Università Ca'Foscari Venezia
Dipartimento di Economia
Venice School of Management

in collaboration with BLISS DIGITAL IMPACT LAB | mac lab Management Arts Culture Laboratory

6th Workshop Rethinking Culture and Creativity

From Global Crises to Local Actions. Shaping the Future of Culture

29/30 October 2026

Campus San Giobbe, Fondamenta San Giobbe, Cannaregio 873, 30121 Venice.

Thursday, October 29, 2026

9:30–10:10	Registration
10:15–10:30	Welcome Greetings · Room 9b
10:30–11:30	**Opening Keynote Speech** · Room 9b *Justin O'Connor*, Professor of Cultural Economy, University of South Australia
11:30–13:10	**Parallel Sessions A**
13:10–14:20	Lunch Break
14:20–16:00	**Parallel Sessions B**
16:00–16:30	Coffee Break
16:30–18:10	**Parallel Sessions C**
19:30	Social Dinner · COMBO - Campo dei Gesuiti, 4878, 30121 Venice

Friday, October 30, 2026

9:10–10:25	**Parallel Sessions D**
10:25–10:45	Coffee Break
10:45–12:00	**Parallel Sessions E**
12:10–13:10	**Closing Keynote Speech** · Room 9b *Andrea Del Mercato*, General Manager, La Biennale di Venezia
13:15	Lunch Break

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Parallel Sessions A · 11:30–13:10

Session A1 · Cultural Tourism and Heritage Meeting Room 1	Chair: **Mehlika Saraç**
Between Thermal Waters and Alpine Peaks: Governance, Business Model Innovation and Destination Integration in the Province of Pistoia	**Vianello Diletta**, Liberatore Giovanni, Miccini Rebecca
Is the UNESCO world heritage list a threat for sustainable cultural tourism? Evidence from european historical sites	**Martina Dattilo**, Fabio Padovano, **Giovanna Segre**
Disability inclusion at heritage sites: the role of tourism	**Chiara Dalle Nogare**, Michelle Bonera, Ilenia Bregoli
Adaptive Heritage Reuse as a Circular Tourism Model: The Case of Corporate Museums in the Danish–German Border Region	**Mehlika Saraç**, Klarissa Lueg, Henri Frank-Michael Haase
Session A2 · Spatial Dynamics of Culture and Creative Industries Aula Saraceno	Chair: **Alice Campbell**
The spatial organization of the European videogame industry: a data-driven spatial clustering approach	**Enrico Bertacchini**, Cecilia Maronero, Pierpaolo Patrucco
The Geography of Street Art: Location Choice, Agglomeration, and Urban Dynamics	Alexander Cuntz, Alessio Muscarnera, **Lorenzo Zirulia**
Re-Territorializing the Fashion and Textiles Industry: Mapping Clusters and Specialization in The Netherlands	**Mariangela Lavanga**, **Younghyun Kim**
Mapping Cultural Audiences: A Spatial Social Network Analysis of UK Venue Networks	**Alice Campbell**
Session A3 · Audience, Participation and Engagement Aula Laguna (Polo Rispoli)	Chair: **Federica Aramu**
From knowledge to experience: rethinking the cultural valuechain through cross-industry synergiesand cross-mediatrails	Giulia Ballarin, Nicole Greco, **Michele Trimarchi**
Testing the Omnivore Thesis in a Jazz Festival Setting: Evidence from the Torino Jazz Festival 2026	**Stefania Camoletto**, S. Della Monica, F. Prever, G. Segre
From Studio to Public Space: Artists' Open Studios as a Local Response to Global Challenges to Audience Access	**Anna M. Dempster**
The future of old objects: how Generation Z engages with antiques	**Federica Aramu**

