

Definition of a social and economic heritage enhancement model

International Conference

Programme

February, 27th-28th 2023

Opening days

Joint degree post-graduate courses “Museum Education” and “Advanced Studies in Museum Education”
University of Modena and Reggio Emilia - University Roma Tre

Department of Education I Roma Tre University I
Via del Castro Pretorio, 20 I Room P1 (1° floor)

February, 27th 2023

9.30-10.15

Welcome and introduction

Antonella Poce

Head of the post-graduate courses “Museum Education” and “Advanced Studies in Museum Education” – University of Modena and Reggio Emilia and Institute for Cognitive Sciences and Technologies (ISTC) –National Research Council of Italy

Marco Giosi

Deputy Head of the post-graduate courses “Museum Education” and “Advanced Studies in Museum Education” – University Roma Tre

Fabrizio Cobis

Research Department, Ministry of University and Scientific Research

Mauro Draoli

Agency for Digital Italy (AgID)

Stéphane Verger

Director, National Roman Museum

Giuseppe Sajevo

Engineering SpA

10.15-11.45

Panel 1 - Sustainable, equitable and distributed development: the case of the African continent

Keynotes

H.E. Nosipho Nausca-Jean Jezile

South African Ambassador in Italy

Hon. Hermine Patricia Tomaïno Ndam Njoya

Maire de la Commune de Fouban, Cameroon

Charlotte Ashamu

Yale University, Institute for the Preservation of Cultural Heritage, USA

Dzifa Amegashie

CAL Bank Ltd – Corporate and Investor relations Accra Ghana

Discussants

Antonella Poce

University of Modena and Reggio Emilia, Dept. of Education and Humanities

Ada Manfreda

University Roma Tre, Dept. of Education

Oleg Missikoff

Earth 3.0 Foundation

Francesco Nucci

Engineering SpA

11.45-12.30

Panel 2 – Design of social business models for an inclusive growth of local realities

Keynotes

Adrian Ellis

Global Cultural District Network GCDN – AEA Consulting (USA, UK, IT)

Liz Ellis

National Lottery Heritage Fund (UK)

Anna Murray

National Gallery (UK)

Marek Prokupek

KEDGE Business School, KEDGE Arts School Paris Campus (FR)

Discussants

Antonella Poce

University of Modena and Reggio Emilia, Dept. of Education and Humanities

Edoardo Lampis

Laziolnno

12.30-14:00

Lunch break

14.00-15.30

Panel 3 – Strategic professional development and training

Keynotes

María Dolores Alvarez-Rodriguez

University of Granada (ES)

Giovanna Barni

CoopCulture

Francesco Nucci

Engineering SpA

Nicoletta Cardano

Commission for Cultural Affairs, Acquario Romano - Casa dell'Architettura

Marco Giosi

University Roma Tre, Dept. of Education

Luca Torri

Innovation Park Reggio Emilia

Discussants

Maria Rosaria Re

University Roma Tre, Dept. of Education

Vladimiro Scotto di Carlo

Engineering SpA

15.30-15.45

Closing remarks of the day

Antonella Poce

University of Modena and Reggio Emilia, Dept. of Education and Humanities

February, 28th 2023

9.30-9.40

Introduction

Antonella Poce

University of Modena and Reggio Emilia, Dept. of Education and Humanities

9.40-10.00

Vilma Jurkute

Keynote

Alserkal Avenue – Dubai (AE)

10.00-11.30

Panel 4 - Arts, Health and Well-being

Keynotes

Elisabeth Ioannides

National Museum of Contemporary Art Athens | EMΣT (EL)

Guillem D. Fullana Ferré

Museu Nacional d'Art de Catalunya, Barcelona (SP)

Rosie Dow

Social Biobehavioural Research Group, UCL – London (UK)

