma Tor Vergata. Master in Polis making programmed by Politecnico di Milano);
- INSOR;
- 4changing;
- Department of “Scienze storiche filosofico-sociali, dei Beni culturali e del Territorio”.




## EVENT DESCRIPTION

The master will focus on touristic management tools that will be able to respond to the new growing touristic demand. The Tourism Industry is expected to keep on growing and increasing its economic relevance, mainly in a very appealing Country such as Italy. The main characteristic of this course is the strong territorial attitude. During the exhibition the speakers will debate the importance of route's topic, a possible way to overcome the competition between different touristic structures. Use of technology will be able to enforce the relationship between tourism industry and territories.

# Visit aquae with mapcast

## APP PRESENTATION



-  [www.etcware.it](http://www.etcware.it)
-  [www.mapcast.it](http://www.mapcast.it)
-  [aleendo](#)

## PROMOTER DESCRIPTION

### ETCWARE SRL

ETCWARE is an ICT innovative company and Stati Generali dell'Innovazione member. The activities that ETCWARE plays are mainly related to the use of technologies like Semantic Web applied to web applications and apps particularly in the context of Cultural Heritage and education. The company is 65.59% owned by women.

- Italian Data Protection Authority portal.
- Università di Roma Tor Vergata portal, didactic information management, and organization management and app.
- Agendadidattica Virtual-Learning-Environment for schools, and mobile app.
- OpenData@TorVergata: infrastructure and publishing system to publish data as LOD.
- Innovative platform to implement cultural heritage wiki for Italian Ministry for Cultural Heritage with GIS services.

## EVENT DESCRIPTION

MAPCAST is an Android/IOS app. The app can be used to implement touristic itineraries both outdoor and indoor: tourists can follow itineraries with Mapcast Touristic Navigator. Itineraries are composed by audio, text, images and videos: audio allows tourists to get information on places, and will be free to look around at the real world. Audios can be in any languages, we implemented 80 audio in italian, english and chinese, in Rome and Milan. We would like to demonstrate the app by implementing an itinerary from outside to Aquae, for example from Venezia Porto Marghera railstation with 10 indoor mapcast.

... unchangeable and ancient water...

## ITINERARY PRESENTATION



 <http://museoarcheologicovenezia.wordpress.com>

 MuseoArcheoVene

 Museo Archeologico Nazionale di Venezia

## PROMOTER DESCRIPTION

Polo Museale del Veneto-Museo Archeologico Nazionale di Venezia

The National Archaeological Museum of Venice is located in the magnificent setting of the Procuratie Nuove. The Museum has very close ties with the city's history and with the other places of culture, the Marciana Library and its Hall, the Doge's Palace and the Correr Civic Museum, also it is part of the integrated itinerary "I Musei di Piazza San Marco". The new Itinerary "...unchangeable and ancient water..." at the National Archaeology Museum of Venice inside its permanent collection, allows visitors to look more closely at some of the Museum's masterpieces, from Egyptian, Greek, Roman and late antiquity civilisations (from the 6th cent. BC to 6th cent. AD) that are all connected to the element water, fundamental in the centuries-old evolution of mankind.

## EVENT DESCRIPTION

The presentation will focus on the different aspects of the six sections in which the Itinerary is divided, present or concurrent in the rooms of the Museum: water and religion, water and myths, water and war, water and everyday life, water and thermal baths, water and archaeology. The various connections with the element water are all aimed at a greater understanding of the art works that are already famous to those who are already familiar with the subject, but in a way that is accessible to everyone. Two 3D scientific reproductions realized in collaboration with CNR-ITABC e Virtual geo srl (the male statue from Montegrotto and the superb Grimani Ulysses) offer a useful instrument that is also easy and fun, combining technology and multimedia contents.

# MAGMA. Museum and pinacoteca civica, Follonica

## VIDEO PROJECTION with presentation



[www.magmafollonica.it](http://www.magmafollonica.it)

### PROMOTER DESCRIPTION

Comune di Follonica

Magma Museum and Pinacoteca Civica present two exhibitions by Studio Azzurro and Hasan Elahi to reflect on migration issues through new technologies. The project is part of Toscana '900 Piccoli Grandi Musei funded by Ente Cassa di Risparmio di Firenze. MAGMA Museum of Arts in Iron in the Maremma is 2015 DASA Award Winner. Follonica was the centre of an important iron industry until the 1960s. The visible remains fell into disuse until MAGMA opened to tell the technological, artistic and human story of the ironworks which was inextricably linked with the history of the European steel industry. Housed in the restored Saint Ferdinand Furnace, its old walls stand side by side with modern multimedia technology. Magma tells the story of the birth of the community and of the factory town, and the interrelations between humans and their environment.

### EVENT DESCRIPTION

The presentation will focus on the Museum Magma showing videos, virtual tour and the exhibition video. Furthermore it will be the occasion to highlight the highly innovative process of promotion and development which concerns the Ex Ilva area nowadays.



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# CNR-IRPPS – Developing e-Publishing in a Research Institute

## PROJECT PRESENTATION



[www.irpps.cnr.it](http://www.irpps.cnr.it)

### PROMOTER DESCRIPTION

R. Di Cesare – D. Luzi – F. Pecoraro

- R. Di Cesare is responsible for IRPPS Library. She is also involved in validation and control of bibliographic metadata of the IRPPS researchers' publications in the CNR-People platform. Her research activity evolved from citation analysis to the role of research libraries in emerging models of scholarly communication.
- D. Luzi is researcher at IRPPS. Expert in the analysis of the impact of ICTs on information management and communication processes. Particularly on Open archives, Institutional repositories, Research Information Systems, interoperability of research information. She is responsible in research projects where information systems have been developed.
- F. Pecoraro is a Researcher at IRPPS, expert in modeling of business processes in the health sector; standardization and analysis of clinical data; design and development of information systems.

### EVENT DESCRIPTION

An e-Publishing portal developed at CNR-IRPPS will be presented highlighting motivation of its implementation, experiences in management as well as benefits of its use. CNR-IRPPS e-Publishing is the Portal for the online management of IRPPS's editorial products. It provides also a support in the publishing activities to IRPPS researcher community and individual scholars associated with the Institute. The portal is based on new and open source technologies, OAI-PMH compliant and it is in line with new sustainable publication models.

In addition to the CNR community this event addresses, specialised and small publishers as well as authors looking for innovative ways of publication.

# DESCI - Integrating elements of science education, creativity in learning and living lab experience

## PROJECT PRESENTATION



 Smartlab - CNR

### PROMOTER DESCRIPTION

#### IRPPS - CNR

IRPPS is an interdisciplinary research institute of CNR that conducts studies on social policies and welfare systems, on education and education policies, on policies regarding science, technology and higher education, on the relations between science and society, on the creation/access/dissemination of knowledge and information technology, on demographic and migration issues. The Research Unit 'Science Communication and Education' conducts research and experimentation on the major aspects of science education and public communication of science and has a strong experience in design and implementation of participatory methodologies, with particular expertise in participatory activities addressed to teachers and students.

