

# Energy, Beauty, Participation: Cultural Heritage Adaptive Reuse as driver of Circular Regeneration and Sustainable Regional Development

12-13 June 2022, Naples

OFFICIAL  
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EVENT

OF THE  
**THE FESTIVAL**  
of the New European Bauhaus



## Scientific Committee

Luigi Fusco Girard  
Antonia Gravagnuolo  
Maria Cerreta  
Pasquale De Toro

## Organising Committee

Valentina Apicerni  
Martina Bosone  
Rita Carfagna  
Stefano Carotenuto  
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**12<sup>th</sup> June, 18:45-21:00 h | Welcome cocktail and guided study visit at the Catacombe di San Gennaro**

Meeting point: Via Capodimonte 13, 80100, Napoli

**13<sup>th</sup> June, 9:30-17:30 h | International Conference at CNR IRISS**

Venue: Via G. Sanfelice 8, 80134, Napoli – 6th floor, Sala Convegni

**9:30 h | Registration**

**9:45 h | Welcome and introduction**

**Massimo Clemente** | Director, CNR IRISS

**Jorge Nieto-Angulo** | European Commission / REA

**Luigi Fusco Girard** | Emeritus Professor University of Naples Federico II, CNR IRISS Associate

**Antonia Gravagnuolo** | Researcher, CNR IRISS, Horizon 2020 Be.CULTOUR Coordinator

**10:00-10:30 h | Andrew Potts – ICOMOS Climate Heritage initiative**

*Unlocking the Potential of Arts, Culture and Heritage to Help People Imagine and Realise Climate Resilient Futures*

**10:30-12:00 h | Session 1**

**Energy, beauty, participation towards the New European Bauhaus: the adaptive reuse of abandoned and underused heritage sites as a strategy for the circular city**

**Chair: Antonia Gravagnuolo | CNR IRISS**

**Luigi Fusco Girard** | Emeritus Professor, Horizon 2020 CLIC project Scientific Coordinator

*Circular economy and cultural dimension through the adaptive reuse of cultural heritage: towards the New European Bauhaus*

**Cristina Garzillo** | ICLEI Europe – Local Governments for Sustainability

*Place based approach, experimentation and circular governance in the adaptive reuse of heritage sites*

**Anna Domaradzka, Magdalena Roszczyńska** | University of Warsaw, Institute for Social Studies

*Liveability and social sustainability framework for circularity, health and wellbeing*

**Paolo Ciambelli** | Emeritus Professor, University of Salerno  
*Energy issues in Cultural Heritage adaptive reuse*

**Cristiana Parisi** | Copenhagen Business School, Horizon 2020 REFLOW Coordinator

*Measuring the social impact of circular economy interventions at the urban level: evidence from the REFLOW project*

**Hanna Szemző** | Metropolitan Research Institute, Horizon 2020 OpenHeritage Coordinator

*Human and community-centered adaptive reuse: where its strengths lie and what is unrealistic to expect?*

**Christian Ost** | ICHEC Brussels Management School  
*Circular business models to enhance cultural heritage sites from an entrepreneurial perspective – economics of conservation in the times of ecological transition*

**Discussion (15 min)**

**12:00-12:15 h | Break**

**12:15-13:30 h | Session 2**

**Enhancing remote and less-known cultural heritage sites through circular and human-centred cultural tourism**

**Chair: Maria Cerreta**, University of Naples Federico II, CNR IRISS Associate

**Antonia Gravagnuolo** | Horizon 2020 Be.CULTOUR Coordinator

*Towards circular and human-centred cultural tourism: the experimentation of Be.CULTOUR*

**Gaia Marotta** | ERRIN European Regions Research and Innovation Network  
*Building a Community of innovators in circular cultural tourism*

**Anna Salvaggio** | Community Cooperative “Identity and Beauty”, Sciacca5Sensi, Sciacca, Italy

*The experience of Sciacca 5 Senses open-air museum: the role of local community networks for a circular, human-centred and cultural tourism*

**Pauline Alexopoulou** | ANETEL Larnaca and Famagusta Development Agency  
*Action Plan co-development for circular cultural tourism in the rural area of Larnaca, Cyprus*

**Patrizia Riganti** | Professor in Tourism, Glasgow University  
*Cultural tourism innovation and blue economy: evaluation approaches*

**Raffaele Vitulli** | Basilicata Creativa / MateraHub  
*Circular cultural tourism innovation in Basilicata, Italy*

**Discussion (15 min)**

**13:30-14:30 h | light lunch**

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### 14:30-15:45 h | Session 3

**New European Bauhaus: landscape, design and architecture enhancing cultural identity and beauty towards circular and human-centred cities**

**Chair: Pasquale De Toro** | University of Naples Federico II, CNR IRISS Associate

**Marco Acri** | University of Nova Gorica, Partner of Horizon 2020 CLIC and URBiNAT projects

*The aesthetic dimension of circular heritage adaptive reuse: from waste to taste*

**Sara Martignoni** | Veneranda Fabbrica del Duomo di Milano  
*An European alliance for cultural heritage skills: the Charter project*

**Amleto Picerno Ceraso** | Medaarch, CAD Centre for Digital Artisans  
*Rescaling urban manufacturing for post-industrial and circular economy: the example of the Center for Digital Craftsmanship*

**Francesca Pozzebon** | ERRIN European Regions Research and Innovation Network, Cultural Heritage in Action project  
*Towards a European learning community on cultural heritage*

**Marcella De Martino** | Senior Researcher, CNR IRISS  
*Adaptive reuse of religious heritage in Naples: the experimentation of "Ad Maiora" project*

**Raffaele Lupacchini** | Director of European Funds of the City of Salerno, Partner of Horizon 2020 CLIC  
*The circular adaptive reuse of cultural heritage in Salerno*

**Aliona Lupu, Ivo Allegro** | Iniziativa Cube  
*Public-private-people partnerships cooperation towards circular finance for cultural heritage*

### Discussion (15 min)

### 15:45-16:00 h | Break

### 16:00-17:00 h | Session 4

**Evaluation methods for cultural heritage adaptive reuse and regeneration in the circular economy perspective**

**Chair: Martina Bosone** | CNR IRISS

**Francesca Buglione, Martina Bosone, Mariarosaria Angrisano** | University of Naples Federico II, CNR IRISS, Pegaso University  
*Opportunities for cultural heritage adaptive reuse: towards the definition of "satisfying project" for Edifici Mondo in Salerno, Italy*

**Valentina Apicerni, Valentina Castronuovo** | CNR IRISS  
*Data analysis for circular cultural tourism: an experimentation in six European pilot heritage sites*

**Francesca Nocca** | University of Naples Federico II  
*Circular economy and cultural heritage conservation: a proposal for integrating Level(s) evaluation tool*

**Eugenio Muccio, Giuliano Poli** | University of Naples Federico II  
*Circular, Cultural and Creative City. A Multi-dimensional Decision Making Process for Metropolitan Regeneration Strategies*

**Sabrina Sacco, Stefania Regalbuto** | University of Naples Federico II  
*A Decision-Making Process for Circular Regeneration of The City-Port: The East Naples Case Study*

### 17:00 h | Conclusions

Luigi Fusco Girard, Antonia Gravagnuolo, Andrew Potts

### 17:30 h | End of conference

Event website: [www.becultour.eu/NEB-side-event-Naples](http://www.becultour.eu/NEB-side-event-Naples)

Streaming: <https://www.iriss.cnr.it/youtube>