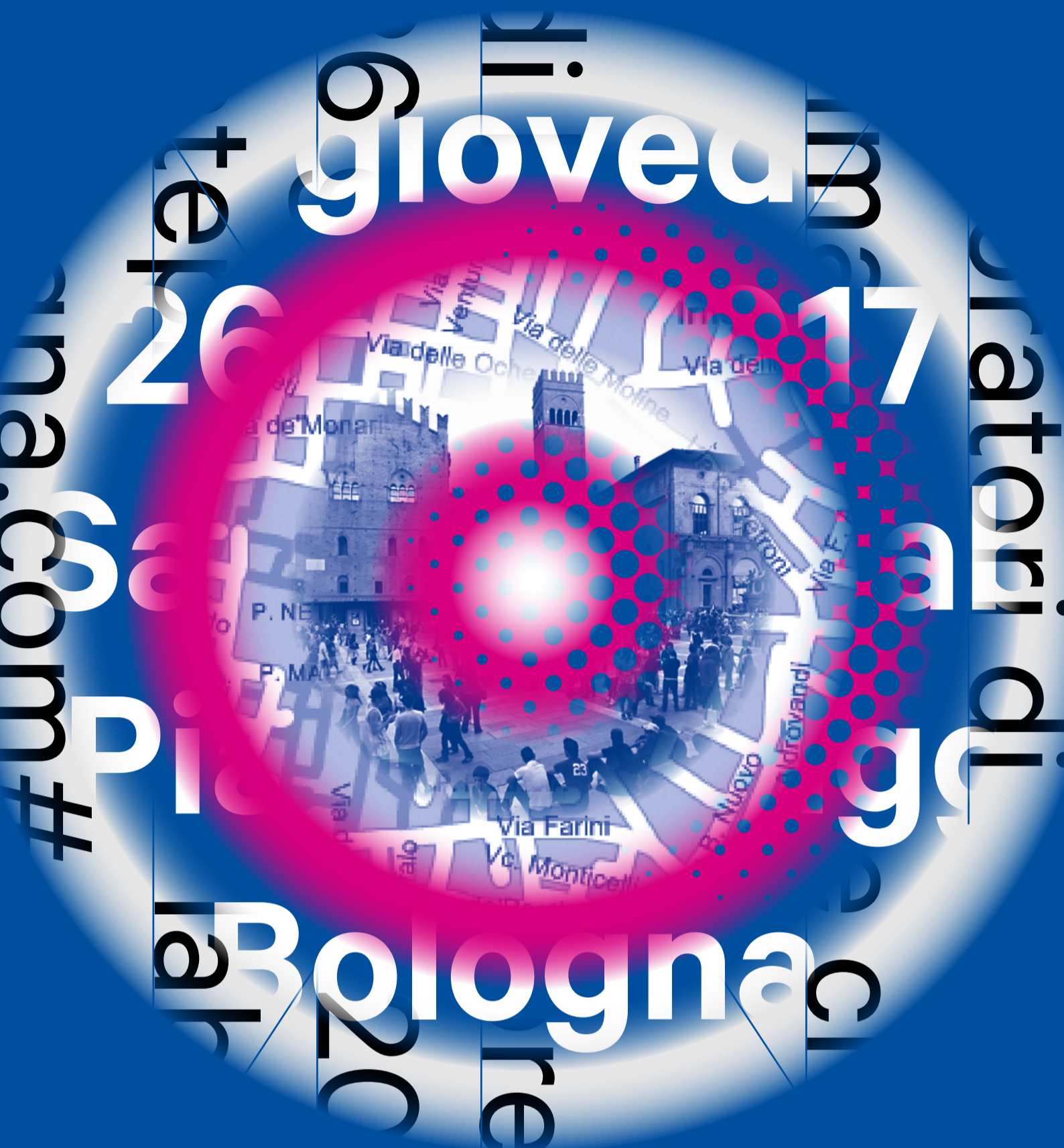


IMAGINATION LAB IN PIAZZA MAGGIORE BOLOGNA



JANUARY 26TH 2017 | 10.00AM—4.00PM
AUDITORIUM ENZO BIAGI, SALABORSA
PIAZZA DEL NETTUNO, 3 (BOLOGNA)
INTERNATIONAL CONFERENCE

How a dedicated lab for citizens and civic cooperation can be effectively designed? Which kind of technologies are needed? How entrepreneurs, young people, vulnerable categories can be properly engaged?

Bologna will be equipped by one the biggest collaborative space in Europe. Located in Piazza Maggiore, it will operate in the spaces of Salaborsa, Urban Center Bologna, Palazzo d'Accursio and occupying part of the underground passages linked with Modernissimo Cinema.

The main aim is to create a place for developing new collaborative models, increasing the interaction between citizens, visitors flows and the historic city centre, giving new drivers to Bologna creative and cultural spaces. A place to enable the access to data and technologies, where training young people towards new competences, flexible enough to be easily adapted to different contexts and needs, being an available resource for all the schools in Bologna, for citizens and local entrepreneurs.

The first challenge of the Lab will lie in experimenting actions to match advanced technologies and cultural heritage, through the participation of experts who will share their know-how about cultural attractiveness, financial sustainability, key performance indicators, urban regenerations, and their experiences on national and international successful cases to stimulate replication opportunities in Bologna.

This first event is included in a co-design process called Anteprema LABS, running until the end of February involving citizens, communities of practices, students under the guidance of the Department of Architecture of the University of Bologna, Urban Center and Municipality of Bologna. Anteprema LABS is included in POR FESR 2014-2020 program, Axis 6: Attractive and collaborative cities that involve the 10 main cities of Emilia-Romagna Region.

For more information visit urbancenterbologna.it

10.00AM—10.30AM
INSTITUTIONAL INTRODUCTION

Bruna Gambarelli Assessor of Culture and new cultural initiatives in suburban areas. Bologna municipality

Matteo Lepore Assessor of Economy and city promotion, civic imagination, sport and heritage. Bologna municipality

Mirko Degli Esposti Deputy Rector of the University of Bologna

Silvano Bertini Regional manager of services, structure and policy for economic development, industrial research and technological innovation of Emilia-Romagna Region

Osvaldo Panaro Department of economy and city promotion, tourism and territorial marketing sector. Bologna municipality

10.30AM—12.15PM
SPEAKERS

Coordination by

Michele d'Alena Urban Center Bologna

Damiano Aliprandi Fondazione Fitzcarraldo IT

Patrizia Asproni ConfCultura IT

Raymond Lorenzo Project for Public Spaces USA

Marco Muscogiuri Politecnico di Milano – Alterstudio Partners IT

Jesus Iglesias Saugar ECO4Clim ES

Artur Serra ENoLL European Network of Living Labs – i2CAT ES

Fabio Sgaragli Fondazione Brodolini IT

12.15PM—1.30PM
ROUD TABLE

Rethinking collaborative spaces: models, success factors, key performance indicators

Facilitation by

Giovanni Leoni Dipartimento di Architettura Università di Bologna

Walter Vitali Urban@it

Graphic telling by

Scribing.it

1.30PM—4.00PM
SKETCHMOB

Sketchmob with students, creative, designers, architects to sketch the new spaces of the Imagination Lab

Sketchmob by

Alterstudio Partners e Arkipelag Milano