Antonella Poce

University of Modena and Reggio Emilia, Dept. of Education and Humanities

Discussant

Maria Rosaria Re

University Roma Tre, Dept. of Education

11.30-12.30

Round table – Tourism, Education and Community: Wat(h)er pilot project

Edoardo Lampis

LazioInnova

Gabriella Musto

Pantheon, Musei Statali della Città di Roma

Francesco Cochetti

CoopCulture

Ada Manfreda

University Roma Tre, Dept. of Education

Luca Ribichini

Acquario Romano - Casa dell'Architettura

Alfredo Viglienzoni

Technology, Digitalisation and Smart City Direction, Municipality of Genoa

Vladimiro Scotto di Carlo

Engineering SpA

Rossella Pace

MiC DG Musei - Paris Sciences et Letters University

Marco Cappellini

ArtCentrica srl

Discussants

Nicoletta Cardano

Commission for Cultural Affairs, Acquario Romano - Casa dell'Architettura

Riccardo Panunzio

LaziInnova

12.30-12.45

Closing remarks

Antonella Poce

University of Modena and Reggio Emilia, Dept. of Education and Humanities

Head of the joint-degree post-graduate courses

Antonella Poce

Antonella Poce is full Professor in Experimental Pedagogy at the department of Education and Humanities, University of Modena and Reggio Emilia, where she chairs the INTELLECT international research Centre for Research into Heritage and Museum Education, Well-being and Teaching Technology. She is the head of the joint degree one-year the post graduate course "Museum Education" and two-years "Advanced Studies in Museum Education". She teaches Experimental Pedagogy, Educational Research Methodology, Museum Education. Her research concerns innovative teaching practices in higher education at national and international level. In 2008, she was awarded as New Researcher of the year by AEA-Europe (Association for Educational Assessment). She is EDEN (European Distance and E-learning Network) senior fellow. She coordinates national units within European project frameworks, and she has been chairing international academic committees dealing with assessment and distance learning. She used to be a member of the AEA-Europe Council Board (since 2012 to 2016) where chaired the Professional Development Committee (since 2013 to 2016). In 2011, she was elected member of the EDEN (European Distance and E-Learning Network) - NAP (Network of Academics and Professionals) Steering Committee. She chaired the EDEN NAP SC from 2017 to 2020. She has been a member of ICOM (International Council of Museums) since 2003 (CECA Committee for Education and Cultural Action since 2003 and UMAC Universities Museums and Collections since 2019 so far). She is author of different publications of national and international relevance on the topics of innovation, assessment, and use of technology in teaching and learning, in the context of heritage fruition.

Deputy Head of the joint-degree post-graduate courses

Marco Giosi

Marco Giosi is full professor of General Pedagogy (M-PED/01) at the Department of Education, University Roma Tre. He is the Head of the Center for Museum Studies, based at University Roma Tre. From 2007 to 2008 he has been part of the group of philosophers active at the Stensen Institute of Florence, for which he has carried out consulting, teaching and research activities, collaborating also to the on-line journal through the drafting of "entries" for a critical glossary. He was awarded the International Prize for Pedagogy Raffaele Laporta, theoretical area, in 2010, for his book *L'epistemologia pedagogica angolassone. Fra Scheffler, Peters, Kneller* (2010). In 2015 he was awarded the International Prize for Pedagogy Vito and Bruna Fazio-Allmayer, for the book *Come in uno specchio. Percorsi e formazione dell' Io nel teatro del Novecento* (2011). He is author of several publications in the field of philosophy and pedagogy.

Conference Keynotes

Nosipho Nausca – Jean Jezile

Nosipho is currently Ambassador Extraordinary and Plenipotentiary of the Republic of South Africa in Italy, Permanent Representative to the United Nations Food and Agriculture Organization in Rome (FAO), Governor to the International Fund for Agricultural Development (IFAD) and Permanent Representative to the World Food Program (WFP). Nosipho has over twenty years in senior management position in the public service, including Director General for the Department of Environmental Affairs. She represented South Africa and actively took part in various multilateral processes and overall intergovernmental bodies and Commissions. A recipient of various awards in recognition of her work, she is a passionate leader caring for the planet, people prosperity, community and youth development; a former anti-apartheid activist under the banner of the United Democratic Front, she has over the years led efforts in talent management and gender empowerment in government.