### EVENT DESCRIPTION

The experimental path proposed by the DESCI's partnership aims to promote the ability of the system of Secondary School (technical and professional) to meet the challenges of the current social context and working in terms of: a) employability and strengthening systems for the transition school-job; b) development of shared systems for the recognition of qualifications and competences (Europass); c) encourage the development with a bottom-up approach of a national and European working methodology in secondary schools to ensure equal quality standards in the management of the alternating training.

# Museum collections and biodiversity: the sea turtles

## PROJECT PRESENTATION



[www.anms.it](http://www.anms.it)



ANMS – Associazione Nazionale Musei Scientifici



ANMS

## PROMOTER DESCRIPTION

### ANMS Italian Association of Scientific Museums

The Italian Association of Scientific Museums (ANMS) was founded in 1972 to promote scientific museology in Italy. Most of the Italian Museums of Natural History (about 220) and more than 170 Curators and Cultural Operators join ANMS. The association activity includes the organization of Annual Congresses, workshops, training courses and study travels. Also the publication of the journal “Museologia Scientifica” allows a continuous information flow about scientific museology both among members and the entire research community and general public. In 2013 the CollMap project started out for cataloguing and mapping all the Italian naturalistic collections. The huge plan will permit to put together the scientific heritage of museums as a virtual national museum and to make known these biodiversity archives to all the world.

## EVENT DESCRIPTION

Many Italian museums of Natural History preserve sea turtles specimens. Many of them come from rescues on the beaches and often are victims of longlines. The study of these specimens morphology, collection data (localization, date, etc.) and cause of death allows the curators to collaborate with other researchers in order to elaborate conservation programs. And above all museums make aware people in protecting marine biodiversity thanks to the thematic exhibits, conferences, publications. Thus museums can contribute to sea turtles conservation.

# Italian Library of Hydraulics

## PROJECT PRESENTATION



[www.beic.it](http://www.beic.it)

### PROMOTER DESCRIPTION

#### BEIC Foundation

The BEIC Foundation established in Milan, 2004, aims to devise, support, promote and organize events and projects of all kinds, including integrated interdisciplinary research on cultural, scientific and social issues. Its task is to promote European heritage by cooperating with municipal, regional, national and international institutions, and with universities and other cultural bodies through the realization and management of a new multimedia, free access digital library (BeicDL).

### EVENT DESCRIPTION

BeicDL is currently involved in a project named Biblioteca Idrastica, about hydraulics, in collaboration with the department of Agricultural and Environmental Sciences - Production, Landscape, Agroenergy of the University of Milan, and supported by Cariplo Foundation. The project involves the digitization of 800 works on hydraulics published in Italy in the XVI-XIX centuries, researches leading to thematic monographs, design of educational tools devised for use in high schools and implementation of a virtual exhibition. The topic was selected bearing in mind the fundamental role played in the European culture by water and to celebrate the great tradition of Italian hydraulic which is still little known.



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# Alla scoperta del Sistema Museale d'Ateneo

## PROJECTS PRESENTATION



[www.sma.unibo.it/](http://www.sma.unibo.it/)



MuseoPaPoggi



SMA - Sistema Museale d'Ateneo

## PROMOTER DESCRIPTION

### SMA - Sistema Museale d'Ateneo

Il Sistema Museale d'Ateneo è l'insieme coordinato delle strutture destinate a provvedere alla classificazione, tutela e valorizzazione del patrimonio di beni storico, artistico e scientifico dell'Ateneo. Si articola in 14 musei e si avvale di una gestione unitaria che ne agevola e promuove la valenza didattica scientifica nonché la diffusione a vantaggio della società; a tal fine collabora con gli enti e le istituzioni locali, nazionali e internazionali.

## EVENT DESCRIPTION

Saranno presentate diverse iniziative:

- **Il Palazzo delle Meraviglie** - un itinerario in cui vengono presentati i percorsi di ricerca e di insegnamento che si sono succeduti all'interno del Museo di Palazzo Poggi nel corso della sua storia;
- **Il Viaggio. Mito e Scienza** - una mostra ha posto al centro di un ricco e originale percorso espositivo le grandi scoperte geografiche e le spedizioni scientifiche che consentirono di allargare i confini del mondo e di conoscere definitivamente la fisionomia del nostro pianeta;
- **Museo del IX Centenario** - un percorso informativo che narra la storia della più antica Università del mondo occidentale e che ospita la Magna Charta Universitatum una dichiarazione di comuni intenti che deve legare gli Atenei di tutto il mondo;
- **A nanna con Dino - una notte al Museo** e **Paurosissime visite al Museo di Zoologia** sono due iniziative pensate per far conoscere il Museo anche ai bambini.



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# Smart materials and industrial coatings

From tradition to innovation

## PROJECT PRESENTATION



[www.nantocleantech.com](http://www.nantocleantech.com)



NCleantech

## PROMOTER DESCRIPTION

Nanto Cleantech S.p.A.

Nanto Cleantech S.p.A. is an innovation oriented company holding know-how, patents, technologies to produce a broad range of advanced materials for the coating and polymers industries, with cleantech footprint and environmental friendly approach, saving water and energy. The company, Italian-Israeli based, pioneered with the first pilot plan for industrial advanced materials and functional coatings based on proprietary nanotechnology. Today it has become a leading global provider.

## EVENT DESCRIPTION

The purpose of the project consists in representing the joint history of Italy and Israel moving from marine industrial tradition of Trieste, to the current Israel forefront position in the field of nanotechnologies and advanced materials. From the middle of 18th century, Trieste became the main port of the Austro-Hungarian empire, developing an absolutely exceptional business potential. In the climate of effervescence of those years, enlightened entrepreneurs emerged such as Felice Veneziani, who founded the largest European paint producing Company. As well as industrious, it is a cosmopolitan, melting pot of religions and races city, where stands one of the most important Israeli temples of Europe, reflecting the deep-rooted Jewish presence in the city.



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# Via Herculia: storia, territorio, sapori

## PROJECT PROJECTION with video and round-table



 [www.ibam.cnr.it](http://www.ibam.cnr.it)

 IBAM\_CNR

 IBAM CNR

### PROMOTER DESCRIPTION

Istituto per i Beni Archeologi e Monumentali del Consiglio Nazionale delle Ricerche - IBAM CNR

L'IBAM CNR è una struttura scientifica multidisciplinare con competenze altamente specializzate nel settore della conoscenza, documentazione, diagnosi, conservazione, valorizzazione, fruizione e comunicazione del patrimonio archeologico e monumentale. L'Istituto, infatti, pensato come laboratorio en plein air per la ricerca sui beni culturali, si dedica allo studio, sviluppo e utilizzo di tecnologie per la gestione dei sistemi informativi del territorio, le metodologie di catalogazione e studio del patrimonio archeologico, materiale e immateriale, lo sviluppo di laboratori "di frontiera" nel settore bioarcheologico, archeometrico e della comunicazione, con l'impiego delle più aggiornate tecnologie informatiche per le ricostruzioni in 3D, realtà aumentata, per quelle virtuali e per la diffusione in rete.

