



**INTERNATIONAL CONFERENCE ON
CULTURAL HERITAGE PRESERVATION**

29 May - 1 June, 2012

Split, Croatia

VALORIZATION OF CULTURAL HERITAGE

THE ROLE OF THE UNIVERSITY



TEMA Lab

- ✧ A unit of the Department of Built Environment Science and Technology, at Politecnico di Milano, Mantua Campus
- ✧ Focused on Technology, Environment & Management of the built environment
- ✧ 10 years of collaboration with Mantua Province, Mantua Chamber of Commerce and Industry, Handicrafts and Agriculture, Mantua and Sabbioneta townships and other local administrative bodies
- ✧ Developing a territorial partnership network for the integrated valorization of CH that includes: local government bodies (region, provinces, comunes), local businesses, cultural institutions, international universities, technology centers

Context: Mantua



- ✧ A high density of built CH valued for its relevance to Renaissance town planning
- ✧ Exceptional testimonies to the urban, architectural and artistic realizations of the Renaissance, linked through the visions and actions of the ruling Gonzaga family
- ✧ A “historic urban landscape” and a “cultural milieu” approach that require integrated conservation & valorization and a high degree of awareness among the local actors on the conservation and valorization of built CH
- ✧ Aiming for multi-scalar, multi-sector governance based on diffuse and participative knowledge



The role of the University

- ✧ Teaching
 - ✧ Research
 - ✧ “Third mission”: awareness transfer and integration between scientific research, local industries and public administration
 - ✧ capitalizing on the production and dissemination of knowledge and of the long term goals
 - ✧ capitalizing on the ability to activate collaborative networks connecting research units, private stakeholders and public administration.
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TEMA Lab

4 interdependent areas of focus

- ✧ innovation & technology transfer
 - ✧ environmental design
 - ✧ human capital & training
 - ✧ valorization of cultural heritage
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TEMA Lab: Goals

- ❖ Mantua as a regional "centre of excellence" for the conservation and promotion of cultural heritage
- ❖ Consolidation of the territorial partnership, a key element in a wide-scale multi-year intervention
- ❖ Co-involvement of institutions and businesses in the field of cultural heritage, locally and at the international level
- ❖ Stimulation of innovative entrepreneurship
- ❖ Knowledge transfer to businesses that use cultural heritage as a driver for the local economy
- ❖ Training in integrated management of cultural heritage

TEMA Lab: Innovation & Technology Transfer

- ✧ "Development of a model of competitive intelligence to support innovation and technology transfer for SMEs"
- ✧ "Innovating and qualifying the construction industry. Support for new Mantuan businesses"
- ✧ "An integrated system for an innovative spin-off model for Destra Secchia businesses"
- ✧ "Eco-design and environmental quality. Economic stimulus for improving the environmental performance of production processes and products from an inter-woven perspective"



TEMA Lab: Environmental Design Axis

- ✧ "Guidelines for the proposed upgrading of Theophilus Folengo and Matilda of Canossa Squares"
- ✧ "Research for environmental restoration and landscaping of the cycle/pedestrian path on the right bank of the Mincio River and surrounding public areas"
- ✧ "Pre-feasibility study for the environmental rehabilitation and revitalization interventions in the Corte Boschi on the bank of the Mincio River"



TEMA Lab: Human Capital & Training axis

- ✧ PhD program in "Design and technology for the valorization of cultural heritage"
- ✧ Level 1 Master's in "Management of cultural, environmental and scenic resources"
- ✧ Level 1 and 2 Master's in "Project Design for Planned Conservation", funded through the Centre for Planned Conservation of the Gonzaga Palaces Cultural District
- ✧ Master's in "Management of Cultural and Tourist Hospitality"



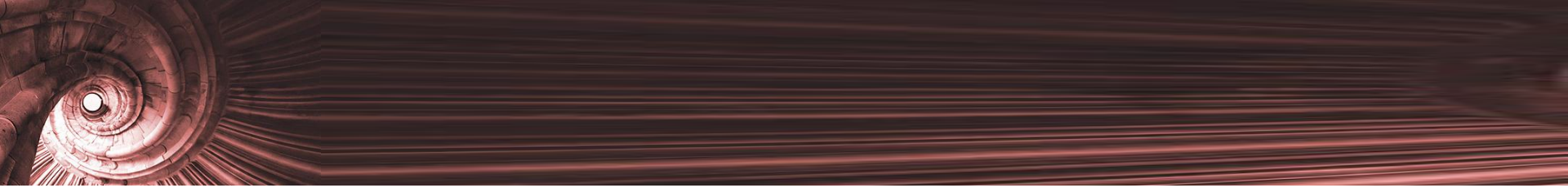
TEMA Lab: Valorization of Cultural Heritage axis

- ✦ "Mantua Morenica Territorial Marketing Plan"
- ✦ "Framework for the promotion of the Mantua Morenica Area"
- ✦ "Morainic Hills of Lake Garda"
- ✦ "Mantua Commerce & City of Culture"
- ✦ "Cultural District of The Palaces of Gonzaga"
- ✦ "Oltrepò Mantovano Territorial Marketing Plan" & "Communication Plan"
- ✦ Cultural District of "Oltrepò Mantua for Innovation, Unity and Development - DOMInUS"



TEMA Lab: Future prospects

- ✧ A program of activities in collaboration with the UNESCO office in Mantua and Sabbioneta
- ✧ Initiatives supporting the UNESCO Management Plan, "designed to combine the demands of preservation and conservation with integrated development across the territory"
- ✧ Involving the UNESCO offices in the student training via apprenticeship periods in the institutional activities of the office in Mantua and Sabbioneta.



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