



FORUM
On Technologies for Cultural Heritage
June 24-25, 2010
Italian Pavilion at Shanghai World Expo

The Italian Cultural Heritage is made up of many kinds of different objects: whole historic centres, religious and secular buildings, villas, palaces and archaeological sites, works made by painters, sculptors, architects, planners, unique and authentic evidence of the presence, life and culture of entire civilizations. The Italian richness in Cultural Heritage expertise is well known and accounts for more than 14 million of known Cultural Heritage assets (4,100 museums, 110,000 churches and abbeys, 20,000 historical centres) that put our country at the top of worldwide tourist economy and cultural consumption. Not only Italy possesses a vast part of the world Cultural Heritage – basic building blocks of each and every cultural experience – but it has been a leading role in its preservation, in its enhancement and in the creation of engaging fruition experiences, including the Grand Tours experience for foreign writers, poets and artists of all sorts, the Mediterranean taste of its food and the Made-in-Italy lifestyle. These activities have fostered the development of ground-breaking know-how, state-of-the-art research centres, best practices in application of new technologies to old masterpieces and new “concepts” for the exploitation of cultural heritage. Among the most innovative technologies we have new materials, pioneering building and restoration techniques, avant-garde diagnostic tools, 3D modelling, sensors, etc... But a major role in this area is played by the “horizontal” technologies such as nanotechnology and Information and Communication Technology (ICT)

Programme

JUNE 24

09:30 Arrival of guests and registration

10.00 *Welcome speeches*

Commissioner General of Italy for Shanghai World Expo 2010, **Prof. Beniamino Quintieri**
Chairwoman of the Commission for Education and Culture of the Parliament, **Hon.**

Valentina Aprea

Ambassador of Italy to China, **H.E. Riccardo Sessa**

10.30 *Introductions*

Director of Directorate General for Development Cooperation, Ministry of Foreign Affairs, **Min. Elisabetta Belloni**

Director General of Istituto per il Credito Sportivo, **Ms. Maria Lucia Candida**

Video Screening: The Italian Cooperation in the archaeological site of Longmen grottoes

11.00 *Sino-Italian cooperation in the field of Cultural Heritage*

Shaanxi History Museum of Xi'An, **Mr. Chen Jianzheng**

Art Museum of Dazu Rock Carvings, **Mr. Li Fangyin**

Xi'an Daming Palace Archeological Site **Mrs. Shao Zhengrong**

12:30 Buffet lunch

14:00 *Digital technologies and re-design*

Introduction to the technical section, **Mr. Andrea Granelli**, *Fondazione Valore Italia*

Technologies developed by the National Research Council, **Mr. Massimo Cultraro**, *CNR*

The case of "Museo Galileo" in Florence, **Mr. Filippo Camerota**, *Museo Galileo*

New technologies for cultural tourism, **Mr. Roberto Saracco**, *Telecom Italia*

Some examples of Cultural Heritage (re)design, **Mr. Andrea Granelli**, *Fondazione Valore Italia*

The role of restoration in Cultural Heritage Exploitation, **Mr. Carlo Terzano**, President, *Prorestauro Italia*

Video Screening: Altair4 Multimedia srl

16:00 Visit the Italian Pavilion

JUNE 25 (*care of Toscana Region and Unioncamere Toscana*)

Cities & Cultural Heritage: Tuscan excellence in innovative instruments and strategies for restoration, preservation and enhancement of cultural heritage

09:30 Arrival of guests and registration

10:00 *The governance of Cultural Heritage*

Mr. Ranieri Pontello, President, *PromoFirenze*

Mr. Zhan Changfa, *Chinese Academy of Cultural Heritage*

10:30 *Research, training and promotion of Cultural Heritage*

Ms. Isabella Lapi, Head of *Florence's Opificio delle Pietre Dure*

Mr. Piero Frediani, *Institute for Cultural Heritage, CNR*

Ms. Maria Perla Colombini, *University of Pisa, Dept. of Chemistry*

Mr. Stefano Karadjov, *Florens 2010*

Ms. Elena Amodei, *Art and Restoration Fair of Florence*

11:20 *Chinese expectations in the field of Cultural Heritage*

Mr. Du Xiaofan, *UNESCO - Beijing Office*

Mr. Zhou Jian, Director *UNESCO World Heritage Institute of Training and Research*
Mr. Luo Hongcai, *China- Italy Museum League*
Mr. James Kang, *China - Italy Museum League*
Ms. Wang Shenhua, *World Bank – Beijing office*

12:00 *Virtual representation of Cultural Heritage: the Tuscan excellence*

Mr. Marco Cappellini, *Centrica Srl.*
Ms. Anna Pelagotti, *Art-Test*
Mr. Giuseppe Barsotti, *Scienza Machinale*

12:30 *Know-how and innovative instruments for diagnostic and preservation of Cultural Heritage*

Mr. Alessandro Zanini, *EL.En*
Mr. Stefano Coccia, *Cooperativa Archeologica*
Mr. Antonio Cecchi, *Laboratorio Archa srl*
Mr. Tommaso Fedeli, *Fedeli Restauri*

13:00 Buffet lunch

14:00 B2B opportunities for the private sector

14:00 *Restoration and diagnostic*

Research activities lead by CNR, **Mr. Salvatore Siano**, *CNR*
The case and best practice of La Venaria Reale, **Mr. Francesco Pernice**, *La Venaria Reale*
The case of “Scala Theatre” of Milano, **Ms. Elisabetta Fabbri**, *Architect*
Special restoration initiatives **Mr. Carlo Manca**, *Istituto per il Credito Sportivo*
Video testimonials by *IRICH, Bracco, Credito Sportivo*

15:00 *Safety and Security of historical buildings*

The Tower of Pisa and the Basilica of St. Francis of Assisi, **Prof. Giorgio Croci**, *Università La Sapienza*
Technologies developed by CNR **Ms. Cristina Sabbioni**, *CNR*
Technologies developed by ENEA, **Mr. Antonio Di Lorenzo**, *ENEA*
Video testimonials by *ENEA, Goppion*
DNA initiative and conclusions by **Mr. Andrea Granelli**, *Fondazione Valore Italia*

16:30 Visit Pavilion at Expo Site



Ministero degli Affari Esteri



Regione Toscana
Diritti Valori Innovazione Sostenibilità



ITALIA
Istituto nazionale per il Commercio Estero
意大利对外贸易委员会
Italian Trade Commission



Camera di Commercio Italiana in Cina
中国意大利商会
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Promofirenze

AZIENDA SPECIALE
Camera di Commercio Firenze