### EVENT DESCRIPTION

Sarà presentato un video animato intitolato Via Herculia - Terre lucane, basato sui risultati di una ricerca interdisciplinare, coordinata dal dott. C. Alfieri Sabia, che mira a tutelare l'identità di un territorio, del proprio paesaggio, del suo tessuto sociale e culturale, la cui vitalità risulta spesso minacciata dalla perdita della memoria storica. Attraverso la proiezione del video sarà possibile ripercorrere idealmente un itinerario di conoscenza storica e culturale, legato alle tradizioni agroalimentari tipiche del territorio lucano, sulle tracce dell'antica via imperiale. La ricerca realizzata da IBAM CNR è stata finanziata dalla Provincia di Potenza e dall'ALSIA (Agenzia Lucana di Sviluppo e Innovazione in Agricoltura).

# Underwater Catania

## PROJECT PROJECTION with video and round-table



 [www.ibam.cnr.it](http://www.ibam.cnr.it)

 IBAM\_CNR

 IBAM CNR

### PROMOTER DESCRIPTION

Istituto per i Beni Archeologici e Monumentali del Consiglio Nazionale delle Ricerche - IBAM CNR

L'IBAM CNR è una struttura scientifica multidisciplinare con competenze altamente specializzate nel settore della conoscenza, documentazione, diagnosi, conservazione, valorizzazione, fruizione e comunicazione del patrimonio archeologico e monumentale.

### EVENT DESCRIPTION

Tra le ricerche scientifiche avviate dall'IBAM sui monumenti che presentano un indissolubile legame con l'acqua, saranno illustrate le indagini condotte sull'impianto delle Terme Achilliane, uno dei più importanti monumenti archeologici di Catania costruito nel II secolo d.C. e ancora oggi ben conservate, scoperte nel XVI secolo e messe in luce nel 1767 da Ignazio Paternò Castello Principe di Biscari, poco visibile per sua stessa natura trovandosi al di sotto dell'impianto della moderna Piazza Duomo. Coniugando rigore scientifico e capacità comunicative, è stato possibile svolgere indagini che stanno portando alla luce una nuova ed inedita rilettura del monumento e proporre, simultaneamente, la sperimentazione tecnologica di un nuovo sistema di illuminazione a basso impatto ambientale e con led di ultima generazione, come strumento altamente qualificato per una migliore fruizione del bene.





Exhibitions

Mostre

# I colori della prosperità: frutti del vecchio e nuovo Mondo

La loggia di Amore e Psiche – Villa Farnesina

## MULTIMEDIAL EXHIBITION



### PROMOTER DESCRIPTION

A. Sgamellotti, Accademia Nazionale dei Lincei, Università degli Studi di Perugia, CNR-ISTM; G. Caneva, Università Roma Tre, CROMA

I festoni dipinti da Giovanni da Udine nella Loggia di Villa Farnesina, residenza transtiberina di Agostino Chigi, rappresentano un documento senza uguali sul patrimonio vegetale come risorsa alimentare di quel periodo storico (ca. 170 specie diverse, con ulteriori decine di varietà e oltre 2200 elementi iconografici vegetali). Essi rappresentano un tema di grande valenza culturale e scientifica: hanno il primato europeo della prima documentazione di piante introdotte in Europa dall'America, a ridosso della sua scoperta e, insieme a queste, vi sono altresì raffigurate piante da tutti i continenti all'epoca conosciuti. La valorizzazione di questo luogo ancora poco conosciuto ben si inserisce nell'ambito delle manifestazioni in occasione di Expo 2015.

### EVENT DESCRIPTION

La mostra si prefigge l'obiettivo di tracciare il tema Food for the world attraverso i cromatismi dei frutti, scelti come simbolo di prosperità, di amore e di potere, restituendo così l'immagine della straordinaria biodiversità di questo patrimonio vegetale e culturale, che convergeva a Roma da tutto il mondo. Tale percorso si articolerà attraverso una selezione di frutti e cromie provenienti da tutti i continenti allora conosciuti e mirabilmente immortalati dalla scuola di Raffaello nel pieno Rinascimento che verranno descritti nella loro composizione materica attraverso i risultati delle analisi non invasive -puntuali e di imaging- della campagna di indagini effettuata in situ per svelarne i materiali utilizzati e la tecnica pittorica.

# Changing places: moving plants and people

## MULTIMEDIAL EXHIBITION



[www.irpps.cnr.it](http://www.irpps.cnr.it)

### PROMOTER DESCRIPTION

S. Avveduto – G. G. Vendramin

G. G. Vendramin Director of the Institute of Biosciences and Biore-sources, CNR, Honorary research fellow at Bioersity International, Scientific responsible of more than 30 national and international projects. Associated editor and member of editorial board of scientific journals. About 190 papers published in International journals.

S. Avveduto, research director, Institute for Research on Population and Social Policies CNR, Head of the Research Unit on Human Resources and Knowledge Society, She is Italian delegate to OECD, Paris, for the activities concerning the Committee for Scientific and Technological Policy. Currently project leader of four 7th FP and three Horizon2020 Projects.

### EVENT DESCRIPTION

Climate change and culture merge and mix in defining and inducing the movement of plants and people. The exhibition will show some patterns of these journeys from the migration of plants millions of years ago due to glaciation, to the migration of plants together with people in ancient, modern and contemporary ages in a mix of bio-sciences, biodiversity, historical, social and cultural patterns. Posters, videos, multimedia devices, online and off line, will be used.

# FOOD. Dal cucchiaino al mondo

## MULTIMEDIAL EXHIBITION



 <http://www.fondazionemaxxi.it/2015/03/03/food/>

### PROMOTER DESCRIPTION

#### MAXXI Museo Nazionale delle Arti del XXI secolo

MAXXI is the first national museum dedicated to contemporary creativity. It opened in May 2010 and is run by a Private Foundation instituted by the Ministry of Cultural Heritage and Activities and Tourism. Moreover, in 2013, it was recognized as being among the private institutes that also conduct research. Conceived as a large campus for culture, MAXXI, designed by Z. Hadid, winner of an international tender, is a great architectural work featuring innovative and spectacular forms. MAXXI produces and hosts art, architecture, design and photography shows, as well as fashion, cinema and music projects, theater and dance performances, lectures and meetings with artists, architects, and some of the leading contemporary figures.

