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# GLOBAL INNOVATORS @ *for Culture 2022*



## TALK + B2B

**SMART COMMUNITIES OF THE WORLD UNITE  
TO DESIGN TOGETHER IDEAS & SOLUTIONS  
FOR THE CREATION OF SUSTAINABLE LANDS  
EXPLOITING CULTURAL HERITAGE.**

### 07/10/22 @11:15

Istituto Superiore Antincendi  
Via del Commercio 13, 00154 Roma



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# Mission

## *SUSTAINABLE SMART LAND*

CONNECTING **SMART COMMUNITIES**  
OF INNOVATORS FOR THE CREATION OF  
**SUSTAINABLE SMART LANDS**  
THROUGH  
**CULTURAL HERITAGE ASSETS.**





# Condition 1

## SMART COMMUNITIES

### FROM PEOPLE TO NETWORKS

Managing a territory **sustainably** can only be achieved by **connecting** the protagonists of **innovation**.



## Condition 2

# SMART CULTURE

## FROM SITES TO ASSETS

The exploitation of Cultural Heritage assets **connected with each other and related to their territorial context.** These assets must be capable of **producing data and developing economic impact.**



# Condition 3

## SMART LAND

### FROM LOCATION TO LIVING BODY

An area in which the **competitiveness and attractiveness of a territory** is increased through **widespread and shared policies** (both public and private).

# CHARACTERISTICS

- sustainability
- social cohesion
- knowledge dissemination
- creative growth
- accessibility and freedom of movement
- quality of the landscape
- life of citizens.



(1) F. Della Puppa e R. Masiero, Smart land



**CULTURAL HERITAGE**



# Cultural Heritage Challenges

- **Polarisation**
- **Analogic Heritage**
- **Dis-connection**
- **Lack of Data**



# Vision





# **GLOBAL INNOVATORS** *for Culture 2022*

## **Concept**

Call to Action for **international innovation protagonists, MAKERS, STORYTELLERS, GAMERS,** united in **designing ideas and solutions** for the development of **sustainable cultural heritage projects** and opportunities.



# Talks

07/10 @ 11:15

14/10 @ 15:30

04/11 @ 16:00

7-9 OTTOBRE

11-15 OTTOBRE

1-7 NOVEMBRE

Makers

Audiovisual

Gamers

4Culture

4Culture

4Culture

@MakerFaire

@MIA

@RomeVideoga

2022

2022

meLab 2022





# Point of View

**7-10 OCTOBER**  
**Makers4Culture**  
**@MakerFaire**  
**2022**

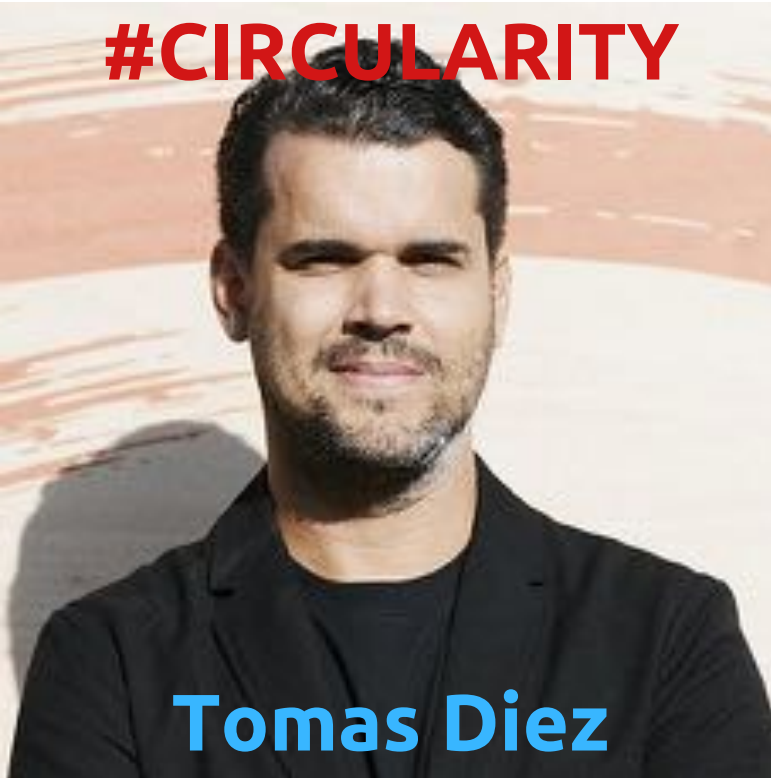


- **MAKE**
- **EXECUTE**
- **CONNECT**

# GLOBAL INNOVATORS FOR SMART SUSTAINABLE CULTURE

## MAKERS POV

#CIRCULARITY



Tomas Diez

Fiorella Vanini  
Yosra Meskinyar



#CONNECTING

Daniela Reggio



#HISTORY

#RECLAIMING



Enrico Bassi

#POPULARISATION



Ondřej Kašpárek

ROME  
**Maker Faire**  
THE EUROPEAN EDITION



# Sharing Session

## Makers4Culture



# Turbo Carousel

Speed Networking

30" pitch