Session A4 · Cultural Markets and Economic Dynamics Meeting room 7	Chair: **Olav Velthuis**
Before the low-end market: Informational frictions and the survival of cultural goods	**Alessia Crotta**, Francesco Angelini
The effect of cultural capital on economic growth path and welfare: from human capital regime to cultural capital regime	Tsuyoshi Shinozaki, Anna Mignosa, Mitsuyoshi Yanagihara, **Isidoro Mazza**, **Minoru Kunizaki**
Assessing the Value of Creative Industries in Saudi Arabia Beyond Conventional Metrics	**Sarah Najm**, Sara Maioli, Mehmet Soytas
The Return of the Medici? The Role of Private Museums in Fostering Innovation in the Arts	**Olav Velthuis**

Parallel Sessions B · 14:20–16:00

Session B1 · AI, Authorship and Creativity Meeting Room 1	Chair: **Alice Demattos Guimarães**
Beyond AI Anxiety: Coding Cultural Value — Defining Art and Co-Creation in a Systematic Literature Review Through Design communication	**Attila Dinnyés**, Balázs Fekete
Whose Creativity, Whose Value? Mapping Concepts of Creativity and Authorship in Research on AI in the CCS	**Christian Holst**, Olga Kolokytha, Yulia Belinskaya
Style as a learnable and reproducible distribution? A parallel between GAN algorithms and the Bassano Workshop	**Linda Guerrini**, Massimiliano Nuccio
Artistic Reputation as Intellectual Property? AI and the Hidden Assumptions of the Concentric Circles of Cultural Industries	**Alice Demattos Guimarães**, Stina Teilmann-Lock
Session B2 · Cultural Governance and Participation Aula Saraceno	Chair: **Mara Cerquetti**
Cultural Heritage Ecosystems as Local Action Arenas: Collaborative Governance, Public Value, and Sustainable Territorial Development	**Francesco Badia**
Practices of co-production in the heritage setting: Tensions and resolutions in Italian Collaboration Agreements	**Alessandro Gaballo**, Valeria Morea
Fragmented Governance and Shared Digital Practices: Institutional Dynamics in the Italian Cultural Sector	**Elena Missaggia**
Collaborative agency pathways and local policies: commoning as an enabler of cultural welfare	**Danny Casprini**, Alessandra Oppio, Mario Calderini

Towards Transformative Governance in the Context of the Triple Transition in Marginal Areas: Insights from the Montalto MetroborgoLab Project	**Mara Cerquetti**, Dario D'Urso
Session B3 · Cultural Value Beyond Markets Aula Laguna (Polo Rispoli)	Chair: **Arjo Klamer**
From preservation to interpretation: cognitive sustainability and the future of cultural and developmental policy	**Patrycja Kaszynska**, Michele Trimarchi
A cultural economics perspective on the impact of AI on public value generation in the cultural sector	**Trine Bille**, Peter Booth, Joanna Woronkowicz
Culture and sustainable development: A review of key concepts and policy applications	**Meenu Kadalassery**, Valentina Montalto
The Human Economy.	**Arjo Klamer**
Session B4 · Digital Transformation in Culture and Heritage Meeting Room 7	Chair: **Alice Fontana**
Digital innovation in performing arts: a benchmark of strategic trajectories of Italian organizations	**Andrea Zamparelli**
Between technical constraints and creative freedom: digital reconstruction of cultural heritage under EU copyright law and the concept of originality	**Francesca De Luca**
Symphonies of the Invisible: New Technologies from Three Music Conservatories Reinterpret INGV's Oceanographic Sounds for World Oceans Day	**Serena Carapellese**, Stefano Lelii, Nadia Lo Bue
Digital cultural heritage visitors' preferences towards immersive technologies: a choice experiment approach	**Alice Fontana**

Parallel Sessions C · 16:30–18:10

Session C1 · Culture-Led Regeneration and Territorial Change Meeting Room 1	Chair: **Anna Della Valle**
Territorial Impacts of the European Capital of Culture: Evidence from Guimarães 2012	Roberta Capello, **Silvia Cerisola**
What Remains After the Event? National Capitals of Culture and the Governance of Cultural Legacy in Europe	**Ana Maria Fernandes Leite**
Co-creating Territorial Narratives through Souvenir Design: Insights from the SOCRAT Living Labs	**Vitale Angela**

