

HerMan | **Cultural Management Course** (output 5.3.2)
Financial issues of Cultural Heritage Management
Marco Polo System, Venice, Italy | **20 - 24 January 2014**

AGENDA

Monday 20 January 2014 - arrival		venue: Venice
19.00-20.30	Meeting at "Piazzale Roma" (bus station) in Venice and informal walk in the historic city centre	
20.30	Dinner at pizzeria "Birraria La Corte" (Campo San Polo, 2168, Venice)	
Tuesday 21 January 2014		venue: Forte Marghera (via Forte Marghera 30, Mestre - Venice)
MODULE 1 _General introduction to the concepts of culture and art economics and cultural market		
09.00-09.30	Registration and opening	
09.30-13.30	Lecture 1.1 - <i>Fundamentals of macro-economics</i> Lecture 1.2 - <i>Principles of culture and art economics</i> Lecture 1.3 - <i>Investing on culture, heritage and art</i> (including coffee breaks)	Prof. Dr. Pierluigi Sacco
13.30-14.30	Lunch	
14.30-16.30	Lecture 1.4 - Workshop and interactive session	Prof. Dr. Pierluigi Sacco
16.30-18.30 STEERING GROUP MEETING		
19.00	Dinner at "La Dispensa del Forte"	
Wednesday 22 January 2014		venue: Treviso (Sant'Artemio, Via Cal di Breda 116 and Treviso city center)
MODULE 2 _Financing cultural heritage from the past to the future		
08.00-09.00	Transfer from Venice P.Le Roma/Mestre to Treviso-Sant'Artemio	
09.00-12.00	Lecture 2.1 - <i>The traditional allocation of funds to culture. The public funding vs the private</i> Lecture 2.2 - <i>New way of financing before the introduction of low cost ICT</i> (including coffe breaks)	Prof. Dr. Pierluigi Sacco

12.00-13.00	Presentation of the renovation project of the "Cittadella del Sant'Artemio", former psychiatric hospital, and site visit.	Arch. Toni Follina Arch. Lucio Bottan
13.00-14.30	Lunch and transfer to Treviso city center, Casa dei Carraresi	
14.30-18.00	Lecture 2.3 - <i>New way of financing and giving value to cultural heritage by means of ICT and story telling</i> Lecture 2.4 - Workshop and interactive session Case study - <i>The Modus Operandi of Fondazione Cassamarca in the regeneration projects in Treviso</i>	Prof. Dr. Pierluigi Sacco Antonella Stelitano, Fondazione Cassamarca Treviso
18.00-20.00	Guided tour of Treviso city center	
20.00	Dinner at Trattoria "Toni del Spin" in Treviso city center	
22.30	Transfer to Mestre/Venice P.Le Roma	

