

Digitalisation and Innovation for Heritage & Culture

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The role of culture in the European context, from 2006 (Figel report).

The investment of the European Union in the cultural and creative industries (programmes, reports, etc.)

The role of culture for well being (cultural welfare), innovation (Index of Cultural Practice as measured by the Eurobarometer (2013) European innovation scoreboard), social cohesion, soft power, local identity, new entrepreneurship models.

What kind of heritage is Venice ?

Welcome to Venice, the theme park

Venice is already a theme park, so why not hand the city over to a company that would do a better job of running it, argues a leading economist

John Kay

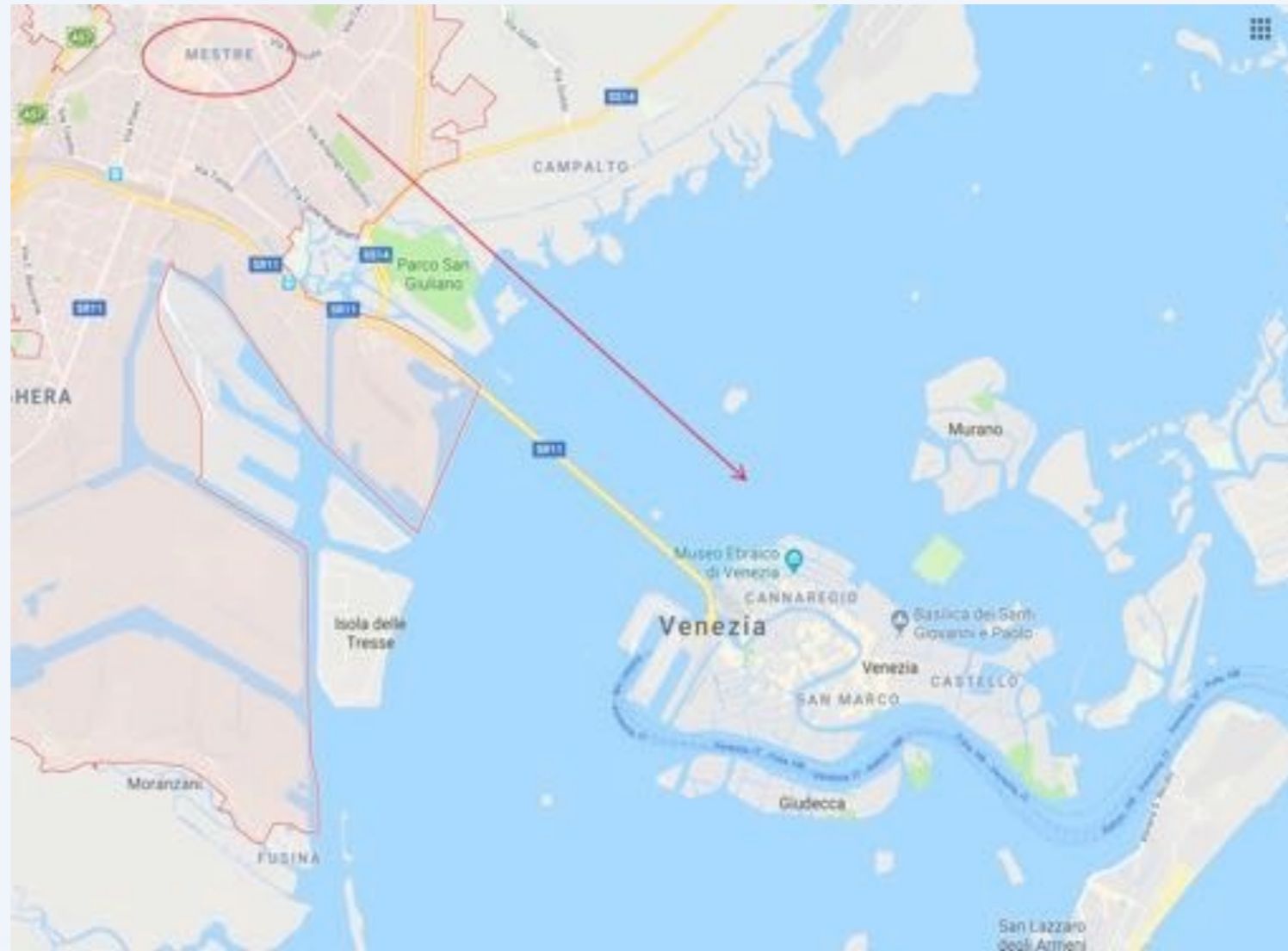
March 1 2008, 12:00am,
The Times

VENICE is the first urban theme park. Like any other theme park, it is full of attractions, but impractical for everyday living. Since it has about 70,000 residents and 19 million visitors a year, most of the people you find in Venice at any time are tourists.