### EVENT DESCRIPTION

FOOD. Dal cucchiaino al mondo tells of visions, traditions and different experiences, presenting architectural projects, stories and works of art. Each day the issues linked to food and nutrition have an impact on people's "vital space," starting from the domestic environment and ultimately influencing the planet's equilibrium. These themes are dealt with in the exhibition FOOD dal cucchiaino al mondo, curated by Pippo Ciorra along with the staff of MAXXI Architettura and MAXXI Arte (May 29 - November 8, 2015). A huge project involving about 2,500 square meters of exhibition space that MAXXI dedicates to the social dimension of food in the year of EXPO Milano 2015, realized in collaboration with the Food and Agriculture Organization of the United Nations (FAO) and with the United Nations World Food Programme (WFP).

# Poisons and drugs

## MULTIMEDIAL EXHIBITION



### PROMOTER DESCRIPTION

#### Museum System of Camerino University

Camerino University has five Schools (Architecture and Design, Biosciences and Veterinary Medicine, Law, Pharmacy, Science and Technology). Since 2004 is the first University in Italy, with less than 10.000 students, in CENSIS list.

The Museum System of Camerino University is composed by Science Museum and Botanic garden "Carmela Cortini".

The Museum system's activity is oriented toward different kind of visitors: it includes temporary and travelling expositions, multimedia related to permanent and temporary exhibitions, museum guides, workshops. We also realize customer satisfaction programs for our temporary exhibition and we analyze the use and the approach of young people to hypertexts.

### EVENT DESCRIPTION

With the exhibit "Poisons, instructions for use", the Museum System of Camerino University offers a journey in the mysterious world of poisons. According to Paracelsus, "the right dose differentiates a poison and a remedy". So will be presented not only poisons and venoms from plants and animals, but also natural drugs which crossed our history, culture, science and tradition. Videos, display panels, herbarium specimens and multimedia will show the deep relationship between scientific knowledge and traditional remedies.

# Imago

## MULTIMEDIAL EXHIBITION



 [www.imagosrl.eu](http://www.imagosrl.eu)

 [imagoed](#)

 [Imago Srl](#)

### PROMOTER DESCRIPTION

#### Imago

Imago is an Italian publisher that stands out at an international level, for its high-level of specialisation which has been gained through the modern-day restitution of great manuscripts. Such excellence is achieved through the reproduction of the most lavish codices of the past, using clever and unique techniques to combine the ancient art of miniature painting and the most modern technology available.

### EVENT DESCRIPTION

Works exposed: *De re coquinaria, Apicio* – Taking part in show cooking with a chef who interprets ancient cooking with a "contemporary" take, with recipes from ancient Rome and the Latin text *De re coquinaria* (The art of cooking) by Marcus Gavius Apicius, a true chef for Roman emperors. There will also be Renaissance cooking, with the influences on Italian food after Marco Polo's voyage during the event there will also be significant presentations where you can learn about the history, characteristics and all things food related; *Fra' Mauro's World Map* – The Silk Road and Fra Mauro's *Mappa Mundi*: how the tales of Marco Polo inspired the Camaldolese Monk to create the World Map; *Dante Gradenigo; Divina Commedia, Palatino313* – See Dante and his comedy: 750 years on... but as modern as ever a journey through copies of the most prestigious manuscripts of Dante's poem.

# Landscapes and Typical Products

## MULTIMEDIAL EXHIBITION with conference



[www.societageografica.it](http://www.societageografica.it)



Società Geografica Italiana

### PROMOTER DESCRIPTION

#### Società Geografica Italiana

The Italian Geographical Society has been a free association since its foundation in 1867. As early as in 1869, the Italian State granted it the status of "moral entity" (non-profit foundation). More recently, the Society has been officially recognized as an environmentalist association. This administrative recognition is because the Society has always sought, and still does so, to make its heritage of assets and knowledge available to the general public, directly or indirectly via the use made of it by the Society itself. A constant feature of the Italian Geographical Society's long life has been its interest in its country and citizens and in humanity as whole, within the modes and limits of a scientific-cultural association. The main goal of its policy is the advancement of geographical knowledge; expanding, updating or innovating knowledge but also fostering geographic culture and environmental awareness. The Society seeks to foster geographic culture and heritage in various ways.

### EVENT DESCRIPTION

A mix up of flavors and landscapes to describe Italy through its culture, its wine and food heritage and its agroindustrial products. Starting from the Italian Geographical Society's book, published for the Expo 2015 and entitled "Patrimoni italiani. Paesaggi, sapori e colori", the conference aims at giving relevance to the link between some Italian typical products (as the olive oil, pizza, pasta, "spumante" and the citrus fruits) and the Italian landscapes. A geographical approach will be used, both from a national and an international scale of analysis.

# The Migrants Trail Rut: Italian Vines Conquering the World

## MULTIMEDIAL EXHIBITION with BOOK PRESENTATION



[www.societageografica.it](http://www.societageografica.it)



Società Geografica Italiana

### PROMOTER DESCRIPTION

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### EVENT DESCRIPTION

A trip around the world to search the Italian grape varieties cultivated by migrants in every corner of the earth. The reader will find in the pages of a books and in the exhibition that traces of the history of Italian migrants and their families that, from the late nineteenth century, have left Italy fleeing political turmoil, economic crises, floods, drought and poverty. By working with a lot of sacrifice also lands not suitable, in most cases, to accommodate the screws, they managed to find a better future.

Their dedication has rewarded them because soon gave rise both to new landscapes that wines born of Italian vines brought in a foreign land to not forget the flavors and traditions of home.



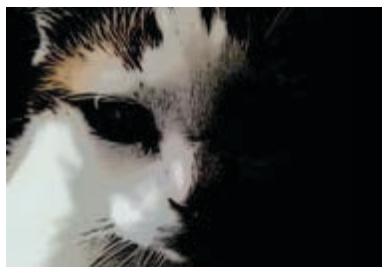
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# Shakespeare and the Globe Museater

## PERFORMATIVE EXHIBITION



 [www.statigeneralinnovazione.it](http://www.statigeneralinnovazione.it)

 SGIInnovazione

 Stati Generali Innovazione

## PROMOTER DESCRIPTION

### Stati Generali dell'Innovazione

The Stati Generali dell'Innovazione Society (SGI) was formed on November 2011 in Rome to establish an all-encompassing culture of innovation in Italian society and politics as a necessary requisite for the economic and social development of a modern country.

Non-profit organisations, business companies, and citizens are members of SGI value youth creativity, meritocracy, universal access to the Internet, and open government as key assets for Italy.

This project is realised in collaboration with IDEA Italia LLC.

## EVENT DESCRIPTION

William Shakespeare wrote: "All world's a stage". What if he lived today when digital technology can translate his words into reality? In this interactive performance the audience will help the Bard to discover the true potential of augmented reality and liquid storytelling as he visits Italy again and stops in Sarsina to meet Plautus, his favourite muse. With his help and that of two most unlikely assistants, a famous exorcist and an obscure artist, Shakespeare will build his new \*Globe Museater\*, a place where Treasures, Tales, Talent and Technology meet to generate a new way for everyone to enjoy visiting an exhibition or an open-sky museum.

