



INVESTMENTS IN INNOVATION

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SESSION 3

THE FUTURE OF CULTURAL HERITAGE IN SMART CITIES

25th November 2014

Royal Museums of Art and History
Cinquantenaire Museum
Brussels

On the occasion of



Presidenza Italiana
del Consiglio
dell'Unione Europea



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THE FUTURE OF CULTURAL HERITAGE IN SMART CITIES

"Working languages: Italian and English - Interpreting service: Italian, English, French - Auditorium

Cultural heritages are fundamental aspects of our identity and must be transferred to the next generations in the best possible conditions. European cultural heritage is of exceptional economic importance, generating an estimated annual revenue of € 335 billion and (directly or indirectly) 9 million jobs. Moreover the market for conservation of this heritage is estimated at some € 5 billion per year. The up to date research goals are devoted to improved damage assessment, to develop innovative conservation strategies and to the integration of the most advanced technologies to allow their safe, sustainable and effective fruition. Promoting culture and cultural assets is promoting creativity with precious feedback on the industrial innovation in any sector. The panellists and the participants will discuss the most advanced technologies for restoration and preservation as well as the energetic sustainability of the historical buildings.

Interpreting Service English, French, Italian

09:00 – 09:30

WELCOME ADDRESS

- ▶ **Eric GUBEL, Director a.i. of Royal Museums of Art and History in Brussels**
- ▶ **Alfredo BASTIANELLI, Ambassador of Italy in Belgium**
- ▶ **Marie-Paule ROUDIL, UNESCO Representative to the European Union**
- ▶ **Dario FRANCESCHINI*, Italian Minister of Cultural Activities, Heritage and Tourism**

* to be confirmed

09:30 – 09:45

INTRODUCTORY REMARKS

Anna Conticello – Managing director of MIBACT General Secretary Office



RESTORATION: ADVANCED TECHNOLOGIES FOR THE FUTURE OF OUR PAST.

9:45 - 11:30

ROUND TABLE

Moderator: Giovanna De Palma – Istituto Superiore per la Conservazione ed il Restauro

The most advanced diagnostics and technologies are increasingly applied to the restoration of Cultural heritage leading industries and investments in the sector. Restoration of cultural heritage is not only a moral duty, but also a source of industrial innovation, growth and jobs representing a very difficult environment where the best technological products and methodologies can be tested and eventually transferred to different contexts. The participants will discuss on a variety of interventions and about the most recent successful stories which lead to cultural and industrial innovation.

Panelists:

- Lucia Toniolo, Polytechnic of Milan
- Giovanna De Palma – Istituto Superiore per la Conservazione ed il Restauro
- Cristina Sabbioni, National Research Council of Italy
- Teodoro Auricchio, European Institute for Restoration of Ischia
- Leonardo Masotti, El.En Group
- Paola Germoni, Superintendence for Fine Arts, Rome
- Simon Keay, University of Southampton / The British School at Rome
- Alessandro Naso, National Research Council of Italy
- Piero Mandò, National Institute of Nuclear Physics
- Massimo Marzorati, Micro4you art

11:30 – 12:00 coffee break



PROTECTION, PRESERVATION AND FRUITION OF CULTURAL HERITAGE

12:00 – 13:45

ROUND TABLE 2

Moderator: Alberto Melloni – Fondazione per le Scienze Religiose “Giovanni XXIII”

Cultural heritage needs care and promotion to express its best potentiality, namely to be the most effective ambassador of peace. Technologies and industries in a large number arise in order to protect and the promote cultural heritage and many enterprises apply the most sophisticated products in order to make sustainable the management of historical buildings and museums. The participants will discuss about different technologies developed ad hoc to protect cultural heritage in order to make safer and wider their fruition.

Panelists:

- Adriana Bernardi, National Research Council of Italy
- Gerardo De Canio, ENEA, Casaccia Research Centre
- Stella Styliani Fanou, ENEA, Casaccia Research Center
- Vanessa Boschloos and Hendrik Hameeuw, Royal Museum of Art and History
- Riccardo Saccenti, Fondazione Giovanni XXIII
- Alfonsina Russo Tagliente - Superintendence for Archeological Heritage of Southern Etruria and Antonella Guidazzoli – CINECA
- Cristiano Radaelli, Confindustria
- Thomas Bremer, Università di Berlino, Facoltà di Scienze applicate
- Ferdinando La Tour, EPOGEA Produzione e mercato

13:45 – Sandwich lunch



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