



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Art and Architecture

1920-2-E1501N098

Learning objectives

Art

To provide the critical tools useful to evaluate the role of the museums, the art exhibition and the urban art in contemporary society as engines of development of local systems and as factor of tourist attraction.

Architecture

To provide the critical tools useful to evaluate whether and how an exceptional architecture (meant in a broad way, without considering its actual qualities, which are difficult to assess), will contribute to spark positive interactions with the touristic development of places that, for themselves, are not usually included among the traditional touristic destinations.

Contents

Art

Illustration of significant museums to define the history of the institution. The art exhibitions and the relationship with the socio-cultural context. The artistic paxes in the urban space. Art and nature.

Architecture

Illustration of significant case studies chosen primarily from the panorama of contemporary architecture, which show that an intervention to amend the architectural and urban space can play an essential role in the cities and territories that qualify or intend to qualify as "attractive."

Detailed program

Art

The first part of the course provides definitions and tools, methodology, management and giuridical aspects about museums. The second part provides an overview on the history of the museum, addressing the fundamental issues of its genesis and its development, from the origins to contemporary museum, through the illustration and analysis of the most important Italian and foreign museums. The third part considers the art made out of the museum, in the public space, from the European monument to the practices grouped under the label of "Public Art", through the sculpture parks and artistic events that take place in the contemporary city. The last part of the course examines the birth and development of art exhibitions, drawing synergies and contrasts with the museum.

Architecture

Today, the criteria for the attribution of value to places have profoundly changed and also contemporary architecture takes an unexpected role, as a strategic factor of qualification in terms of attractiveness (not just touristic) applied to a wider variety of places and territories. In fact we can say that they are no longer just the traditional places - such as museums, churches or any public building, for example - to be the object of attention, but we must take into account also new places (or "non lieux", to quote Augé): shopping malls, sites of industrial heritage, public stations and even bridges and infrastructure, which are seen as important elements in the complex promotion strategies and competition between cities and regions.

Prerequisites

Sufficient educational skills in logic, social culture and reasonable capacities in learning, writing and oral communication.

Teaching methods

Teaching lessons.

Assessment methods

Written and oral examination.

Textbooks and Reading Materials

Art

Ulteriori riferimenti specifici saranno forniti durante lo svolgimento del corso.

M. Colleoni, F. Guerisoli, *La città attraente. Luoghi urbani e arte contemporanea*, Egea, Milano 2014;

P. C. Marani, R. Pavoni, *Musei. Trasformazioni di un'istituzione dall'età moderna al contemporaneo*, Marsilio, Venezia 2006;

Dispensa A.A. 2018/2019, disponibile a partire dal termine delle lezioni.

Architecture

The Phaidon Atlas of 21st Century World Architecture, Phaidon, London, (2011);

Philip Jodidio, *Architecture, Now!*, volumi 7 e 8, Taschen, (2010-12);

Philip Jodidio, *Public Architecture, Now!*, Taschen, (2010);

Philip Jodidio, *Architecture, Now!, Museums*, Taschen, (2010).

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