DRAFT PROGRAM

Monday, 13th June 2022
10:00-12:30 Visit of the Sapienza Campus and Sapienza Museums
Introductory lecture in Saperi & Co, (Sapienza Campus)
Lectures in Saperi & Co, (Sapienza Campus):
14:30-15:30 "Design Thinking" lecture
15:30-16:30 lecture "market and artistic heritage"
16:30-17:30 Unesco Chair
17:30-18:30 lecture "Sources of cultural diversity" (Helene Tenzer)

Tuesday, 14th June 2022
Lectures in Saperi & Co, (Sapienza Campus):
9:30-10:30 lecture "Psychology for service innovation"
10:30-11:30 lecture "fashion and cultural heritage."
11:30-12:30 lecture "Migrations"
12:30-13:30 Workshop Experience with students
Experiences in Rome: visit to MaXXI Museum

Wednesday, 15th June 2022
Experiences in Rome: Palazzo Farnese - l'École française de Rome
Lectures in Saperi & Co, (Sapienza Campus):
14:30-15:30 lecture "Rapid manufacturing & design can help the Culture"
15:30-16:30 lecture "Knowing how to measure and evaluate cultural"
16:30-17:30 lecture "The impact of culture on international management" (Helene Tenzer)
17:30-18:30 Workshop experience

Thursday, 16th June 2022
Lectures in Saperi & Co, (Sapienza Campus):
9:30-10:30 lecture
10:30-11:30 lecture "Big data and intangible cultural heritage"
11:30-12:30 lecture "ARTS & Culture"
12:30-13:30 Workshop Experience with students

Friday 18th June 2022
Lectures in Rome: visit & lectures in the Auditorium "Renzo Piano"
Conclusions and goodbye cocktail in Saperi & Co-Sapienza Campus