UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Laboratorio 3 - La progettazione per l'innovazione culturale

2526-2-F8802N075

Learning objectives

The workshop provides the fundamentals of creating and managing cultural projects, with a focus on those involving high levels of audience, social group and territorial participation.

Contents

The first session is theoretical and lays the conceptual and theoretical foundations needed to approach the following lessons.
The second session is dedicated to an overview of methods, methodologies, and tools.
The third session offers an in-depth analysis of two different cultural projects.
The final three sessions involve working in subgroups with the goal of designing and writing a realistic and feasible project.

Detailed program

Structure of the six sessions:

1. What is cultural planning?

- Culture and places
- Creative cities
- Scenes, audiences, and communities
- Curatorship and interdisciplinarity

2. Tools

- Calls for proposals
- Cultural management
- Cultural planning for community transformation (case studies)
- Stakeholder mapping (case study)
- The logical framework (case study)
- Impacts: outputs, outcomes, and impact indicators

3. Analysis of two real-world projects

- Civic Media Art: a major public art initiative in Milan
- Nube di Parole: a collaborative glossary between Turin and other Italian cities

4. Workshop

- Co-design and multi-stakeholder planning

5. Workshop

- Curatorship and interdisciplinary work
- Project phases and timeline

6. Workshop

- Editorial approaches
- Communication strategies

Prerequisites

None

Teaching methods

Assessment methods

Textbooks and Reading Materials

Sustainable Development Goals

GENDER EQUALITY | REDUCED INEQUALITIES | SUSTAINABLE CITIES AND COMMUNITIES