Low cost cultural-led urban regeneration projects in Genova	**Anna P. Della Valle**
Session C2 · Financing Culture Aula Saraceno	Chair: **Francesco Angelini**
Determinants of local cultural expenditure in Italy: Spatial interdependence, dynamics, and territorial disparities (2004–2019)	Antonella Ardizzone, **Valeria Morea**, Stefania Tonin
Do Tax Incentives Democratise Cultural Fundraising? Territorial Concentration and Inequality in Italy's Art Bonus	**Federica Rubino**, Paola Borrione, Rossella Lombardo, Alessia Crotta
The public value of arts and culture – How to get there from a German perspective	**Linus Lutz**
Financing the arts and culture in Europe: what has changed in the last 20 years?	**Anna Mignosa**, Arjo Klamer, Lyudmila Petrova
Public, private, or nothing: How US citizens conceptualize support for local artists	**Francesco Angelini**, Johan Lyrvall
Session C3 · Internationalization, Mobility and Cultural Relations Aula Laguna (Polo Rispoli)	Chair: **Helena Santos**
Beyond Borders: A Systematic Review of Internationalization Pathways for Performing Arts Organizations	Claudio Becagli, Matilde Milanesi, **Stefania Oliva**
Silk Threads and Trade Ties: A Causal Analysis of the Belt and Road Initiative on EU Cultural Imports	**João Pereira da Silva**, Helena Santos
Locally Anchored: The Politics of Artistic Mobility and Settlement under Global Crisis	**Haiyin Chen**
Idiosyncrasies of Southern Europe: what do the (co)production relationships of the films screened in Portugal's non-commercial circuit tell us?	**Helena Santos**, Luís Delfim Santos, João Pereira da Silva
Session C4 · Cultural Management, Skills and Organizational Change Meeting Room 7	Chair: **Vittoria Biasiucci**
Workbenches in business schools: the role of craft in management learning	**Manfredi de Bernard**, Fabrizio Panozzo
Shaping Cultural Skills: Banking Foundations and Emerging Competence Profiles in Italy	**Martha Friel**, Angelo Miglietta, Giorgia Natoli, Emma Zavarrone
Museum leader attitudes towards AI for creative and audience-facing offerings	**Peter Booth**, Trine Bille

Project-Based Governance and Value Reconfiguration in Cultural and Creative Industries	**Vittoria Biasiucci**

Friday 30 October 2026

Parallel Sessions D · 9:10–10:25

Session D1 · AI Adoption in Cultural Organizations Meeting Room 1	Chair: **Concetta Castiglione**
The perceived affordances of GenAI adoption in Italian cultural institutions: bridging the micro and meso level of analysis	**Eleonora Carloni**, Carolina Marchesin, Deborah Agostino
Generative AI Adoption, Perceived Risks and Business Model Innovation. A Structural Equation Modelling Analysis of Italian Creative Industries	**Francesco Capone**, Stefania Oliva, Niccolò Innocenti, Luciana Lazzeretti
Exploring the impact of artificial intelligence on the cultural sector: an empirical analysis on Italian firms	**Concetta Castiglione**, Davide Infante
Session D2 · Culture and Development in Peripheral Areas Aula Saraceno	Chair: **Andrea Carlo Lo Verso**
Rural culture-led regeneration strategies in Sweden: challenges in horizontal coordination	**Katja Lindqvist**
Recognition of cultural heritage as an asset in peripheral local government development strategies in Poland	**Monika Murzyn-Kupisz**, Jarosław Działek
Communities in peril. Practices of heritage making to resist the decline of the low mountain	**Andrea Carlo Lo Verso**, Monica Calcagno, Duna Viezzoli
Session D3 · Culture Under Pressure: Resources and Resilience Aula Laguna (Polo Rispoli)	Chair: **Lea Jakob**
The evolving role of libraries in England: between financial pressures and communities	**Jessica Berlin**, Roberta Comunian, Salvatore Di Novo
Keeping the Shows Alive: Monopsony, Remuneration Restraints, and Industry Survival in (Italian) Opera	**Carlo Alberto Petruzzi**, Francesco Angelini
„MAKING MUSIC, MAKING DO?!“	**Lea Jakob**
Session D4 · Place-Based Cultural Renewal Meeting Room 7	Chair: **Ilenia Bregoli**
Place Leadership in Culture-Led Development: Four European Trajectories	**Valentina Montalto**

