

WEBINAR EXPERIENCES AND SKILLS FOR THE NEW WAVE OF THE CULTURAL AND CREATIVE SECTOR

14th June 2021, 04.00 pm - 05.30 pm CET

AGENDA

- 04.00 pm **Welcome**
Massimo Isola – Mayor of the Municipality of Faenza
- 04.10 pm **Creative Districts as cosmopolitan hubs**
Michele Trimarchi - Tools for Culture
- 04.30 pm **ZEP Art the r-evolution of the exhibition spaces**
Silvia Motori – Zeprojects s.r.l.
- 04.45 pm **ADI Design Museum. The Compasso d'Oro museum**
Carlo Branzaglia, Member of the Board of Directors - ADI Foundation Compasso d'Oro
- 05.00 pm **Digital Marketing in the handicraft and artistic ceramics sector**
Eko Saputra - Ph.D. University of Teramo - European Route of Ceramics
- 05.10 pm **Scaling-up: a EU project to share practices and competences for the scaling up of cultural and creative industries**
Alessandra Folli - Romagna Tech
- 05.25 pm **Q&A and Closing remarks**
Benedetta Diamanti - Director Association European Route of Ceramics

MODERATOR

Marco Solaroli - Department of the Arts,
University of Bologna



The second webinar dedicated to cultural sustainable tourism, with a special focus on the European Route of Ceramics, a cultural itinerary of the Council of Europe.

The cultural creative industry in Europe has been heavily affected by the Covid-19 pandemic; nevertheless, this sector has continued to work to propose new ideas and positive energies for a restart.

The digital technologies have redefined our working, studying and living habits, becoming fundamental for a solid and inclusive restart in all sectors of the economy.

The webinar offers different perspectives and experiences about the cultural and creative skills which were developed during this period, as best practices and opportunities to be implemented, with positive effects on the European economy.

To register for the Webinar, please click on this link: www.romagnatech.eu