Hon. Hermine Patricia Tomaiño Ndam Njoya

Hermine Patricia Tomaiño Ndam Njoya is the Maire de la Commune de Fouban in Cameroon. She is a specialist in organisational training and has coordinated several programmes and projects, including the Task Force on HIV/AIDS and Children at the World Conference of Religions for Peace/Hope for African Children Initiative and the PACDDU programme of the Cameroon-European Union cooperation. Hermine Patricia Ndam Njoya is also the head of one of the largest private plantations in Cameroon. She is an active member of the UDC party since 1911. Hermine Patricia Tomaiño Ndam Njoya holds a master's degree in Public Law from the University of Yaoundé.

Charlotte Ashamu

In March 2023, Charlotte will join Yale University's Institute for the Preservation of Cultural Heritage (Yale IPCH) as the Director of International Programs. Previously, she served as a Senior Advisor at Yale IPCH and as the Associate Director of the Smithsonian National Museum of African Art. Charlotte began her career in international economic development having served as a Special Assistant to President of the African Development Bank (AfDB) and as a Program Officer at the International Finance Corporation (IFC), the private sector arm of the World Bank, where she managed programs to foster the growth of youth entrepreneurs and small businesses across the African continent. Charlotte holds a Bachelor's degree in Political Science and African Studies from Wellesley College and a Master's of International Affairs from Columbia University's School of International and Public Affairs. A graduate of the Paris Fashion Institute, Charlotte has curated public programs and exhibitions featuring contemporary art and design of Africa, and has served as a guest lecturer at the University of Johannesburg's Faculty of Art, Design and Architecture. She currently serves on the advisory council of the Madeleine Korbelt Albright Institute for Global Affairs and on the boards of several non-profit organizations. She is the recipient of the Mo Ibrahim Leadership Fellowship awarded annually by philanthropist, Mo Ibrahim. She is also an Institute for International Public Policy Fellow and a Fellow of the International Career Advancement Program held annually at the Aspen Institute.

Dzifa Amegashie

Dzifa Amegashie is the Head of Investor Relations at CAL Bank, a leading Ghanaian corporate bank listed on the Ghana Stock Exchange. Dzifa Amegashie is a Project Finance expert with over 20 years of professional experience in Developing, Appraising and securing Funding for Private Sector projects in Anglophone and Francophone Africa. Her skills include Project Identification, Appraisal and Development of private Sector projects, Structuring and rising medium term Debt and Equity for Local and Multinational entities. Prior to joining CAL Bank in 2006, she worked at Ernst & Young as a partner in their Advisory Unit. She also worked as an Investment Officer at the International Finance Corporation from 1995-2001. In 2002, she was selected as one of the 100 Young Global Leader of Tomorrow by the World Economic Forum in Switzerland for her work in SME development in Africa. She has served as a Non-Executive Director on the board of some leading private and public companies in Ghana like Grid Company Limited, Camelot Ghana Limited, Citi Savings and Loans and also as a member of Council of Ho Polytechnic. She holds an MBA from the Imperial College of Science and Technology, University of London and a B.Sc. (Economics) from the London School of Economics, University of London (UK).

Adrian Ellis

Adrian Ellis is the founder of AEA Consulting (1990) and the Global Cultural Districts Network (2013). He has worked in senior management and as a board member in both museums and the performing arts and as a strategy consultant to leading clients in the cultural, public, and business sectors around the world. He is recognized as having contributed to the cultural sector's deeper understanding of several areas including the development of successful cultural building projects, capitalization needs, impact assessment, cultural district planning, the creation of new business models and investment strategies for cultural infrastructure, and strategic responses to long-term societal changes in technology, philanthropy, demographics, and the use of leisure time. A lifelong jazz fanatic, Adrian served as Executive Director of Jazz at Lincoln Center from 2007 to 2011. Prior to founding AEA, he planned and managed the creation of the Design Museum in London as Executive Director of The Conran Foundation. Adrian is currently a board member of Poets House in New York, serves on the International Advisory Committee of the master's program in International Arts Management, a joint program of Southern Methodist University, HEC Montreal, and Bocconi University, and is a member of the advisory board of All Arts, a multimedia platform created by public television's WNET.

