



東洋大学

Université

de Strasbourg

**SCHOOL OF CREATIVITY – ICT, Cultural Heritage, Design of Tourism Systems**  
UNIFI, UNIVERSITY OF STRASBOURG, TOYO UNIVERSITY (Tokyo),

**Florence, First Lab, Polo Scienze Sociali Novoli**  
**2nd-3rd March**

*The School of creativity is aimed at developing creativity, innovation and initiative. The event lasts two days developed around a theme: Cultural Heritage and Economic Development. Start up and enterprises with significant experience in the field will be presented. The course will be in English.*

**2nd March**

h. 9-13

Coordinators Prof. Sara Landini – University of Florence and Prof. Hajime Imamura Toyo University

**REGARDS AND INTRODUCTION**

Andrea Arnone, Professor and Vice President for Technology Transfer and Relations with Community and Industry at the University of Florence.

Giorgia Giovannetti, Professor and Vice president for international relations at the University of Florence

Daniele Vignoli, Professor and President of Course “Design sustainable tourism systems”

Paola Lucarelli, Professor and President of the Law School of the University of Florence

Marco Bellandi, Professor and President of Economics and Management School of the University of Florence

Gaetano Aiello, Professor and Director of Department of Economics and Management of the University of Florence

Hajime Imamura, Professor and Chair of the Department of Global Innovation Studies of Faculty of Global and Regional Studies, Deputy Director of Center for Global Innovation

*Roman Culture and New Creativity*

Patrizia Giunti, Professor of Roman Law at the University of Florence

*Creativity and innovation*

Vanna Boffo, Professor of General Pedagogy and Adult Education at the University of Florence

*The creativity and innovation chain in the University of Florence*

Alessandro Monti, Senior Project Manager, Program Coordinator: innovative research and entrepreneurial projects.  
EU Project Manager, University of Florence

Chiara Mazzi, Project Manager, Program Coordinator: innovative research and entrepreneurial projects. EU Project  
Manager, University Florence

h. 15-18

Coordinator Alessandro Monti and Chiara Mazzi

CULTURAL HERITAGE AND ECONOMIC DEVELOPMENT CASES

Ceramiche Virginia

Replace Italia – onlus

Edoardo Giusti

Take Vitamina

**3rd March 10-13**

Coordinator Alessandro Monti and Chiara Mazzi

CULTURAL HERITAGE AND ECONOMIC DEVELOPMENT CASES

Foodmicroteam

Rifò – Circular Fashion

Lyfe Beyond Tourism onlus

Corinna Del Bianco

h. 15-18

Study visit at Campus di Novoli - First Lab

SEGRETERIA ORGANIZZATIVA

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