# VIVO+: immersive dining experience

## PERFORMATIVE EXHIBITION



 [www.vivoplus.net](http://www.vivoplus.net)

 [www.itacultura.it](http://www.itacultura.it)

## PROMOTER DESCRIPTION

Master in Sonic Arts University of Rome “Tor Vergata” – Itac s.r.l.

The Master in Sonic Arts program trains graduate students in the implementation and management of musical products in the arts, particularly on technologies for music composition and all forms of entertainment. Careers range from arts to technologies focusing on music composition and sound engineering. Sonic Arts actively supports VIVO+, with human and technical resources, as well as know-how.

MUSICAL-MOODS Marie Sk-odowska-Curie action endorses and will support VIVO+ with “Tor Vergata” and University of California Irvine (USA).

Itac is the spin-off of Fondazione Ugo Spirito e Renzo De Felice and it is charged to develop the industrial version of VIVO+.

## EVENT DESCRIPTION

“Wakeful” musical instruments are those whose interaction listeners may understand as musical. Wakeful instruments may empower the users’ capacity for the interpretation of music in terms of agency, cognition and communication. VIVO (Video Interactive VST Orchestra) is an instrument of this type.

The performance will show the VIVO+ capacity of offering the immersive experience of a dinner enriched with sounds and colors.

A performance by Fabio Paolizzo, Marie-Curie Research Fellow at Electronic Engineering of Rome “Tor Vergata” and at Cognitive Science at UC Irvine. Dr. Paolizzo is Consultant in Itac s.r.l. for VIVO+, a POR-FESR-funded project.

# Food for thought, food for souls

## PERFORMATIVE EXHIBITION



[www.fscire.it](http://www.fscire.it)



[fscireIT](#)



Fondazione per le scienze religiose "Giovanni XXIII"

## PROMOTER DESCRIPTION

### Fondazione per le scienze religiose Giovanni XXIII

La Fondazione per le scienze religiose Giovanni XXIII è una istituzione di ricerca, che pubblica, forma, serve, organizza, accoglie e comunica la ricerca nell'ambito delle scienze religiose, con particolare riguardo al cristianesimo e alle religioni con cui esso è venuto a contatto. La Fondazione nasce nel 1953, è riconosciuta con decreto del Presidente della Repubblica ed è convenzionata con le Università di Bologna e altri atenei. Essa intende dare continuità all'attività di ricerca scientifica nel campo delle discipline storico-religiose iniziata da G. Dossetti e sviluppatasi grazie a G. Alberigo. Da questo discende un gusto non antiquario per la ricerca e la convinzione che la conoscenza rigorosa dei processi storici sia un modo adeguato ed esaustivo per partecipare al dinamismo intellettuale e spirituale collettivo del quale la ricerca continuamente si alimenta.

## EVENT DESCRIPTION

L'evento si articolerà intorno a tre installazioni:

- Le Cattedre dei Grandi è l'installazione creata da A. Melloni e dall'architetto C. Pambianchi utilizzando libri altrimenti destinati al macero per creare delle sedute dedicate al pensiero e alla riflessione, con bordo inclinato per l'accesso handicap;
- Le Cattedre dei Bambini sono state realizzate da Maestro Melioli e hanno lo scopo di far disegnare liberamente i bambini su di un rullo con colori e pennarelli;
- Le Proiezioni degli Spazi si sviluppa tramite la proiezione di frasi e immagini in musica relative ai beni immateriali che tengono vivo l'uomo nutrendo il suo pensiero e la sua anima.



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# The Pilgrimage

## VIDEO PROJECTION



### PROMOTER DESCRIPTION

#### Patrizia Marti

Professor of Experience Design at University of Siena and Eindhoven University of Technology.

She is Director of the Laboratory of Robotic and Learning Technologies and Rector's delegate for technological innovation in the humanities at the University of Siena. Her research activity concerns designing systems facing cultural, aesthetic and social issues through embodied experiences.

She was designer and curator of various interactive exhibitions and installations presenting physical, virtual and mixed realities and innovative ways of experiencing and unearthing history and culture.

### EVENT DESCRIPTION

Interactive exhibition (Siena - Santa Maria della Scala): an experiential path along an ancient pilgrimage route and a metaphor of life. The washing facility inside the House of the Wet Nurses and the Orphans was part of the complex system of underground sandstone waterworks (called "bottini"), that fed with public fountains after having collected the seepage of the rain water. Water dripping from sandstone cliffs was collected into a medieval basin and used by the wet nurses to wash clothes and take care of the orphans. Inside the scavenged corridor the visitors hear a stream of water and drips of water falling down. They put their hands into the basin and the water (smoke) turns from blue to red and thereupon white: their sins have been washed. Water purifies them.



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# Roberto Mazzola – Il pane quotidiano



## VIDEO PROJECTION

### PROMOTER DESCRIPTION

ISPF – CNR

L'Istituto per la Storia del Pensiero Filosofico e Scientifico Moderno ha sviluppato negli anni una considerevole esperienza in fatto di edizioni critiche, metodologia dell'analisi ed ecdotica dei testi. Accanto alle edizioni di opere a stampa e in formato digitale, l'Istituto cura la pubblicazione del "Bollettino del Centro di studi vichiani", della rivista elettronica "Laboratorio dell'Isfpf".

Tra le diverse iniziative promosse dall'ISPF si segnalano in particolare il Portale Vico, che costituisce il più ampio punto di raccolta delle risorse e dei materiali vichiani presenti in internet, il Centro di umanistica digitale e l'Osservatorio sui saperi umanistici.

### EVENT DESCRIPTION

Preparazione del docufilm Il pane quotidiano (in bianco e nero su multischermo), comprendente interviste mirate agli «ultimi» testimoni di un mondo rurale travolto dalle trasformazioni socio-economiche dell'ultimo cinquantennio e frettolosamente consegnato al dimenticatoio della storia.

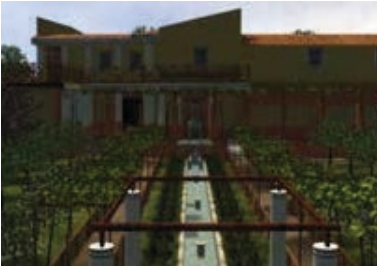
Rifacendosi alla tradizione documentarista italiana ispirata dalle ricerche antropologiche di Ernesto De Martino sul Meridione d'Italia, il documentario affronta il rapporto dei cilentani con il cibo nella seconda metà del XX secolo.

L'ipotesi minima presenterebbe cinque interviste di cinque minuti l'una; l'ipotesi estesa proporrebbe le interviste integrate con brani tratti dall'Archivio sonoro di Giuseppe Colitti che, a partire dal 1971, conserva le testimonianze dei pastori cilentani.