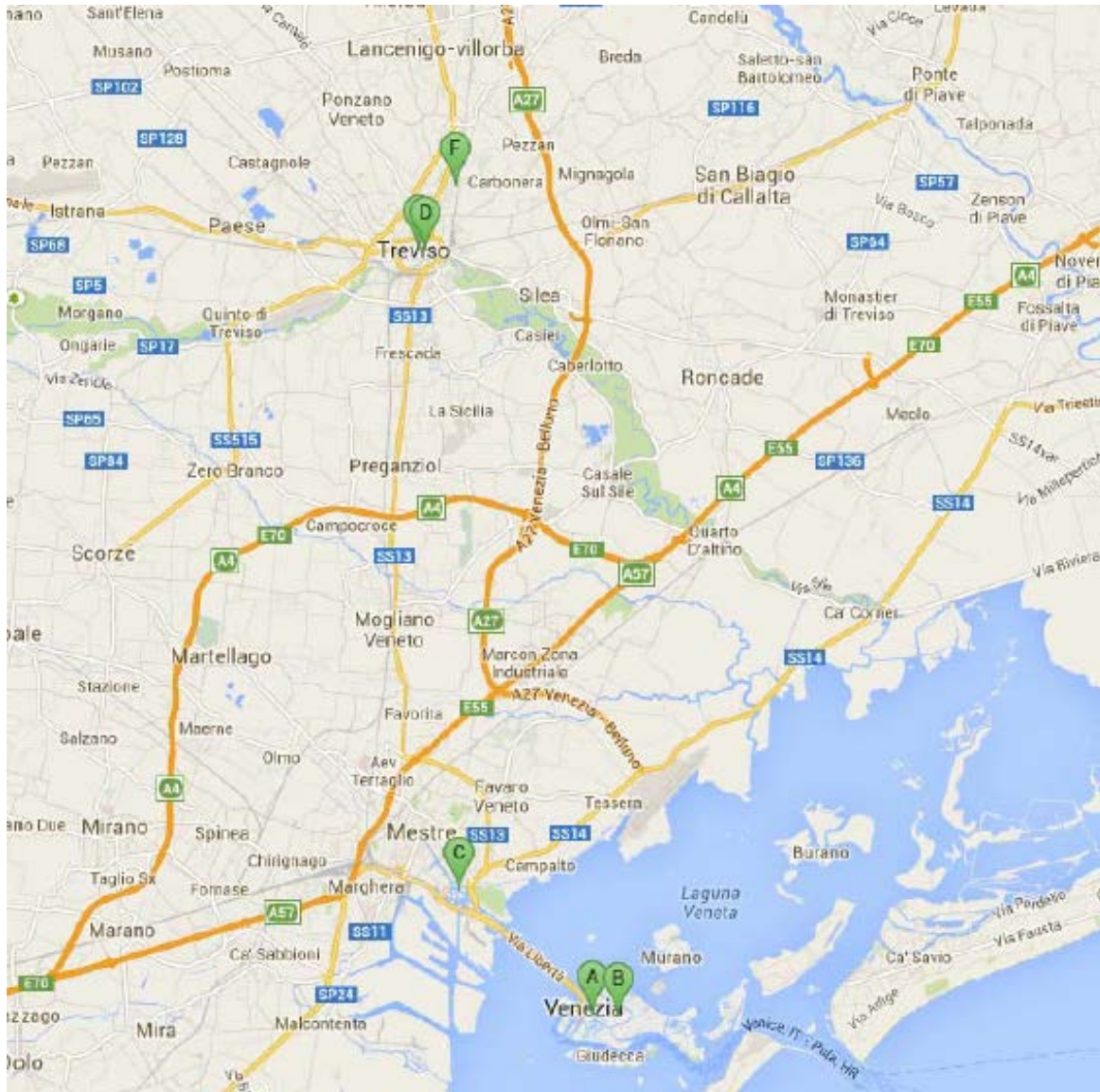
Thursday 23 January 2014

MODULE 3_Tourism and cultural tourism as a challenge in local economy

venue: Forte Marghera
(via Forte Marghera 30, Mestre - Venice)

09.00-13.30	Lecture 3.1 - <i>Fundamentals of tourism. From the past to present approaches and practices</i> Lecture 3.2 - <i>The characteristics of cultural heritage in the tourism sector</i> Case study - <i>From a Business-oriented to a Leisure-oriented Destination</i> (including coffee breaks)	Prof. Dr. Antonio Paolo Russo Elena Bisiol, Province of Treviso
13.30-14.30	Lunch at "La Dispensa del Forte"	
14.30-18.30	Lecture 3.3 - <i>Elaborating tools for cultural tourism development and management</i> Lecture 3.4 - <i>Workshop and interactive session</i> Meeting wrap up (including coffee breaks)	Prof. Dr. Antonio Paolo Russo
18.30	Aperitif/Dinner at "La Dispensa del Forte"	

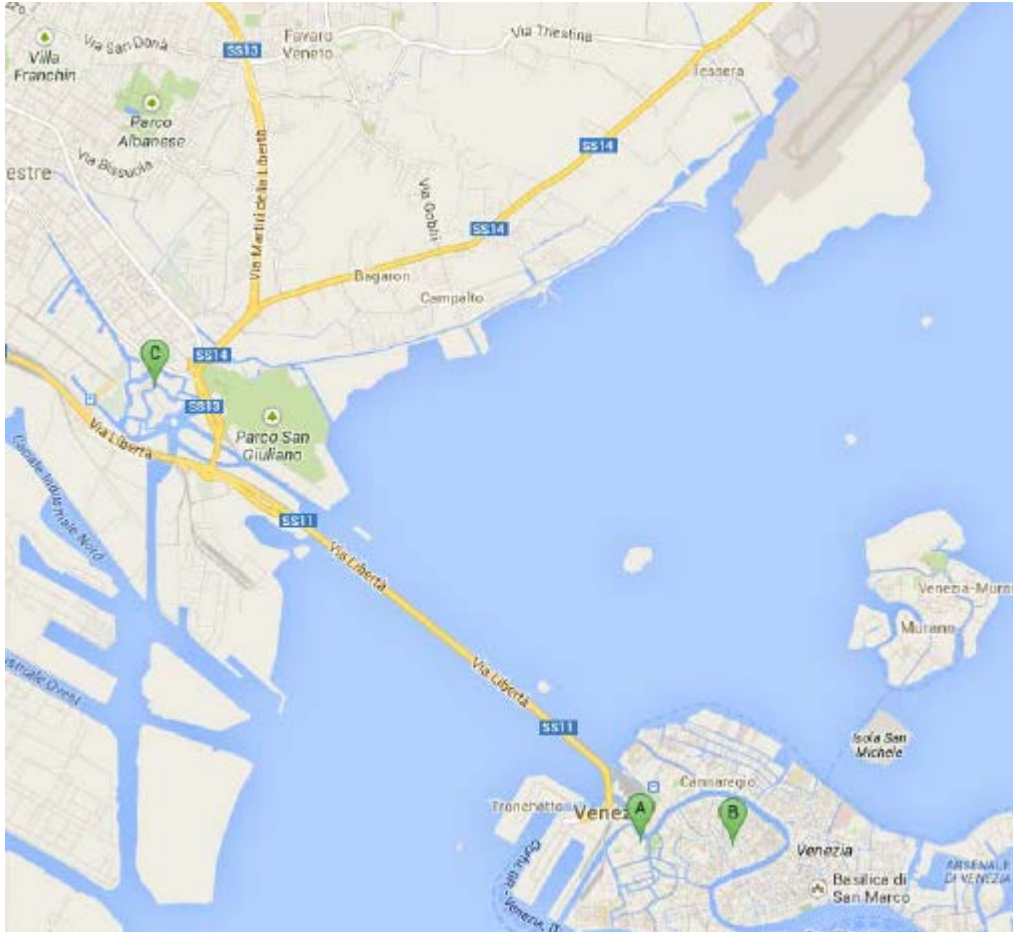
DIRECTIONS





A - Meeting point Monday 20/01, h.19.00 - Piazzale Roma next to the bus ticket office and the bridge (arched truss bridge)

B - Dinner 20/01, from 20.30 - Pizzeria "Birraria La Corte", San Polo 2168, Venice



C - Forte Marghera, via Forte Marghera 30, Mestre-venice



D - Casa dei Carraresi, Via Palestro 33/35, Treviso

E - Dinner 22/01, from 20.00 - Trattoria Toni Del Spin, Via Inferiore 7, Treviso

(F - Sant'Artemio, Via Cal di Breda, 116, Treviso, TV)