



Save your people, bless your heritage

26 June 2020

17:00-19:00 CEST

Official Welcoming

Corrado Azzollini - Segretariato MIBACT Marche
Marinos Ioannides - UNESCO CHAIR on Digital Cultural Heritage

Opening speech

Rosanna Binacchi
Director Desk Italia Europa Creativa
"Creative Europe and the role of the Desk Italia"

Keynote speech

Lia Ghilardi
Founder and Director Noema Culture & Place Mapping
"Activate Heritage and Cultural Resources for Sustainable Places"

Graham Bell

Board Member, Europa Nostra - Director, Cultura Trust, UK
"The stones will cry out"

QUESTION TIME

Enrico Cocchi

Director of the Regional Agency for the reconstruction after the 2012 earthquake of Emilia Romagna
"Cultural heritage and local communities. The Emilia Romagna case"

Fausto Pugnaroni

Senior Professor - Università Politecnica delle Marche
"Re-thinking Central-Italy minor historical settlements: integrated planning opportunities after 2016 earthquake"

QUESTION TIME

Moderator: **Roko Zarnic** - University of Ljubljana

REGISTER HERE: <https://ophera.beniculturali.it/en/206/webinars>
ophera.beniculturali.it

#StrongerTogether #UnitedInDiversity #EuropeForCulture #Opherapro



Professional profiles

CORRADO AZZOLLINI



Director of Regional Secretariat of the Ministry of Cultural Heritage (MiBACT) of Marche and Emilia Romagna Region. Delegate Official for the protection of historical heritage and communities of Italian exiles from Istria, Rijeka and Dalmatia. Member of the Scientific Committee of the Ravennantica Foundation "Parco Archeologico di Classe".

MiBACT superintendent of Parma and Piacenza

ROSANNA BINACCHI



Director for International Relations - General Secretariat Ministry of Cultural Heritage, Activities and Tourism. Since her arrival at the Ministry in the year 2000, she has consolidated her working experience in various areas and Directorates of the Ministry. In consideration of her technical skills, cultural and previous professional experience, she was given assignments with tasks of coordination of inter-institutional and international bilateral and multilateral relations, as well as of activities of European and international relevance. She has been Member of Committees for the development of several bilateral cultural agreements and for the participation of the Ministry to the organization of relevant projects of cultural promotion. Graduated in Modern Languages and Literatures, she holds a Master in Fine and Decorative Arts, London (1981), a Diploma in International Relations and Negotiations, National School of Public Administration. (2007); Diploma in European Public Management and Economic Policies, National School of Public Administration, SNA Rome (2016). Alongside her professional experience, she has cultivated continuing education, successfully attending numerous specialist courses in the field of European public policies, management, negotiations and international relations at the, Ecole National d' Administration, ENA, Paris, EIPA - European Institute of Public Administration, Maastricht.



Professional profiles

GRAHAM BELL



Chartered architect, adviser on conservation management and economic development of historic areas. He is an advocate of 'considerate development', applying the principles of sustainability and working with communities. He is also a champion for excellence in design, especially when intervening in historic settings. He represents English Heritage on the board of the Grainger Town Partnership in Newcastle upon Tyne, overseeing a six-year £200m regeneration programme that has won national and international best practice awards, including the Europa Nostra Prize for cultural environments. He is a member of Council of Europa Nostra and is on the Advisory Panel of the 7 Most Endangered sites of Europe. Past chairman of the Northumbria Historic Churches Trust and the Council of Newcastle Anglican Cathedral, he was a member of a working group that established Future for Religious Heritage, a European charity that supports historic places of worship of all faiths. He is a member of the International Advisory Panel for the Foundation for Jewish Heritage. Graham divides his time between the UK and Hungary, where he has set up the Hungarian Renaissance Foundation based on the model of NECT. He is a tutor at the Institute for Social and European Studies, has led a course in cultural heritage management at Academia Istropolitana Nova in Slovakia, and is a regular contributor to UK and European conferences.

"THE STONES WILL CRY OUT"- ABSTRACT

The catastrophe at Notre Dame in Paris was a moving experience of the power embodied in the stones of sacred places. Sacred not just in the spiritual sense, but as invested effort by our forebears in all places we now hold special. We are inspired by their legacy and heartbroken when they suffer. But if we do not express our appreciation or heartbreak, the stones themselves will bear witness to those who raised them up, and perhaps condemn us for not taking care. Graham Bell, who has responsibility for ancient places of worship and a diversity of historic places, will describe how the convergence of COVID-19, climate and digital changes everything. As a Board Member of Europa Nostra he is a lifelong advocate of civil society in its full inclusive sense. He will share his insight into the 'new normal' and how OPHERA speaks to the very heart of European society undergoing a fundamental reappraisal of its vulnerabilities and values, and its opportunities.