Liz Ellis

Liz Ellis has worked at the National Lottery Heritage Fund as Policy Project Manager since 2015. The Heritage Fund is the UK's largest funder of heritage including landscape and nature, museums, community heritage. Liz leads UK wide inclusion and wellbeing policies and the mandatory outcome to involve a wider range of people in heritage. Leading £8 million Business Support and Enterprise programme across the Nations and Areas, Liz uses cross sector evidence to develop, co-produce and influence UK sector wellbeing guidance. Bringing deep leadership and board experience in achieving increased public benefit and improved social justice, Liz works with Local Authorities, Government Departments, NHS and the wider public sector across the four Nations. Inspired by her early career as a mental health nurse, Liz combined her arts education to lead strategic cultural partnerships with people using mental health services. This experience of working on the ground has motivated Liz to drive change, using creativity and convening skills to achieve structural and systemic change. Liz is motivated by finding lasting solutions for inequalities and uses equalities legislation to facilitate the assets and lived experiences of communities in building diverse, sustainable organisations.

Anna Murray

Anna Murray is the National Partnerships Programmer at The National Gallery, London (UK). She works collaboratively and creatively with adult learners and cultural stakeholders to produce creative and transformative learning experiences. Anna specialises in conceiving, producing, and delivering inclusive projects for disabled and diverse audiences in museums and gallery settings. Her practice is grounded art historical and pedagogical experience and draws on a wealth of practical involvement in strategic development and partnership. Anna currently manages the Gallery's national learning programmes, and leads on Art Road Trip, the national learning initiative and a key project in the National Gallery's programme celebrating its Bicentenary in 2024.

Marek Prokupek

Marek Prokupek is currently Assistant Professor of Arts Management at KEDGE Business School in the Paris campus (FR), where he teaches courses in arts management, cultural economics, art finance and art market. From 2018 to 2020 he was a Postdoctoral Fellow at the LabEx ICCA (Industries culturelles et creation artistique) in Paris. His research interests lie in the area of business models of arts and cultural organisations, finance in arts and cultural sector and fundraising and philanthropy in museums and its ethical aspects and dilemmas. His area of professional practice is arts management with significant interest in museum management.

María Dolores Alvarez-Rodriguez

María Dolores Alvarez Rodriguez is full professor in Art Education at the Department of Didactics of Musical, Plastic and Body Expression, Faculty of Education, University of Granada (SP), of which she was the Director from 2009 to 2017. She is member of the Hum489 Research Group: "Artistic and Aesthetic Education in the Visual Arts". Teacher of the Official Master's Degree in Visual Arts and Education (University of Granada and University of Barcelona) and of the Official Master's Degree in Research and Innovation in Curriculum and Training (University of Granada). Author of articles and book chapters, she has participated in many national and international congresses and meetings, focused on the subjects of Art Education and Education in Museums. Researcher of the Heritage Education Observatory of Spain (Observatorio de la Educación Patrimonial de España- OEPE) and researcher at the Network of Experts of Cultural and Natural Heritage. Vice-President of Sociedad para la Educación Artística (SEA- SP). Member of the International Committee for Education

and Cultural Action (CECA) of the International Council of Museums (ICOM) and the International Society for Education through Art (InSEA).