Cultural Reservoirs of Hard-to-Codify Knowing: Michibata-no-Chi and the Competitive Renewal of Peripheral Knowing in an Age of AI	**Tamane Ozeki**, Toshihide Yamashita
Regenerative Tourism and Cultural-Led Revitalisation: The Case of Bienno-Borgo degli Artisti 2.0	Francesca Ceruti, **Ilenia Bregoli**

Parallel Sessions E · 10:45–12:00

Session E1 · Culture, Climate and Sustainability Meeting Room 1	Chair: **Luciana Lazzeretti**
Climate Change, Cultural Governance, and Adaptive Competitiveness: Institutional Responses in Global Wine Regions	**Marilena Vecco**, Mohamed Amal, Dinora E. Floriani
Perceptions of the risks posed by climate change and extreme weather events to Cultural World Heritage sites are interrelated	**Martin Thomas Falk**, Eva Hagsten
Assessing Climate-Related Risks In Florence's Historic Center	Emma Furlan, **Luciana Lazzeretti**, Stefania Oliva
Session E2 · Cultural Policy and Change Aula Saraceno	Chair: **Meenu Kadalassery**
From Creative Europe to AgoraEU: Paradigm Accumulation and the Reconfiguration of Cultural and Creative Industries Value Chains	**Anne-Laure Riotte**
Culture under democratic pressure: AgoraEU and the politics of instrumentalisation	**Fabrizio Panozzo**
The role of Museums in post-colonial times: pivoting soft power by restoring cultures	**Ilaria Ruggiero**, Roberta Bernabei, Tincuta Heinzel
Session E3 · Cultural Work, Identity and Recognition Aula Laguna (Polo Rispoli)	Chair: **Elettra Bastanzetti**
Stepping into the Unknown: The practice of ignoring as expertise in the Art and Health field	**Ilaria Foroni**
Invisible Intermediaries: Symbolic Value and Material Struggle for Recognition and Authority in the Creative Work	**Enrico Pittalis**
Investigating the Professional Identity of Artisans Within the Digital Transition	**Elettra Bastanzetti**, **Diego Domenichelli**
Session E4 · Cultural Valuation and Experience Meeting Room 7	Chair: **Irina-Constanța Theodoru**

When cultural venues defy their category: perceived atypicality and experiential value in a university-based cultural venue	**Ghofrane Ghariani**, Juliette Passebois Ducros
Capturing the Unobserved: Latent Product Characteristics in the Low-End Market for Cultural Goods	Alessia Crotta, **Anne-Sophie Radermecker**
Rethinking Cultural Value Creation in the Age of AI: An Integrated Conceptual Model of Consumer Responses to AI-Generated Cultural Communication	**Irina-Constanța Theodoru**

Organizing and Scientific Committee

The workshop is organized by Massimiliano Nuccio and Andrea Baldin (Ca' Foscari University of Venice), with the collaboration of Luciana Lazzaretti (University of Florence), Mara Cerquetti (University of Macerata), Anna Mignosa (University of Catania), Pier Luigi Sacco ("Gabriele d'Annunzio" University of Chieti–Pescara), Giovanna Segre (University of Torino), Ludovico Solima ("Luigi Vanvitelli" University of Campania).