

Summer School On /

**Arts, fashion,
and culture:
the era
of innovative
and creative
industries**

*How to develop
a winning
Italy - China
cooperation*



Info

SCIENTIFIC COORDINATOR
Francesca SPIGARELLI
spigarelli@unimc.it

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The University of Macerata

The University of Macerata / **UniMc**, in the Marche Region in Italy, is a Liberal Arts University with a very old history having been founded in **1290**.

As witnessed by the motto *Innovation through Humanism*, **UniMc** firmly believes in the added value that the social and human sciences bring to the understanding of socio-economic and political complexity, according to an interdisciplinary perspective. Innovation is often the result of interdisciplinary well-balanced approaches: the ability to imagine the future developments and to develop smart strategies and problem solving is never a simple matter of adopting and adapting new technologies. The critical and creative thinking has an important role in this process.

With the idea of linking humanism to **innovation** and **creativity**, **UniMc**, started promoting initiatives to boost and promote entrepreneurship in preferred industries. The target industries were chosen in relation to the specialization of the eco-system where Macerata is located: rich of medium and small firms specialized in typical made in Italy product (fashion, furniture, food), full of history and cultural heritage sites. The two main focus areas are: **cultural and creative industries**; and **food and tourism**.



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Location

Macerata, Villa Cola - Confucius Institute of Macerata

Period

11th-22nd July 2016

Daily sessions

9 am - 12 and 2 pm- 6 pm

First week

Thematic workshop by academics and speeches by professionals and experts.

Second week

A focus on key industries / Food&wine, Tourism, Digital games, Fashion with experts and field visits.

At the beginning of the Summer Schools, participants will be grouped in 4-5 groups to develop Business ideas and innovation ideas to be presented at the end of the 2 weeks period. Every day, students will have time to discuss and interact to develop their ideas.

Costs, services and full program

Participation fee: Euro 2.100

Fees include: bus transportation, including pick up at airport; accommodation at University dormitory or equivalent; lunches; one touristic trip; field visits and company visits; 10 teaching sessions; teaching materials

Please visit www.playmarchesrl.com

program

11th July	SESSION 1 / Creative and cultural Industries
12th July	SESSION 2 / Culture and creativity: the levers of innovation
13th July	SESSION 3 / Communicating with creativity: press, web, performing arts
14th July	SESSION 4 / How to finance creative and cultural firms and activities
15th July	SESSION 5a / Cultural heritage, tourism, food and wine
16th-17th July	Saturday and Sunday break Cultural visits Abadia di Fiastra, Frasassi caves
18th-19th July	SESSION 5b / A focus on Gastronomy, food and wine
20th July	SESSION 6 / Games, learning and entertainment
21st July	SESSION 7 / Fashion, creativity and design
22nd July	Discussions and interaction



Key players in the Innovation and Creativity fields involved in the Summer School

The following companies have already joined the Summer Schools. Other companies might be added later.

- RAINBOW
- ALIVE SHOES
- IGuzzini