The ratio of tourists to residents will rise inexorably. Economic growth will add millions to the numbers of potential visitors, while the fall in numbers of permanent residents, who face high prices for accommodation and low availability of groceries and hairdressers, will continue.

The economic logic that leads people to visit Venice for their honeymoon but not to discuss their pension plan will forever dictate the structure of Venice's economy.

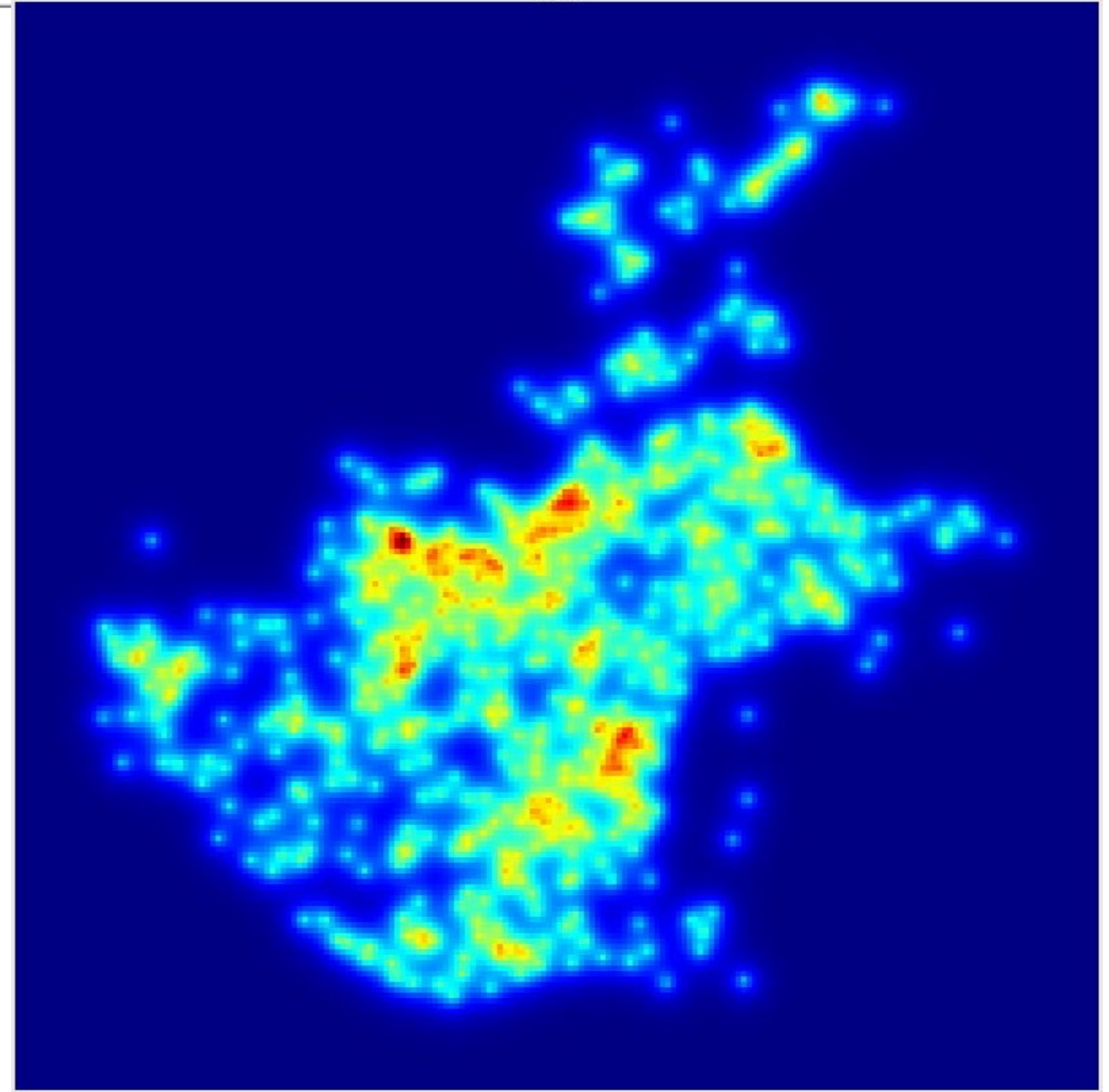
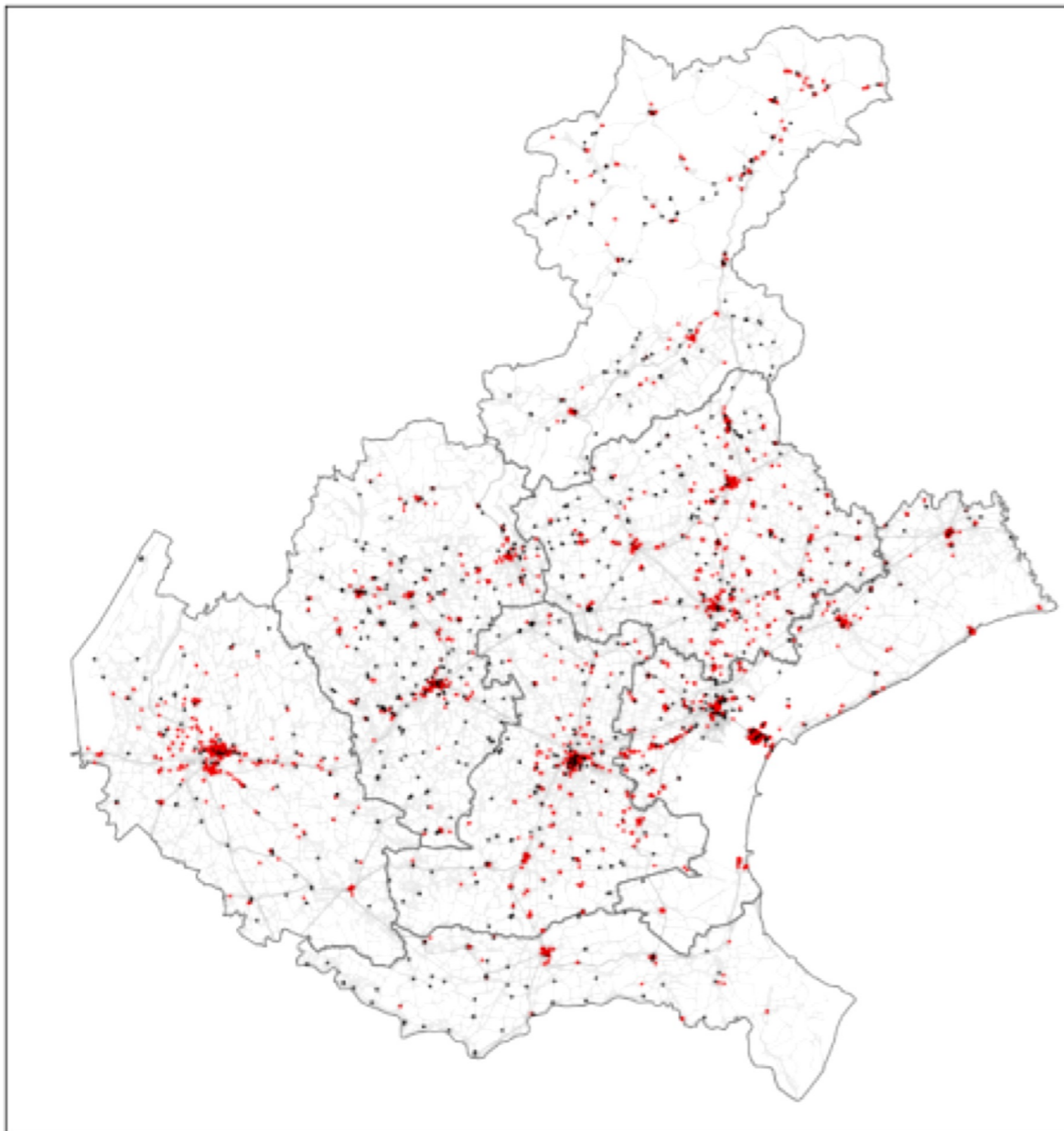
What kind of heritage in Venice ?



What kind of heritage is Venice ?



Regione Veneto: the spatial distribution of all activities and facilities vs. the cross-sector dynamics



New technologies and the access to heritage, Father and Son (Naples)



FATHER AND SON

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<https://mann-napoli.it/father-and-son-the-game/>

**In Italy in 2018 out of 55 million visitors
over 28 million in the top 30 museums**

Global competition on material and immaterial heritage



- Dematerialisation of tangible heritage with free access
- Platformisation of the digitalised culture and heritage.
- Rematerialisation of digitalised contents with blockchain

Culture and heritage in contemporary society

- In contemporary society heritage and culture are not just a bundle of sectors/ industries among others but become the platform for individual and societal capability building for the production and circulation of knowledge (**translation device**)
- Individual and collective cognitive competences as the basic **intangible infrastructure** of the post-industrial society
- Activation costs (capacity to access to intensive cognitive experiences) and the **virtuous circle of competence**: capability building → qualified demand → willingness to pay → qualified supply → menu enlargement and social salience → capability building...

Thank you for your attention

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