# Usefulness and wonder

## Hydraulic machines and technologies in the antiquity

### VIDEO PROJECTION



[www.museogalileo.it](http://www.museogalileo.it)



Museogalileo



Museogalileo

### PROMOTER DESCRIPTION

Museo Galileo – Istituto e Museo di Storia della Scienza

The extraordinary collections of Museo Galileo are among the most important in the world and feature antique scientific instruments collected by the Medici and Lorraine dynasties over four centuries. The Istituto carries out innovative research projects in collaboration with important international institutions and includes an outstanding library devoted to the history of science.

### EVENT DESCRIPTION

This video shows the functioning of some spectacular ancient devices to raise water through virtual reconstructions. The animations make it possible to see how those mechanical marvels worked and arouse admiration for the ingenuity of the men who designed, constructed and effectively used the hydraulic machines.

# DigiBESS

## VIDEO PROJECTION with performative exhibition



[www.digibess.it](http://www.digibess.it)

### PROMOTER DESCRIPTION

IRCrES-CNR

DigiBESS è un repository di materiale socio-economico dell'area Piemontese del gruppo Biblioteche di Bess. Nato grazie al contributo della Compagnia di San Paolo, contiene attualmente 600.000 pagine ed è in costante crescita. Il repository è stato costruito dall'IR-CrES-CNR interamente con software open-source ed è OAI-PMH compliant e grazie all'harvesting è diffuso nei principali metacataloghi internazionali come Europeana e Cultura Italia.


### EVENT DESCRIPTION

Il video illustra le funzionalità del repository quali ricerca full text, facet per raffinare le ricerche, possibilità di scaricare i pdf o i tiff delle singole pagine. Si propone inoltre un percorso di lettura tematico come esempio di utilizzo. La presentazione mira a instaurare con i partecipanti un dialogo su più livelli: l'utilizzatore finale sarà invitato a sperimentarne l'utilizzo per scopi individuali di studio mentre eventuali altri enti potranno scoprirne le potenzialità di replica in contesti disciplinari diversi.


# Media Art in Education

## VIDEO PROJECTION



 [www.mondodigitale.org](http://www.mondodigitale.org)

 Fmdigitale

 Fondazione Mondo Digitale

## PROMOTER DESCRIPTION

### Fondazione Mondo Digitale

La Fondazione Mondo Digitale (FMD) lavora per una società della conoscenza inclusiva coniugando innovazione, istruzione, inclusione e valori fondamentali. I benefici che provengono da conoscenze, nuove tecnologie e innovazione devono essere a vantaggio di tutte le persone senza alcun tipo di discriminazione. La missione della FMD, quindi, è promuovere la condivisione della conoscenza, l'innovazione sociale e l'inclusione sociale, con particolare attenzione alle categorie a rischio di esclusione. La Fondazione Mondo Digitale sta aprendo un nuovo settore di attività dedicato ai rapporti fra arte e tecnologia in funzione educativa. Il Rome Media Art Festival è l'evento di punta di tale settore.

## EVENT DESCRIPTION

In linea con il settore tra arte e tecnologia in funzione educativa inaugurato con il Rome Media Art Festival, la Fondazione Mondo Digitale propone delle opere di videoarte create con la collaborazione degli studenti delle scuole superiori romane. Una nuova modalità di insegnamento basata sul lavoro di gruppo e sulle energie create dal gruppo di studenti supervisionati dall'esperienza degli artisti. Gli artisti che hanno coordinato i progetti sono stati: Lino Strangis, Giacomo Lion e il gruppo Dehors/Audela.



# Pane, acqua e...: narrare il cibo in Piemonte

## VIDEO PROJECTION with conference



[www.ircres.cnr.it](http://www.ircres.cnr.it)

### PROMOTER DESCRIPTION

#### IRCrES-CNR

L'Istituto di Ricerca per la Crescita Economica Sostenibile del CNR sta sviluppando il progetto "Fame e abbondanza nella narrazione popolare in Piemonte: pratiche di valorizzazione del patrimonio culturale", con il sostegno della Fondazione Cassa di Risparmio di Torino.

### EVENT DESCRIPTION

Proiezione del trailer illustrativo del progetto "Fame e abbondanza nella narrazione popolare in Piemonte: pratiche di valorizzazione del patrimonio culturale". Il trailer è incentrato sulle rappresentazioni, le percezioni e l'utilizzo di elementi essenziali come pane e acqua nei testi brevi (racconto, fiaba, canzone...) e nelle storie di vita riportate da informatori sul campo. La presentazione approfondirà la gestione e lo sviluppo del progetto.

# Science within local markets in Rome

## VIDEO PROJECTION with seminary



### PROMOTER DESCRIPTION

Department of Social Sciences and Humanities, Cultural Heritage (DSU) of CNR and municipality II of Roma Capitale

The initiative was conceived and coordinated by G. Castelli, Architect, of the DSU of CNR and Emilia La Nave, physics, Assessor for productive activities and reference person for scientific dissemination of municipality II of Roma Capitale.

### EVENT DESCRIPTION

The pilot project suggests a new concept of covered markets, transforming them into places where science meets society. Science finally comes out of labs opening to new unusual locations such as Universities, museums, libraries, associations, schoolrooms letting common people meet in open spaces such as markets. The members of the observatory "Science for society" of the municipality II, a network and a creative lab that puts together Research Institutions, Universities, schools, museums, associations and scientists, brought science into three covered markets through simple experiments, games, ecc. Thanks to this project, markets become not only a place for grocery shopping, but also a meeting and socialization place to promote culture and a place where citizens and scientists meet each other. Science entered everyone's daily life in a simple and funny way.



Round-Tables

Tavole rotonde

# Wister Learning meeting on Digital Skills for Travel Industry

## ROUND-TABLE



 [www.wister.it](http://www.wister.it)

 Wister

 Wister Sgi

### PROMOTER DESCRIPTION

#### Stati generali dell'innovazione - WISTER

The Stati Generali dell'Innovazione Society (SGI) was formed on November 2011 in Rome to establish an all-encompassing culture of innovation in Italian society and politics as a necessary requisite for the economic and social development of a modern country. WISTER is SGI's group devoted to overcome gender digital divide and to increase synergy between social and technological innovation. WISTER supports innovation policies sensitive to differences, acknowledges needs, interests and skills of women who foster innovation, works to increase the presence of women in study programmes and careers in ICT.

WISTER delivers courses, workshops, seminars and publications on digital skills, technologies and tools.

### EVENT DESCRIPTION

Wister Learning Meetings are educational programmes based on direct Woman-2-Woman knowledge sharing. Their goal is to overcome gender digital divide in ICT and to help women to exploit opportunities offered by digital literacy. Our programmes are designed for governmental employees, teachers, social animators, unemployed people, entrepreneurs, young graduates. Speakers are nation-wide renown experts on innovation, digital culture, cutting-edge digital technologies and tools. All of them with a proven experience on gender digital divide related issues.

