

XIII INTERNATIONAL CONFERENCE UNEECC 2019

University Network of the European Capitals of Culture

Credits

Scientific Coordination

Aurelia Sole Rector of Università degli Studi della Basilicata
Mariavaleria Mininni Università degli Studi della Basilicata
Francesco Scorza Università degli Studi della Basilicata
Francesco Sdao Università degli Studi della Basilicata

Scientific Committee

Prof. Bill Chambers Liverpool Hooper University
Dr. Glen Farrugia University of Malta
Prof. Dr. Komlósi László Imre Széchenyi István University
Prof. Ovidiu Matiu Lucian Blaga University of Sibiu
Prof. Mariavaleria Mininni Università degli Studi della Basilicata
Dott. Francesco Scorza Università degli Studi della Basilicata

Organizing Committee

Nicla Notarangelo Università degli Studi della Basilicata
Ida Giulia Presta Politecnico di Bari
Vittoria Santarsiero Università degli Studi della Basilicata
Antonella Santoro Università degli Studi della Basilicata

Organizing Secretariat

Rosanna Piro Università degli Studi della Basilicata
Anna Sanza Università degli Studi della Basilicata

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Wednesday 27th November | Unibas Matera Campus

18.00 - 19.30 Welcome reception at the Unibas Matera Campus

UNeECC Board Meeting

Board welcome cocktail | Aquarium Hall

Thursday 28th November | Unibas Matera Campus

8.30-9.15 Registration Aula Magna

9.15 -10.00 Opening welcome:

Aurelia Sole Rector of Università degli Studi della Basilicata *chair*
Raffaello De Ruggieri Mayor of di Matera
Ferdinando Mirizzi Head of DICEM Unibas
Salvatore Adduce Foundation of Matera Basilicata 2019
Flora Carriijn President of UNeECC

Introductory speech

Mariavaleria Mininni Università degli Studi della Basilicata
Francesco Sforza Università degli Studi della Basilicata
Francesco Sdao Università degli Studi della Basilicata

10.00 - 11.15 Plenary session *Mega events risk and cultural resilience*

Corinna Morandi Polimi DASTU Mega Events and post legacy planning. Learning from Milano Expo 2019
Cristina Papa Perugia University Immaterial e vanishing landscape
Vincenzo Simeone Technical University of Bari Cultural/Natural Heritage and Natural Risk

Coffee break continuously open during the sessions

11.15 - 13.00 Papers session **First part**

Domenico Copertino *discussant*

- *Wroclaw ECOC 2016 seen through the children's lenses* | **Agnieszka Janik**, University of Wroclaw, Poland



- *The institutionalization of cultural capital in the light of artist behavior: two socio-economic models for measuring cultural values and cultural impact* | **László Imre Komlósi, Balint Ferenczy** and **Miklós Serdasheyi**, Széchenyi Istvan University, Hungary
- *The staging of memory. Rhetoric of the representation* | **Ciriaca Coretti**, Università degli Studi della Basilicata, Italy
- *Engagement of Youth in the European Capital of Culture 2016* | **Kamila Kaminski-Sztark**, University of Wrocław, Poland
- *Connections in local food systems between urban and rural. A study on food city region in the critical geography of Matera* | **Vittoria Santarsiero**, Università degli Studi della Basilicata, Italy
- *Tangible and intangible heritage in the post-event evaluation of Matera ECoC 2019. A study on the relationships between culture and space use* | **Antonella Santoro**, Università degli Studi della Basilicata, Italy
- *The Concept of the Myth of Roland Barthes and the Discourse of "Genderism" - Pedagogical reflections* | **Monika Humeniuk**, Faculty of Pedagogy, University of Wrocław, Poland
- *Utopia, place, school education. Two biblical myths in the interpretation of Erich Fromm and Georg Steiner* | **Rafał Włodarczyk**, University of Wrocław, Poland
- *Liverpool 2008 World Heritage Site(s): to keep or to lose?* | **William Chambers**, Hope University, Liverpool, UK

13.00 - 14.30 Lunch

14.30 - 16.00 Papers session Second part

Daniela Carlucci *discussant*

- *Peripheral Territories of Tourisms* | **Stefano D'Armento**, Politecnico di Milano, Italy
- *Boosting socio-economic and cultural impact in local contexts: entrepreneurial mindset and transdisciplinary cultural activities emanating from the university* | **Attila Makai, Zsuzsanna Pupp** and **Laszlo Koml6si**, Széchenyi Istvan University, Poland
- *Ordinary and extraordinary governance of Matera ECoC 2019 : evaluation of the process and the impact of events on space* | **Giovanna Costanza, Marialucia Camardelli, Miriam Pepe** and **Mariavaleria Mininni**, Università degli Studi della Basilicata, Italy
- *Audience development and ECoCs - discussions from Aarhus 2017* | **Hans-Peter Degn**, Aarhus University, Denmark
- *Evaluating the impacts of co-creating big cultural projects with citizens in ECoC setting: insights from Matera 2019* | **Daniela Carlucci** et al., Università degli Studi della Basilicata, Italy
- *The value of culture for the construction of the city and a sustainable community. Suggestions from Matera ECoC 2019* | **Annalisa Percoco** and **Angela Pepe**, FEEM, Italy

16.00 - 17.30 Papers session Third part

Francesco Scorza *discussant*

- *Architecture and territory. The resilience of fragile Italy* | **Alberto Cervesato**,

Università degli Studi di Trieste, Italy

- *Investigating the relationship between Renewable Energy Sources plants and Ecosystem Services. The case study of Melfi (Southern Italy)* | **Francesco Scorza** and **Angelo Pilogallo**, Università degli Studi della Basilicata, Italy
- *Mega-events in Heritage-rich Cities : The HOME Research Project* | **Zachary Jones, David Ponzini**, Politecnico di Milano, Italy
- *Beyond - More than a cultural mission of the ECOC Veszprem-Balaton 2023* | **Edit Kovári**, University of Pannonia, Hungary
- *How university can help the Veszprem-Balaton 2023 ECoC project? An exploratory cultural tourism research conducted among the residents of Lake Balaton region* | **Katalina Lorincz**, University of Pannonia, Hungary
- *Announcement TAD (Transatlantic dialogue)* | **François Carbon**, University of Luxembourg

17.30 - 19.00

- **Announcement 14th UNEeCC Conference venue** | **Patrick Lonergan** and **Catherine Morris**, University of Galway, Ireland
- **Book presentation** | *'Transforming Cities. Paradigms and Potential of Urban Development within Europe Capital Culture'* (Schneider and Jacobsen eds.) | **Kristina Jacobsen** and **Prof. Dr. Wolfgang Schneider**, Germany

19.00-20.00 Round Table

Mariavaleria Mininni *chair*

- Rossella Tarantino** Fondazione Matera Basilicata 2019
- Enzo Santochirico** Fondazione Sassi
- Gianpaolo D'Andrea** Comune Matera
- Andrea Rolando** DATSU Polimi
- Patrizia Minardi** Regione Basilicata
- Piergiuseppe Pontrandolfi** Università degli Studi della Basilicata

20:00 Concluding remarks

William Chambers Vice-President UNeECC

20.30 22.00 Dinner in Aquarium Hall

22.00 Sassi Tour

by Ph.D. **Antonella Santoro Vittoria Santarsiero Giulio Pacente** Unibas
Ida Giulia Presta Poliba

