UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Laboratory 12

2526-3-E1501N118

Learning objectives

Knowledge and understanding

- Relationship between biodiversity, contemporary art, and sustainable tourism
- Methodologies for analysing cultural institutions that integrate contemporary art and biodiversity
- National and international case studies relating to museums, art hotels, and art institutions
- Theoretical and methodological tools for designing exhibitions dedicated to the convergence of biodiversity and contemporary art
- Role of cultural communication and stakeholders in enhancing the relationship between art, territory, and tourism
- Connections between contemporary artistic practices, environmental sustainability, governance, and local development
- Relationships between cultural planning and the Sustainable Development Goals of the 2030 Agenda

Ability to apply knowledge and understanding

- Development of the ability to analyse museums, cultural institutions, art hotels, and artistic projects in relation to biodiversity
- Development of the ability to critically interpret the relationships between contemporary art, territory, and sustainable cultural tourism

- Development of the ability to design exhibition and cultural strategies aimed at promoting biodiversity
- Development of the ability to work in groups in defining projects and applied analyses
- Development of the ability to connect case studies, data, and project objectives to the SDGs of the 2030 Agenda
- Development of the ability to present and clearly discuss the progress of a project or group assignment*

Contents

The Biodiversity, Contemporary Art, and Sustainable Tourism lab is designed to provide both theoretical and practical tools for analysing the role of contemporary art in promoting biodiversity and fostering forms of sustainable cultural tourism. Through national and international case studies, group project activities, and classroom discussion, the workshop explores the relationship between art, territory, governance, communication, biodiversity, and sustainability, with particular attention to exhibition design and the development of cultural strategies consistent with the SDGs of the 2030 Agenda.

Detailed program

- Relationships between contemporary art and biodiversity in art museums, natural history museums, and cultural institutions
- Contemporary art as a tool for enhancing the ecosystem
- Biodiversity as an environmental, cultural, and identity-related element in Global North and Global South contexts
- Methodologies for analysing the relationship between art, territory, and sustainable tourism
- Methodological tools for designing an exhibition on the convergence of biodiversity and contemporary art
- Analysis of the relationship between art institutions, stakeholders, and the dynamics of cultural tourism
- Cultural communication and territorial enhancement
- Analysis of case studies relating to art hotels and cultural institutions in urban and rural contexts
- Group work aimed at defining projects and research analyses
- Practical exercise designed to apply and assess the skills acquired

The lab is structured into 6 meetings of 4 hours each. The first meeting is dedicated to the presentation of the key concepts, case studies, and conceptual guidelines of the lab. The second and third meetings explore in greater depth the coherence between the artistic representation of biodiversity and the environmental sustainability and governance practices adopted by art hotels in the Global North and the Global South. The following meetings address the relationship between art and territory, the methodological tools for designing an exhibition, and the role

of cultural communication in the relationships between art institutions, stakeholders, and cultural tourism, with particular reference to Pirelli Hangar Bicocca. Classroom activities also include group work and moments of discussion focused on the progress of the projects.

Prerequisites

Personal interest in contemporary art, sustainability, biodiversity, and cultural tourism.

The lab is open to everyone and does not require any specific prerequisites.

Teaching methods

- Introductory lectures on the main themes of the workshop
- Guided analysis of national and international case studies
- Group design and discussion activities
- Ongoing presentations on the progress of projects and analyses
- Possible involvement of external experts for the development of concrete projects and research analyses
- Production of project and analytical materials in ppt, keynote, or word format

Assessment methods

During the lab, practical exercises, group design activities, and the production of final assignments are required. Students obtain eligibility at the end of the lab provided that the following conditions are met:

a) active participation during classes and group work;
b) attendance at the meetings;
c) quality of the project-based and analytical work developed during the workshop;
d) quality, clarity, and preparation in the ongoing presentations;
e) final submission of the projects and overall care in the preparation of the materials presented.

Textbooks and Reading Materials

Highly recommended readings:

- G. Addis, Arte contemporanea e biodiversità. Dalle mostre alle collezioni museali. Per una prospettiva globale, Franco Angeli (IMAGO), Milan, December 2025.

- G. Addis, “Visual Ecologies on Display: Art, Biodiversity, and Politics in Canberra’s Museum Collections”, Visual Resources, (December 2025), 38 (3), pp. 1-19.

- G. Addis, S. Nasino, M. Massi, M. A. Camilleri, “The Artification of Hospitality: Art Hotels as the New Frontier of Sustainable Cultural Tourism” in Tourism Planning and Destination Marketing (2nd edition), M. A. Camilleri (ed.). Emerald Publishing, Bingley, 2024, pp. 175-195.

- G. Addis, “Contemporary Art and climate change: aesthetics toward sustainability”, in Climate Change Discourse and Practices from Ecomuseums, P. Davis, N. Borrelli and R. dal Santo (eds.). Ledizione Press, Milan, 2022, pp. 129-150.

- G. Addis, “Contemporary art and enterprises in the suburbs of Milan. The emergence of artistic geographies?”. Tafter Journal, no. 120, October-November 2022.

A series of additional specific publications and documents will be shared with students during the lab.

Sustainable Development Goals

GOOD HEALTH AND WELL-BEING | SUSTAINABLE CITIES AND COMMUNITIES | RESPONSIBLE CONSUMPTION AND PRODUCTION | CLIMATE ACTION | LIFE BELOW WATER | LIFE ON LAND