



UNIVERSITÀ  
DEGLI STUDI  
FIRENZE

**CSAVRI**

CENTRO SERVIZI DI ATENEO PER LA  
VALORIZZAZIONE DELLA RICERCA E GESTIONE  
DELL'INCUBATORE UNIVERSITARIO



**7,8,9 March**  
Florence | Villa Ruspoli  
piazza indipendenza, 9

# School of Creativity

## ICT Cultural Heritage, Design of Tourism Systems

The school of creativity is aimed at developing creativity, innovation and initiative. The event lasts three days developed on three themes: ICT, Sustainable Tourism, Cultural Heritage. Start ups and projects will be presented. The afternoons will be dedicated to the development of challenges on the part of the students on two main topics: tourism and cultural heritage. The course will be in English.

### 7<sup>th</sup> March | Aula Rossa

#### 9.00 Welcome

Andrea Arnone  
*Vice President  
President of CSAVRI*

Patrizia Giunti  
*Director of DSG*

Ikuko Sagiya  
*Professor of Languages and  
Literature of Japan and Korea at  
the University of Florence*

#### 9.30 The creativity and innovation chain in the University of Florence

Mario Rapaccini  
Chiara Mazzi  
Alessandro Monti

10.45 Break

#### 11.00 Main Topic ICT, designing innovation in Industrial and ICT sector

coordination  
Chiara Mazzi  
Alessandro Monti

Startups, Spin off and Project  
**Km4City** (<http://www.km4city.org>)  
**Knowledge model for the city**  
Paolo Nesi

**Swite - social website**  
Jarrod Fath

**Spin-off Allergenio**  
Andrea Casadio | Alda Bongiovanni

**ICT and IP protection UNIFI cases**  
Claudia del Re

13.00 Break

### Aula Camino, sala cataloghi

#### 14.30 Challenges to students on Tourism and Cultural Heritage

coordination  
Vanna Boffo  
Carlo Terzaroli  
Nataschia Mennini  
Eugenia Corbino  
*Career Service University of Florence*

### 8<sup>th</sup> March | Aula Rossa

#### 9.30 Introduction on Unifi experience on Tourism and Cultural Heritage

coordination  
Chiara Mazzi  
Alessandro Monti

Design of Sustainable tourism systems  
Laura Grassini

Smart Tourism  
Giovanni Liberatore

Unifi for Cultural Heritage Protection  
Alberto Del Bimbo

Sustainable tourism in Florence  
Ginevra Cerrina Feroni

Sustainable mobility  
Marco Pierini

10.45 Break

#### 11.00 Main Topic: Design of Tourism Systems and global relationships

Startups and projects

**Smart Tourism**  
Simone Gadenz

**Learning communities by Life Beyond Tourism:  
creative industries to drive development  
through travel**

Corinna Del Bianco

**Working Together: Areas of Multi-Disciplinary  
Intersections in Istanbul**

Bahar Aksel

**Locating creativity in artists' studios- A  
materialistic approach towards creativity.**

Adina Manta

13.00 Break

### Aula Camino, aula colonne, aula cataloghi

#### 14.30 Challenges Development

coordination  
Vanna Boffo  
Carlo Terzaroli  
Nataschia Mennini  
Eugenia Corbino  
*Career Service University of Florence*

### 9<sup>th</sup> March | Aula Rossa

#### 9.30 Main topic: Cultural Heritage

coordination  
Chiara Mazzi  
Alessandro Monti

Startups and spin off

**ArtLoco: a new way to enjoy Cultural  
Heritage Spin-off Sisma Srls**

Andrea Arrighetti

**Experiences in the world of Handmade  
Art in Tuscany**

Cosimo Savio  
*CEO of SAVIO FIRMINO srl*

Jochen Andreas Zeh  
*Woodclass Società design*

#### 11.00 Round Table on Creativity School

coordination  
Sara Landini

Hajiime Imamura  
*Toyo University*

Corinna Del Bianco  
*Lifebeyondtourism*

Patrick Llerena  
*Strasbourg University*

#### 12.00 Presentation of the students' works developed during Challenges | Delivery of certificates

13.00 Break

### Sala colonne

#### 14.30 Briefing on future initiatives

Registration on

<https://goo.gl/forms/9HF8xfo7Nb2JktHE3>  
It will be accepted the first 40 registrations