

Summer School On /

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

*How to develop
a winning
Italy - China
cooperation*



Info

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In cooperation with the following companies

iGuzzini



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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**.

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

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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.unimc.it/chinacenter/it/formazione-ed-eventi/summer-school

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

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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
IGuzzini

