



UNIVERSITÀ  
DEGLI STUDI  
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**DISEI**  
DIPARTIMENTO DI  
SCIENZE PER L'ECONOMIA  
E L'IMPRESA



Università  
degli Studi  
della Campania  
*Luigi Vanvitelli*



UNIVERSITÀ  
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di CATANIA

# Rethinking Culture and Creativity in the Technological Era

International Workshop  
20<sup>th</sup>-21<sup>st</sup> February 2020  
University of Florence

**Organizers:** **Luciana Lazzeretti** (University of Florence, [luciana.lazzeretti@unifi.it](mailto:luciana.lazzeretti@unifi.it)), **Tiziana Cuccia** (University of Catania, [cucciati@unict.it](mailto:cucciati@unict.it)), **Pierluigi Sacco** (IULM University of Milan, [pierluigi.sacco@iulm.it](mailto:pierluigi.sacco@iulm.it)), **Ludovico Solima** (University of Campania 'Luigi Vanvitelli', [ludovico.solima@unicampania.it](mailto:ludovico.solima@unicampania.it)).

## Context

Over the last decades, a stream of the literature of the cultural and creative economy has been devoted to investigating its role for local development, economic growth and innovation. Culture and creativity have been studied as resources for regeneration of products, sectors and places and elements to favour the transformation of the economic structure of cities and regions. However, the relationship between culture and economy is facing a new phase based on an increasing connection between culture, creativity and technological innovations. We are beginning a New Era where cultural organisations should afford different challenges emerged from the diffusion of digital technology.

This rapid revolution leads cultural institutions to rethink their role in the contemporary economic context. Productive forms change and new intangible added values are generated based on symbolic value and identity where creativity, technology transfer and craftsmanship are crucial components. The combination of craftsmanship and new technologies stimulates a new ecosystem for innovation, capable of creating value and different typologies of entrepreneurship. The digital revolution requires to respond to a new demand for cultural contents derived by the public of the digital communities and social networks.

Given these considerations, we ask: how the digital revolution may affect the cultural and creative sectors? What are the new challenges for the management of cultural heritage in the technological Era?

## Purpose

The workshop aims to represent a space of discussion of topics related to the role of new technologies and innovation for the cultural and creative sectors. It is the first event of a pluriannual program organized in collaboration with the University of Florence, the University of Catania and the University of Campania 'Luigi Vanvitelli'. The purpose of the program is to create a network of scholars in topics related to economics and management of culture and creativity and to contribute to the current debate and emergent issues of the cultural and creative economy. The workshop welcomes theoretical and empirical papers from academics, researchers and students applying both qualitative and quantitative methodologies.



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The contents of the workshop are related but not limited to the following themes:

1. Digitalization of cultural heritage
2. Creative industries and new technologies
3. Cultural policies for smart growth
4. Innovative practices of cultural tourism
5. Sustainable innovations for the cultural sector
6. Museums and digital innovations
7. Cultural crossovers (health, social cohesion, innovation)
8. Gamification
9. Others

### **Organization**

The workshop will be held at the Department of Economics and Management at the University of Florence on 20<sup>th</sup>-21<sup>st</sup> February 2020.

Authors interested in participating at the workshop should send an abstract of 300-500 words to the email address [info@cultureandcreativity.unifi.it](mailto:info@cultureandcreativity.unifi.it) in English or Italian from September 1<sup>st</sup> 2019 till November 10<sup>th</sup> 2019 indicating a track theme. The acceptance of the abstract will be notified by November 15<sup>th</sup> 2019.

The registration fee is 150 euro and will cover lunches and coffee breaks during the days of the workshop and the social dinner of the first day.

**Local organizers @ University of Florence:** Luciana Lazeretti ([luciana.lazeretti@unifi.it](mailto:luciana.lazeretti@unifi.it)), Francesco Capone ([francesco.capone@unifi.it](mailto:francesco.capone@unifi.it)), Niccolò Innocenti ([niccolo.innocenti@unifi.it](mailto:niccolo.innocenti@unifi.it)), Stefania Oliva ([stefania.oliva@unifi.it](mailto:stefania.oliva@unifi.it)), Amir Maghssudipour ([amir.maghssudipour@unifi.it](mailto:amir.maghssudipour@unifi.it))

### **Important Dates**

Call for abstract deadline	10 <sup>th</sup> November 2019
Notification of acceptance	15 <sup>th</sup> November 2019
Submission of full paper (optional)	15 <sup>th</sup> January 2020
Workshop dates	20 <sup>th</sup> -21 <sup>st</sup> February 2020

### **Publication opportunities**

A selection of papers will be published in Special Issues of national or international journals or in edited books by international publishers.

**For more information please visit: <http://www.cultureandcreativity.unifi.it>**