



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

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Lectures in Saperi & Co, (Sapienza Campus):
 14:30-15:30 "User Experience" lecture
 15:30-16:30 workshop Experience
 16:30-17:30 workshop Experience
 16:30-17:30 workshop Experience

Friday 18th June 2022

Lectures in Rome: visit & lectures in the Auditorium "Renzo Piano"

Conclusions and goodbye cocktail in Saperi & Co-Sapienza Campus