



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Laboratory 6

2021-3-E1501N112

Learning objectives

The Cinema and Tourism laboratory intends to frame in general the relations between cinema and tourism from a cultural, social, emotional, artistic, industrial point of view in order to make the student aware of this type of tourism in the planning of initiatives aimed at promoting and enhancing the territory.

Contents

- A historical overview of film-induced tourism and the stakeholders;
- Analysis of the relationship between cinema and tourism in the promotion and enhancement of the territory;
- Analysis of some significant case studies such as Milan and the San Bernardino Valley for *Sunrise*.

Detailed program

Movie has been able to best represent our contemporaneity and to involve inhabitants and tourists in the shared enjoyment of an urban landscape that is thus "augmented". The result is the creation of a "subjective map" of places whose image is less or more known, in order to enhance them and include them in a system of function and representation references, socializing their meaning. The landscape is certainly scenography but also narration, therefore the story hinges on this "plastic" background that acts as its engine. In fact, we ascribe to the landscape the form of the cinematographic representation, the element that pre-exists but that re-semanticizes itself. Like film direction, "architecture, by itself, prepares and plans the paths of the gaze" (Costa 2002). Thus, alongside the construction of space, we reflect on its signification (architectural that becomes filmic as in the very famous case of *Blade Runner*, e.g.) but the architectural space can maintain its autonomy, brought back to its historical (period) or stylistic (place or current) recognizability.

The laboratory intends to analyze some significant audiovisual models for the proper sector in order to enhance some elements of cultural heritage (architecture, parks, museums, infrastructures, monuments, public artworks etc.), far from the postcard-like image but close to the heart and to the aesthetic taste of many citizens. This examination is preliminary to the realization of the final paper carried out in group, on project work mode, during the lesson period.

Prerequisites

No prerequisites are required.

Teaching methods

- Frontal teaching with collective discussion about topics;
- Vision and analysis of audiovisual products;
- project work;
- guided and/or self-managed tours;
- research and selection of various materials (texts, images, videos).

In the period of Covid-19 emergency the lessons will take place predominantly with conference call synchronously.

Assessment methods

Exercises and a final project are expected.

Students will get 3 cfu at the end of the workshop on the basis of:

- active participation at lessons (the student must attend at least 75% of the hours);
- final project presentation.

Textbooks and Reading Materials

The following texts and links are recommended:

Castiglione, O. (2020) "Il caso Pirelli-Bicocca. La fabbrica (dismessa) tra realtà e immagine",

in *L'Avventura. International Journal of Italian Film and Media Landscapes*, 1/2020, pp. 25-40, ISSN 2421-6496.

D'Avino, M. *et al.* (2012). *Milano, si gira!* Gremese.

Lavarone, G. (2016), *Cinema, media e turismo*, Padova University Press.

"Bella

Milano" <https://www.mentelocale.it/milano/eventi/122013-bella-milano-rassegna-di-film-ambientati-a-milano-e-visite-di-realta-aumentata-all-archivio-del-mic.htm> (07/09/2020).

Further materials will be available on the University e-learning platform.
