UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Laboratorio 3 - La progettazione per l'innovazione culturale

2627-2-F8804N029

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. Theoretical-storical frame (1. session)

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

2. Methodology (2. session)

- cultural management for community
- Curatorship and interdisciplinarity
- Stakeholder mapping

3. Case studies' analysis (3. and 4. sessions)

- Presentation and discussion of two cultural projects. The analysis is based on:

- Integration and convergence of different artistic languages and practices
- Coordination of networks of partnership (multi-stakeholders)
- Social, economic and cultural sustanability

4. Co-planning Workshop (5. and 6. sessions). In the last two sessions the students will work together to outline a cultural project, focusing on

- Curatorship and interdisciplinary work
- Project phases and timeline
- Financial management and planning
- Editorial approaches
- Communication strategies

Prerequisites

none

Teaching methods

Assessment methods

Textbooks and Reading Materials

Niessen Bertram (2023) "Abitare il Vortice", Utet.

Sustainable Development Goals

GENDER EQUALITY