UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Laboratorio 13 - Grandi eventi urbani

2122-3-E1501N119

Learning objectives

Provide basic skills related to event theory: the purposes, their definition and classification, with reference to tourism, territorial and urban marketing.

Through the exercise in the field, let learn and experiment the method of data and information collection through interviews and photographs during a high impact urban event.

To show that, in addition to the quantitative methodology made up of analysis of large data flows, there is a qualitative methodology that returns markers that are difficult to quantify, such as the "human legacy", which complete the analysis of major urban events.

Lastly, give students the opportunity to experience teamwork and consider the whole class as a single work team aimed at creating a choral relationship.

Contents

- Introduction to event theory

- Field research

- Analysis of the data collected

- Information and data representation tool

- Design thinking

Detailed program

- Event classification features

- Introduction to the great urban event in Milan used as a case study (eg Fuorisalone)

- Preparation for fieldwork: times, places, actions

- Delineation of the working themes

- Data collection and preliminary analysis

- Organization of qualitative reports

- Work progress checks

- Composition of a single collective report

- Delineation of conclusions from qualitative data

- Project proposal following the analysis

Prerequisites

Know and apply the basic methods for research and data collection in the field. Knowing how to use Word and Powerpoint profitably.

Teaching methods

Assessment methods

Verify field work and progress of work steps through reviews at each lesson.

Presentation and interview on the final laboratory report to evaluate the work of the team, the work of the individual and the ability to reprocess the data collected.

Textbooks and Reading Materials

Donald Getz (1997). Event management & event tourism. New York [etc.] : Cognizant Communication Corp.

Colleoni, M., Nuvolati, G., Mugnano, S., Zajczyk, F., Di Francesco, V., & Frattini, S. (2018). Human Legacy. L'esperienza dei grandi eventi urbani, l'eredità immateriale di Expo Milano 2015. Milano : Scalpendi Editore.

Antonella Bruzzese (2015). Addensamenti creativi, trasformazioni urbane e fuorisalone. Casi milanesi tra riqualificazione fisica e ricostruzione di immagine. Milano : Maggioli Editore.

Di Francesco, V., & Frattini, S. (2016). People of Expo. Milano : StudioMarinoni OwnPublishing.

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For further information

Goldblatt, J. J., 1997. Special events : best practices in modern event management.. New York; London: Van Nostrand Reinhold

Ritchie, J. R. B., 1984. Assessing the impacts of hallmark events: Conceptual and research issues. Journal of Travel Resaurce, 23(1), pp. 2-11