# Picturing the Silk Road: the Tale of Images

## ROUND-TABLE



[www.fondazione Spirito.it](http://www.fondazione Spirito.it)



fuspírito



Fondazione Ugo Spirito e Renzo De Felice

## PROMOTER DESCRIPTION

### Fondazione Ugo Spirito e Renzo De Felice

Fondazione Ugo Spirito e Renzo De Felice is a cultural institute established in Rome in 1981. The Foundation's main purposes are:

- to maintain and to further expand its own librarian and archival heritage;
- to promote any research and study on the history and culture of the 20th century;
- to carry out training activities to students, scholars and teachers within the ambit of politics, history, philosophy, economics and sociology.

The Foundation exhibits 51 archival funds and 20 librarian funds, with about 50.000 books. The Foundation is launching the project called "Historyca. The Archive of Historical Pictures".

## EVENT DESCRIPTION

The meeting will be focused on the history of images that have portrayed the silk and its road, amazing trait d'union of great civilizations. A gallery of paintings, miniatures and old photographs which will demonstrate that business, cultural, religious and artistic contacts between East and West were the basis of the development of every civilization. Yesterday as today.

Speaker: Marco Meccarelli, Oriental Art Historian, Professor of Chinese Literature and Culture at the University of Catania, Faculty of Foreign Languages and Literature, Ragusa, collaborator of the Archeo magazine, coauthor of the first Italian monograph on the history of photography in China.



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# Cultural Heritage in Italy: Past and Future of an Opportunity

## ROUND-TABLE



[www.fondazionestudistoriciturati.it](http://www.fondazionestudistoriciturati.it)



Fondazione di Studi Storici “Filippo Turati” Firenze

### PROMOTER DESCRIPTION

#### Fondazione di Studi Storici “Filippo Turati” - Florence

Fondazione “Filippo Turati” of Florence, born in 1985, is one of the most relevant Italian institutes for the historical research, focalising the fields of contemporary history, especially the great processes of social change. Member of national and international Associations for the history of socialism; involved in an intensive collaboration with public and private institutions devoted to the historical research, its library conserves more than 115.000 volumes and specialized newspapers and magazines; its archive is composed of more than 4.000.000 of documents, within a multi-media museum devoted to Sandro Pertini. Fondazione Turati publishes three editorial collections.

### EVENT DESCRIPTION

Moving from the analysis of the volume “I giardini delle Muse” (FrancoAngeli, Milano, 2014), the event we propose is a general debate about past and future of cultural heritage in Italy, considered as one the most relevant opportunity for its economic development. Linked to the main contents of “Expo 2015”, it will be a round-table focalised on the matter of politics for cultural assets’ management and the relationship with new perspectives of Italy in Europe and all over the world. Participants will be Professors Luigi Tomassini, Angelo Varni, Carlo Fumian.



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# Science and innovation for the study and conservation of works of art

## ROUND-TABLE



### PROMOTER DESCRIPTION

A. Sgamellotti, Accademia Nazionale dei Lincei, Università degli Studi di Perugia, CNR-ISTM

Il 2015 è l'anno della cultura italiana in America latina; in tale contesto, il prof. Sgamellotti sta organizzando con l'infrastruttura IPERION CH (Integrated Project for the European Research Infrastructure on Cultural Heritage) con l'Ambasciata d'Italia in Argentina e l'Istituto Italiano di Cultura di Rio de Janeiro, il convegno "Science and Innovation for the Study and Conservation of Works of Art": Buenos Aires 1, 2 dicembre 2015; Rio de Janeiro 4, 5 dicembre 2015. Il convegno presenterà le eccellenze italiane della ricerca scientifica applicata allo studio e alla conservazione dei beni culturali mostrandone le innovazioni tecnologiche, con l'intento di sviluppare nuove collaborazioni italo-latino americane.

### EVENT DESCRIPTION

La tavola rotonda, coordinata dal prof. Sgamellotti vedrà la partecipazione di ricercatori afferenti ai consorzi INSTM (Interuniversitario Nazionale di Scienze e Tecnologie dei Materiali) e CSGI (Consorzio per lo Sviluppo dei Sistemi a Grande Interfase) nonché alle istituzioni CNR, INFN ed ENEA che si sono particolarmente distinti nel settore dello studio e della conservazione dei beni culturali mediante l'applicazione di tecnologie avanzate.

# MOLAB® – Laboratorio mobile per indagini non-invasive, in situ, sui beni culturali

## ROUND-TABLE



### PROMOTER DESCRIPTION

Istituto CNR-ISTM (UOS Perugia), Centro SMAArt-Università di Perugia, Centro Diagnostica Beni Culturali-Spoleto

Il MOLAB®, laboratorio mobile, si compone di 15 strumenti portatili per lo studio non invasivo di opere d'arte in situ.

Le tecniche spettroscopiche utilizzate -sia puntuali che per immagini- spaziano dai raggi X alla radiofrequenza e comprendono: spettroscopia nel medio e vicino infrarosso (FT-MIR, FT-NIR), spettroscopia Raman, spettroscopia di assorbimento e di emissione UV-Vis con misura del tempo di decadimento della fluorescenza, risonanza magnetica nucleare unilaterale. Attraverso un approccio spettroscopico integrato non-invasivo è possibile ottenere informazioni dettagliate -sia elementari che molecolari- sulla composizione dell'opera d'arte e, di conseguenza, sul suo stato di conservazione e sulla tecnica esecutiva dell'artista.

### EVENT DESCRIPTION

La tavola rotonda illustrerà le potenzialità del MOLAB® e i risultati ottenuti nell'ambito degli accessi nazionali e transnazionali all'interno dei progetti europei: Eu-ARTECH (6 PQ, 2004-2009), CHARISMA (7 PQ, 2009-2014) ed IPERION CH (HORIZON 2020, 2015-2019). Le installazioni video riguardano le indagini MOLAB® su dipinti di Pollock della Collezione Peggy Guggenheim di Venezia e quelle sul mosaico di Alessandro (la battaglia di Issa), conservato presso il Museo Archeologico Nazionale di Napoli.





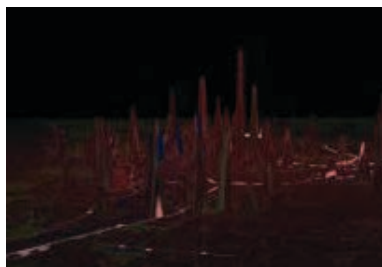
Workshops




Workshop

# Human Ecosystem

Analysis and interpretation of developing cultural events

## WORKSHOP



-  [www.artisopensource.com](http://www.artisopensource.com)
-  [www.human-ecosystems.com](http://www.human-ecosystems.com)
-  [www.baicr.it/palineseo-geografico](http://www.baicr.it/palineseo-geografico)

## PROMOTER DESCRIPTION

Salvatore Iaconesi and Oriana Persico

In collaboration with:

- Palineseo geografico: promotod by BAICR Cultura della Relazione (Master in Culture of Food, Master in Data Science, Master in Geography programmed by Università degli Studi di Roma Tor Vergata. Master in Polis making programmed by Politecnico di Milano);
- INSOR;
- Società Geografica Italiana;
- Eurisko.

