

In cooperation with



**THE ITALIAN MODEL OF REQUALIFICATION AND MANAGEMENT OF THE CULTURAL AND
ARCHITECTURAL HERITAGE
25 – 26 OCTOBER 2016**

**FONDAZIONE MAXXI – MUSEO NAZIONALE DELLE ARTI DEL XXI SECOLO
Via Guido Reni 4A - ROME
AUDITORIUM MAXXI**

In cooperation with:

**ALLEANZA DELLE COOPERATIVE, ASSORESTAURO,
CONFINDUSTRIA MARMOMACCHINE, FINCO**

PROGRAMME at 20.10

25 OCTOBER 2016

13.00

Registration of participants

LUNCH

Opening remarks :

Giovanna Melandri, President of MAXXI Foundation

*Giorgio Giovagnoli, Director of Directorate General for Trade Promotion of MISE - Italian
Ministry of Economic Development*

Ferdinando Fiore, Head of Consumer Goods Office, ITA - ITALIAN TRADE AGENCY

*Moderator: Paola Lisi, Coordination Office of Promotional Activities, ITA - ITALIAN TRADE
AGENCY*

14.00 – 17.15

MANAGEMENT AND ENHANCEMENT OF CULTURAL HERITAGE

14.00 – 14.40

The role of Italian cooperatives in the management and enhancement of cultural heritage

Andrea Ferraris, President of the Alliance of Italian Tourism and Cultural Heritage Cooperatives

14.40 – 15.20

Business models and ICT tools and solutions to enhance historical sites and their territories

Giovanna Barni, President of CoopCulture

15.20 -16.00

Management and valorization of cultural heritage

Elisabetta Bruno, Project Manager COPAT and CEO Heritage

COFFEE BREAK

16.15 – 16.40

Cooperativa Archeologia: the experiences of excellence in the recovery and enhancement of cultural heritage in Italy and abroad

Fabio Faggella, Chief Executive of Cooperativa Archeologia

16.40- 17.15

An Italian Regional model: Campania, culture, landscape and world heritage.

Leonardo Scotti, President of SIRE, social cooperative onlus

END OF SESSIONS

FREE EVENING

26 OCTOBER 2016

9.00

Registration of participants

Opening remarks :

Pietro Barrera, Executive Director of MAXXI

MISE - Italian Ministry of Economic Development

Giovanni Sacchi, Director, Coordination Office of Promotional Activities, ITA - ITALIAN TRADE AGENCY

Moderator: Alessandra Capobianco, Consumer Goods Office, Handicraft & Restoration, ITA - ITALIAN TRADE AGENCY

9.30 – 10.30

THE ARCHITECTURAL RESTORATION

9.30 - 9.50 A dialogue on the Italian Restoration Models: international experiences

Andrea Griletto, Technical Director of Assorestauro

9.50 - 10.10

The restoration Project: exchange of experiences

Nicola Berlucchi, Board of Councillors of Assorestauro

10.10 -10.30

Mitigation of the Seismic Risk on built heritage: the Italian guidelines and approaches

Alessandro Bozzetti, Vice-President of Assorestauro

COFFEE BREAK

11.00 – 13.00

THE SPECIALIZED RESTORATION

11.00 – 11.40

Stone: history, restoration, design

Massimiliano Caviasca, Director DMLAD, Dipartimento Materiali Lapidei in Architettura e Design – ISIM International Marble Institute

11.40 – 12.10

Stone technical Center - Services, training & assistance for Iranian stone sector development

Paolo Marone, President ISIM International Marble Institute

12.10 – 12.40

Examples of Italian certified entrepreneurship in the sector of specialized restoration

Antonella Docci, President of A.R.I. Associazione Restauratori d'Italia

12.40 – 13.00 The path of knowledge: approaches to vertical stratigraphy and diagnostic for performing conscious choices.
Rossana Gabrielli, Board of Councillors of Assorestauro

LUNCH

14.00 – 16.00

REQUALIFICATION OF THE ARCHITECTURAL AND CULTURAL HERITAGE

14.00 – 14.40 Role and contributions from FINCO's cultural heritage chain
Carla Tomasi, President of FINCO Cultura

14.40 -15.20 Application of diagnostic and anti-seismic reinforcement techniques for the cultural heritage protection
*Graziella Roselli, PHD and Researcher at University of Camerino
Domenico Liberatore, Department of Structural and Geotechnical Engineering*

15.20 – 16.00 Restoration and conservation: examples of multidisciplinary enhancement
Maria Laura Santarelli, Director of CISTeC Research Center in Science and Technology for the Conservation of historical-architectural heritage, Università La Sapienza Roma

COFFEE BREAK

16.15 – 17.15

TRAINING AND RESEARCH

16.15 – 16.40 A bond never broken, first cycle of seminars in Iran: The experience on seismic reinforcement in Tabriz and the restoration of architecture surfaces in Isfahan (december2016)
Nicola Berlucchi, Board of Councillors of Assorestauro

16.40- 17.15 Stone research, stone learning
Massimiliano Caviasca, Director DMLAD, Dipartimento Materiali Lapidei in Architettura e Design – ISIM International Marble Institute

19.30 – 21.30

NETWORKING COCKTAIL (*Open Colonna – Via Milano 9/a, Roma*)