

Čast nam je pozvati Vas na predavanje koje će održati 3. ožujka 2017. godine s početkom u 10:15 na Ekonomskom fakultetu u Splitu, Cvite Fiskovića 5, dvorana 5  
Predavanje će biti na engleskom jeziku te realizirano u okviru programa Erasmus +



Studij Turizma



Odsjek za povijest  
umjetnosti



**l'umanesimo che innova**

Dipartimento di Scienze  
della formazione dei beni  
culturali e del Turismo

**Dr. sc. Mara Cerquetti**

Assistant Professor  
management

Università di Macerata

Dipartimento di Scienze della formazione, dei beni culturali e del turismo

***The rhetoric of creativity in Europe: what impact on cultural heritage management? Evidence from the UK***

Over the last twenty years, the increasing attention to creative economy, creative industries and creative class has attracted the consideration of European public policies, contributing to a progressive shift from “cultural” to “creative”. In Italy, the switch towards the Cultural and Creative Industries, supported by the economic and managerial literature, has influenced national and regional public policies such as some cultural district projects. In this innovative context, the lecture focuses on the origins, features and effects of the shift towards creativity, aiming at understanding its impact on cultural heritage and museum management. Going over the scientific debate on this topic, the beginning of this new approach and its development are pointed out, analyzing the case of the UK. The research is based on the deep examination of scientific articles, policy documents and reports and strengthened by some in-depth interviews to a sample of museum managers in London.



Her research and publications focus on cultural heritage value, cultural policy and management, museum management and marketing, museum visitor studies, sustainable tourism and the link between cultural heritage and made in Italy. Studying the enhancement of local cultural heritage, she has concentrated on tools and strategies for audience development and the possible application of experiential marketing to the management of local museums.

Čast nam je pozvati Vas na javna predavanja posvećena zaštiti kulturnih dobara u potresima koji su nedavno pogodili središnji dio Italije

Predavanja će održati kolege sa Sveučilišta u Macerati (na engleskom jeziku) 3. ožujka 2017. godine s početkom u 12:00 na Odsjeku za konzervaciju-restauraciju Umjetničke Akademije u Splitu, Fausta Vrančića 17a, u okviru kolegija Preventivna konzervacija (učionica 5)

SVEUČILISTE U SPLITU  
UMJETNIČKA AKADEMIJA

ODSJEK ZA KONZERVACIJU-  
RESTAURACIJU



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## In the Epicenter: how to give voice to cultural heritage

### Pierluigi Feliciati

The Central Apennines earthquake of 2016: what happened to places, people, economic background  
The role of cultural information (systems) to face the emergency and support strategies of protection, management and development  
The Italian cultural catalogue system: resources and issues at national, regional and local level  
The Italian National Catalogue for bibliographic heritage  
The Italian National System(s) for archival heritage  
The informative chaos: what could be done?

### Mara Cerquetti

new paradigms in cultural heritage management: scientific debate and cultural policies in Europe (e.g. Faro Convention and onward)  
the specific features of Italian cultural heritage: capillarity, contextualization, complementariness  
the systemic approach to cultural heritage management: cultural and economic needs (networks, districts)  
state of the art and bad practices in Marche Region  
the earthquake area: management and communication of cultural heritage. The case of Visso (SWOT analysis)

### Giuseppe Capriotti

how to adopt communication in occasion of the re-opening of the Museum of Visso  
history of the Museum of Visso and of its works  
analysis of the territorial context, from which the works come from (in particular the villages of Mevale, Macereto and Fematre)

### Mara Cerquetti

Towards a possible strategy for local development (involving local stakeholders and enterprises)

### Discussion