Professional profiles

ENRICO COCCHI



Geologist, as General Manager for Territorial and Negotiated Planning, Agreements.

European and international relations of the Emilia-Romagna Region, coordinated the post-earthquake reconstruction. From April 2016, he is Director of the newly formed Regional Agency for the reconstruction of the 2012 earthquake.

MARINOS IOANNIDES



Director of the Digital Heritage lab at the Cyprus University of Technology in Limassol since January 2013. He was the chairman of the joint international conferences CIPA, VAST2006 and VSMM2008 in Cyprus, and the permanent chair of the biannual EuroMed conference which were dedicated to innovation in Digital Heritage. In 1994 he received the unique EU KIT award from the European Commission for his achievements, and in 2010 he was awarded the prestigious Tartessos prize for his successes in 3D-documentation in cultural heritage from the Spanish and European Association of Virtual Archaeology. In 2017 he received the prestigious UNESCO Chair Award on Digital Cultural Heritage, as well as the EU Innovation Award at the Innovators in Cultural Heritage Fair in Brussels and the EU ERA Chair award on Digital Heritage. In 2019 the European Commission declared his project MSCA ITN-DCH as one of the best five projects in the "Life Changing innovation project" category in the last decade (2009-2019). Marinos Ioannides was the Coordinator of the Marie Curie Fellowship Project on Digital Heritage (www.itn-dch.eu) and the coordinator of the ViMM (Virtual Multimodal Museum - www.vi-mm.eu), which is responsible for developing the white paper for EU investment in Horizon Europe in the area of Digital Heritage. Marinos was the chair of the EU Digital Library Europeana Task Force Group on Advances in 3D documentation of cultural heritage assets.



Professional profiles

LIA GHILARDI



Founder and director of Noema, a UK-based organization working internationally to deliver place mapping and strategic cultural planning projects. Internationally recognized as a leader in the field of cultural urban development, she has worked for more than twenty years with civic leaders, urban designers, architects and arts organisations to provide creative and integrated solutions to the challenges of place making in contemporary cities. An inspiring public speaker, she lectures regularly on cultural planning in universities across Europe. In the UK, from 2007 to 2013, she was module leader at City University, London, where she delivered the Culture and Regeneration module as part of the MA in Culture, Policy and Management. In the late 1990s she was Visiting Lecturer and Honorary Research Associate at De Montfort University, Leicester, in the European Cultural Planning Unit. She is a member of the Academy of Urbanism, a network of influential thinkers, professionals and decision-makers working to create a better living for people in towns and cities, and a Fellow of the Royal Society for the Arts. Lia's background is in urban sociology; she has an MA with Distinction in Arts Criticism from City University (London) and a Diploma in Creative Thinking Skills from the De Bono Seminars Programme (Malta).

"ACTIVATE HERITAGE AND CULTURAL RESOURCES FOR SUSTAINABLE PLACES" - ABSTRACT

As well as talking about the positives of mobilising cultural resources for regenerating the economy of cities, I would like to take the opportunity of this presentation to offer some reflections from my experience of over twenty years of work as a cultural planner advising cities. If the pandemic teaches us anything, it should be that we need to rethink the way in which culture and associated activities have, over the past decades, been seen as the quick solution to the structural problems of post-industrial cities. In my talk I will look at how - in order to compete for visitors, investment and revenue - some cities have adopted an often too superficial 'cultural theme park' approach to urban development (e.g. in cultural tourism) to the detriment of other more potentially innovative aspects of local cultural life and production. Over-tourism, dispersion of population from regenerated city centres, loss of identity and/or social and spatial segregation are in some cases the unintended consequences of such approaches. I will argue that we need new ways of reinterpreting the task of city making. This has to be about putting the resilience of the community at the centre of cultural and creative city policies, together with joined up forms of governance. I will then give first-hand examples of projects I have conducted which feature community participatory processes of local cultural and urban DNA mapping, and show how these have led to more responsive and nuanced approaches to local development.



Professional profiles

FAUSTO PUGNALONI



Architect and senior professor of Architecture and Urban Design from 1980 at University Politechnic of Marche (UNIVPM) in Italy where he occupied many institutional tasks and offices as Institute and Department Director and Deputy Rector of International Relations. Honorary Professor at Huè University of Sciences in Vietnam, Visiting Professor at Bucea University of Beijing in China. Particularly in these countries he coordinated and coordinates Research Projects and Didactic Courses in the area of International Cooperation with Ministries of Research, Foreign Offices and Commerce, with Italian Ambassadors, with FAO, with OSCE: the topics are Rehabilitation and Value of Cultural Historic Heritage. About this topic of Cultural Heritage in Italy and that of Architectural Design he produced more than one hundred critical essays, publications and recently the books of the Series Asian Books referred to China and Indochina Architectural and Landscape Sites. As coordinator recently concluded a Research of University Ministry on the little towns as a model of social living and territory protection in Italy.