Vilma Jurkute

Vilma Jurkute is Executive Director of Alserkal Initiatives (Dubai). Vilma has dedicated her career to developing creative industries across New York, Chicago, London and Dubai. She joined Alserkal in 2012 and, in her time with the organisation, she has been instrumental in its evolution and responsible for overseeing Alserkal Avenue's physical expansion of US\$20 million in 2015. Since its launch, the 500,000 sq ft plot has become a key cultural destination for the MENASA region, housing more than 60 most prominent contemporary art galleries, community and creative spaces. In 2017, Vilma led and executed the building of Concrete, the first project by Rem Koolhaas' OMA in the UAE. In 2019, Concrete became the very first project in Dubai's history to be shortlisted for the Aga Khan Award for Architecture. Vilma has led Alserkal's businesses proposition, strategy and development of key revenue streams over the period of eight years to include cultural consulting, cultural content production and execution, and investments in creative businesses. She has been a vocal supporter of growing a creative economy, and a strong advocate for homegrown cultural paradigms developed in the Global South. Vilma has also been the driving force behind Alserkal's non-profit activities in the arts, which were formalised under Alserkal Arts Foundation in 2019, affirming the organisation's commitment to artistic production, scholarship and research. Vilma serves on the advisory boards of the Global Cultural Districts Network and the Jean-Paul Najar Foundation. She holds an Executive MSc in Sustainable Urban Development at the University of Oxford (UK). Her dissertation explores the role of cultural districts in shaping a sense of belonging in young adults, basing it on a case study of Alserkal Avenue, Dubai, thereby connecting the two disciplines of culture and sustainable urban development.

Elisabeth Ioannides

Elisabeth Ioannides is an education curator and art psychotherapist at the National Museum of Contemporary Art Athens | EMΣT. Her interests lie in the promotion and application of learning, health, and well-being initiatives in museums and galleries. As an education curator, she carries out the learning programs for primary education schools. Additionally, she facilitates programs for children and adults inside and outside the museum and designs the learning materials that accompany exhibitions. In 2017, in collaboration with Ms. Aphrodite Pantagoutsou, she designed and has been implementing since the group art psychotherapy program "Exploring the Museum's Images - Exploring My Image". Her research focuses on the contribution of the museum environment to art psychotherapy. You can find her articles on academia.edu. In 2021, she was a nominee for the Greek International Women's Awards in the field of Arts and Culture.

Guillem D. Fullana Ferré

Guillem D. Fullana Ferré is the Head of Community action, Public programs and Communications at the Museu Nacional d'Art de Catalunya (MNAC) and codirector of the Arts in Health strategy of the Institut Català de la Salut. From 2018 to 2022, he also was its Director of Communications and Corporate Social Responsibility. From 2016 to 2018 he was the Head of Strategic Communications at the Catalan Department of Health, member of the minister's cabinet, member of the Board of Directors and member of the Executive committee. In May 2013 he was named Director of Carmen Balcells Prescriptor to manage the Digital strategy of the Agencia Literaria Carmen Balcells, becoming shortly afterwards the CEO of the Agency until September 2015. He holds a master's degree in History of Art from the Universitat Pompeu Fabra, Barcelona and a MS in Arts Administration from the Boston University.

Rosie Dow

Rosie Dow has a background of senior leadership roles within the arts, health and community sectors. After leading Tenovus Cancer Care's 'Sing with Us' service of 20 choirs for over 3,000 people affected by cancer in Wales, she became Director of the Military Wives Choirs Foundation in 2016, overseeing the charity's network of 75 choirs across the UK. From 2018-2019, she was Interim Director of Breathe Arts Health Research, an award-winning national organisation using performing arts in healthcare settings, including the award-winning Breathe Magic Intensive Therapy Programme and the performing arts programme at Guy's & St Thomas' Hospitals. From 2020-22 she ran a major arts and health innovation programme with Nesta, Cardiff University, the Arts Council of Wales. Rosie Dow completed an MA in Anthropology & Community Arts in 2018 and has been directly involved in high-profile arts in health research, including working alongside Dr Daisy Fancourt on a biological study of the impact of group singing; a study of the use of music for refugees, policy articles around arts and health, and a large innovation study around arts and health in Wales. Her book *Sing* was released in Jan 2020, an accessible guide to singing for well-being.