



CREATIVE LANDSCAPES: from culture to creativity. People enjoying CyberSpaces

Content: culture and creativity for a new approach to urban and rural valorization

Introduction

Why to talk about “creative landscapes”?

1. Public open spaces: added value for society

- 1.1 European Landscape Convention (2000): conservation is not enough.
- 1.2 Urban and rural: re-designing open spaces just for...people!

2. Not only urban, but also rural spaces should have a new chance with culture and creativity

- 2.1 The need for a “new” cultural economy: how to start?
- 2.2 Cultural and creative activities: perspectives of implementation
- 2.3 Advanced Cultural Districts: it could be a new approach as “cultural manufacturing”?

3. Creative CyberSpaces: planing the future of public spaces

- 3.1 Strengthen cultural and creative perspectives/ ideas?
- 3.2 How many possibilities shall we have to enjoy creative CyberSpaces?

Learning goals

1. Exploiting cultural and creative activities in public spaces
2. Thinking of cultural and creative public spaces in urban and rural environments

Key questions/challenges to be tackled in the workshop

1. Why having culture and creativity in public spaces?
2. CyberSpaces: is it possible to create a private/public network that strenghtens different cultural and creative urban and rural open spaces?

Contact

Monica Bocci, *PhD*

Università Politecnica delle Marche

Dipartimento di Scienze Agrarie, Alimentari e ambientali (D3A)

Via Breccie Bianche, 10

60100 Ancona – Italy

e-mail: monica.bocci@univpm.it