



Conference

“HERITAGE IN THE CITY”

Genoa, November 15th and 16th

Two days of European debate, discussion, and confrontation about the new ways our cultural heritage is preserved and promoted by public institutions in cooperation with private ones as well as citizens.

The need for new ways of dealing with the theme of cultural heritage is becoming increasingly pressing. Reflections are now necessary that jointly encompass various problems relating to the preservation of cultural heritage as well as those relating to sustainability, partly because of the recession that has been experienced in Europe over the last ten years.

The city of Genoa holds a position of leadership in the European project *Forget Heritage: New Models for the Management of the Historical and Cultural Patrimony*. Because of this, and also of the ten-year recurrence of *Strade Nuove and Palazzi dei Rolli* (“New Streets and Rolli Palaces System”) being recognized as a World Heritage Site by UNESCO, Genoa has gained a prominent role in the international debate in 2016. The conference *Heritage in the City*, to be held on November 15th and 16th, will offer visitors two whole days of events and initiatives. Local, national, and international speakers from both public and private institutions will start from their own, still ongoing experiences to illustrate innovative and replicable ways to reinsert the cultural heritage in virtuous cycles of promotion and usage.

The European project *Forget Heritage* was selected from a group of more than 600 proposals to be awarded funding by the European Union – Interreg Central Europe. It involves 10 partners from 7 different countries: Ljubljana (SI), Nuremberg (DE), Warsaw and Bydgoszcz (PL), Rijeka (HR), Usti Nad Labem (CZ), Pécs (HU), and Region of Lombardy, all of them coordinated by the Culture Department of the Municipality of Genoa. The partners will work with both public and private institutions to identify new management methods, and thus re-qualify underused urban spaces and buildings where new cultural and creative activities may take place. This project's activities will bring about new synergies that will, in turn, give prominent visibility to the phenomenon of creativity and the connection it enables between different social actors. The November gatherings will allow for comparisons between different experiences of promoting historical and cultural realities in Genoa, Italy, and Europe.



The 10-year anniversary of *Strade Nuove and Palazzi dei Rolli* being recognized as a World Heritage Site by UNESCO sheds light on the relationship – complex and troublesome, and yet full of potential – between artistic patrimony that has been recognized as World Heritage Site and the urban space it is located in. The conference *Unesco Heritage Site, the University, and the City: Palazzi dei Rolli and Debating Experiences* will bring focus to the constructive role played by European Universities in this dynamics. Some exemplary situations, typical of either Italy or Europe, will be analyzed. This will illustrate which good practices and management systems one can employ to gain better knowledge of monumental sites as well as to preserve and promote them properly, starting from those that are most typical of the urban environment and of the cultural patrimony of the University of Genoa.

Here is a detailed program of the public events on schedule:

Tuesday, November 15th 2016

FORGET HERITAGE: a new European model for managing the historical and cultural sites and buildings

Local, national, and European institutions share thoughts, experiences, and strategies on the promotion of the territory, on the cooperation between public and private entities, business models and processes of active citizenship.

h. 9.30/13.00- Sala Chierici, Biblioteca Berio: OPENING CONFERENCE

Speakers: Carla Sibilla – Town Councillor responsible for Culture and Tourism; Emanuele Piazza – Town Councillor responsible for Economic Development; Guido Gandino – Director of Culture Department; Roberto Tognetti - Riusiamo l'Italia/Iperpiano, Elisabetta Airaghi – KEA European Affairs, Michele Bee – Trans Europe Halles/University of Lausanne, Luca Dal Pozzolo – Fondazione Fitzcarraldo.

h. 15.00/18.00 - Palazzo Ducale: WORKSHOP (in English)

Compared experiences with: Fornovo, Genoa, Lecce, Ljubljana, Milan, Piedmont (Monferrato, Mondovì and Canelli), Naples, Nuremberg, Santo Stefano di Magra (SP), and others. The workshop will be chaired by representatives of the Departments of Education; Economics; Architecture; Italian and Romanic Literature, Classics, Arts.

Wednesday, November 16th 2016

h. 9.30/13.30 - Palazzo Tursi, Salone di Rappresentanza

CONFERENCE: UNESCO HERITAGE SITE, THE UNIVERSITY, AND THE CITY: PALAZZI DEI ROLLI AND DEBATING EXPERIENCES

The role played by Universities in the management of the cultural patrimony. Italian and European Universities that are engaged in the promotion of UNESCO Heritage Sites share their experiences.



Speakers: Paolo Comanducci - Dean, Carla Sibilla – Town Councillor for Culture and Tourism, Laura Stagno - UNIGE Italian and Romanic Literature, Classics, Arts, Alessandro Somma – UNITOWN, Paolo Ceccarelli – UNESCO Chair Coordinator, Clara Almeida Santos – University of Coimbra, Emmanuele Curti – University of Region Basilicata, Stefano F. Musso - UNIGE – Architecture, Lauro Magnani - UNIGE Italian and Romanic Literature, Classics, Arts.

h. 15.00/17.30 - Palazzo Tursi, Salone di Rappresentanza – CLOSING ROUND TABLE

Debate with various institutions on themes and questions that have arisen during the conferences and workshops.

Speakers: Marco Doria – Major of Genoa; Paolo Ceccarelli – University of Ferrara, Roberto Timossi – San Paolo Company, Maurizio Caviglia – Genoa’s Chamber of Commerce, Serena Bertolucci – Palazzo Reale.