

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

12-13 June 2022, Naples

OFFICIAL
SIDE
EVENT

OF THE
THE FESTIVAL
of the New European Bauhaus



12th 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

13th 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 Salvagio | 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 Larnaka, 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

Scientific Committee

Luigi Fusco Girard
Antonia Gravagnuolo
Maria Cerreta
Pasquale De Toro

Organising Committee

Valentina Apicerni
Martina Bosone
Rita Carfagna
Stefano Carotenuto
Valeria Catanese
Mario De Lucia
Angela Di Tota
Antonio Marino
Lucia Melorio
Serena Micheletti
Emanuela Motta
Attilio Musella
Angela Petrillo
Vincenzo Smiglio

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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

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