## EVENT DESCRIPTION

The workshop will focus on the analysis and interpretation of developing cultural events. Utilizing open data and social network tools we want to represent this phenomena in an artistic way. Human ecosystem is a urban based project, It started in 2013 in the city of Rome. Now many cities all around, such as San Paolo, Montreal, Toronto, New Heaven e Malmo, the world are testing Human ecosystem. Starting from September 2015 it will be used in San Paolo in order to study water serious crisis, in collaboration with Universidade metodista de Sao Paolo and SECS, a federal cultural agency.

# Italy-Turkey-China – Culture and Business along the new Silk Road

## WORKSHOP



 [www.fondazione Spirito.it](http://www.fondazione Spirito.it)

 [fuspirito](https://twitter.com/fuspirito)

 [Fondazione Ugo Spirito e Renzo De Felice](https://www.facebook.com/FondazioneUgoSpirito)

## PROMOTER DESCRIPTION

Fondazione Ugo Spirito e Renzo De Felice – Eurosis consulting

Fondazione Ugo Spirito e Renzo De Felice is a cultural institute established in Rome in 1981.

Eurosis is a management consulting firm established in 2004 and based in Istanbul, Milan, Dubai and Kuala Lumpur.

Fondazione Ugo Spirito e Renzo De Felice and Eurosis Consulting are cooperating in a project aimed to build a network of cultural institutes, Universities and companies between the Mediterranean and Asia. The first step of this project was the Conference “The new silk road” organized in Istanbul on January the 19th, 2015 with the support of the Italian Embassy in Ankara.

## EVENT DESCRIPTION

The series of workshops will focus on four topics: 1) The new Silk road: Italy-Turkey-China. Economy, business and culture; 2) Digital economy and SMEs: the accessibility to markets through the new digital technologies; 3) New ideas for the tomorrow business: cultural start-ups and technological accelerators; 4) Slow Thinking 2.0: the meeting point of Culture and Business. Among the speakers: Sevim Aksta (Yunus Emre), Luca Bertone (Tim Start-Up Accelerators), Fabrizio Blanco (Prisma Tech), Michela Michilli (Lazio Innova), Richard Nava (Diacron), Murat Suner and Giuseppe Reggia (Eurosis), Simone Ravaioli (Cineca), Marco Zaganella (Fondazione Ugo Spirito e Renzo De Felice).

# The policies of protection and promotion of cultural heritage in Italy 1861-1975

## WORKSHOP



 [www.pertini.it/turati/fondazione.html](http://www.pertini.it/turati/fondazione.html)

 Fondazione di Studi Storici Filippo Turati

### PROMOTER DESCRIPTION

#### Fondazione di Studi Storici Filippo Turati - Firenze

The Foundation of Historical Studies Filippo Turati is a cultural institution legally recognized, that works to promote the study, documentation and dissemination of the history, with particular emphasis on contemporary history and the history of the labor movement. It has an archive with about 4 million documents relating to the political and social history of the nineteenth and twentieth century, and a library with over 100,000 titles. Currently the Foundation is engaged in research, documentation and studies on cultural heritage, especially in light of the spread of new digital technologies.

### EVENT DESCRIPTION

It is generally agreed that the Italian style, the excellence and the quality of Italian products, which are now at the center of Expo 2015, are closely related to the fact that Italy is a country with a tradition and a cultural and artistic heritage very important in the world. Italy, however, was not simply the subject of attention from visitors and tourists; she has also contributed heavily to develop policies for the conservation, protection and enhancement of cultural heritage. The proposed seminar will address this issue, since the two recent and important books by Andrea Ragusa, which reconstruct the Italian policies in the field of cultural heritage from the mid-nineteenth century to the present day. Carlo Fumian (University of Padova); Luigi Tomassini, (University of Bologna), Angelo Varni (Institute for Cultural Emilia Romagna) will attend the event.

# Urban gardens

A dialogue between the city and the countryside

## WORKSHOP with round-table



[www.baicr.it/palineseo-geografico](http://www.baicr.it/palineseo-geografico)



BaicrCultura



BAICR Cultura della Relazione

### PROMOTER DESCRIPTION

#### INSOR

Insor Istituto nazionale di sociologia rurale works on important scientific investigation about agricultural economics in Italy. Insor cooperated with Istat (Istituto Nazionale di Statistica) in order to publish decennial census data on agricultural conditions. Insor contributes to the identification of Italian typical products.

In collaboration with:

- Università degli studi di Roma Tor Vergata, Dipartimento di Scienze Storiche, filosofico- sociali, dei Beni culturali e del Territorio;
- Società Geografica Italiana.

### EVENT DESCRIPTION

The essay " Gli orti-racconti di cultura agricola: tra tradizione ed esperienze di guerrilla" written by L. Fumagalli e V. Filigenzi is about the development of Urban horticulture. Urban gardens have an increasing social impact but we would also analyze health impact. During the exhibition there will be a selection of pictures of urban gardens.

# Il Desiderio del Lontano

## WORKSHOP + FILM PROJECTION



### PROMOTER DESCRIPTION

#### Istituti Tecnici Superiori

Istituto Tecnico Superiore Alta Formazione per le Nuove Tecnologie per il Made in Italy nel comparto Servizi alle Imprese costituisce un canale formativo di livello post-secondario, parallelo ai percorsi accademici.

Forma tecnici superiori nelle aree tecnologiche strategiche per lo sviluppo economico e la competitività.

L'ITS in Marketing e Internazionalizzazione forma professionisti in grado di lavorare con aziende impegnate nella sfida dei mercati esteri con un approccio che privilegia l'esperienza e la pratica attraverso laboratori, stage ed esperienze simulate per preparare i ragazzi ad entrare in azienda.

### EVENT DESCRIPTION

Il desiderio di ciò che è lontano rappresenta la spinta che ha guidato nei secoli l'uomo nel superare i propri limiti di conoscenza e geografici. Dietro i grandi viaggi di Marco Polo e Cristoforo Colombo c'è la voglia di migliorare, di scoprire e di superare i confini del noto, le stesse caratteristiche che oggi guidano i ragazzi che si specializzano in marketing e internazionalizzazione. I workshop presentano i percorsi degli ITS raccontati attraverso la suggestione delle grandi scoperte dell'uomo e il parallelismo delle abilità e competenze dei naviganti. La formazione e la conoscenza come viaggi per sfidare il desiderio di scoprire



