



WESTERN CULTURE AND CIVILIZATION



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17th-31st July 2017

CREAHUB
PALAZZO DEGLI STUDI
VIA GRAMSCI, 29-31
MACERATA



Location

Macerata / CreaHub / Palazzo degli Studi / Via Gramsci, 29-31

Period

17th-31st July 2017

Duration

15 days

The Summer School is focused on thematic workshops by academics and professionals, as well as on tours to places of artistic and cultural interest.

Academics are from UniMc and other international universities.

Every day, students will have time to discuss and interact to develop their ideas. During the Summer School, there will be 3 multi-thematic afternoons

focused on specific topics. Students can choose to attend alternatively

seminars on *Western civilization* or seminars on

Western Art, Culture and Creativity.

Participants

Chinese students / phds and Italian Phds



program

Day 1 Mon 17/7	SESSION Welcome Lectures <i>Matteo Ricci from Macerata to China</i> FILIPPO MIGNINI 9.00 - 12.00 (3 HOURS) <i>Europe and Italy: a context analysis</i> FRANCESCA SPIGARELLI 14.00 - 17.00 (3 HOURS) <i>The Reasons of Aristotle:</i> <i>the rationality of the praxis and its recovery in Italy I</i> Part 1 ARIANNA FERMANI 17.00 - 18.30 (1,5 HOURS)
Day 2 Tuesd 18/7	Art History: from Humanism to Renaissance (but looking at Contemporary age) <i>Piero della Francesca: a general introduction</i> ROBERTO CRESTI 9.00 - 12.00 (3 HOURS) <i>- Cultural heritage and landscape: the role of museums</i> <i>- Museum networks and cultural districts</i> <i>for sustainable tourism development</i> MARA CERQUETTI 14.00 - 17.00 (3 HOURS) <i>The Reasons of Aristotle:</i> <i>the rationality of the praxis and its recovery in Italy I</i> Part 2 ARIANNA FERMANI 17.00 - 18.30 (1,5 HOURS)
Day 3 Wed 19/7	Cultural Heritage, history and museums <i>Between Florence, Urbino and Arezzo: the synthesis of Humanistic art</i> ROBERTO CRESTI 9.00 - 12.00 (3 HOURS) Option to choose: 1. Gender History ROBERTO LAMBERTINI 14.00 - 17.00 (3 HOURS) 2. Fashion, creativity and design in Italy ELENA CEDROLA 14.00 - 17.00 (3 HOURS)
Day 4 Thurs 20/7	Historical topics Philosophical paths <i>Christianity in Italy and Europe</i> ROBERTO LAMBERTINI 9.00 - 12.00 (3 HOURS) <i>Galileo Galilei and the rise of Modern Science</i> FRANCESCO ORILIA 14.00 - 17.00 (3 HOURS)
Days 5-6-7 21-22-23/7	<i>Friday, Saturday, Sunday</i> Guided tour to Florence and Rome
Day 8 Mon 24/7	Let Literature begin <i>Dante Alighieri and Francesco Petrarca between Middle Age and Humanism</i> COSTANZA GEDDES DA FILICAIA 10.00 - 13.00 (3 HOURS) <i>Giovanni Boccaccio and the long journey towards a New Era</i> COSTANZA GEDDES DA FILICAIA 15.00 - 18.00 (3 HOURS)



program

Day 9 Tuesd 25/7	Archaeology and History of Greek and Roman Art through the analysis of the Marche Region <i>The Marche Region between history and archaeology: references to European and world history</i> SOFIA CINGOLANI 9.00 - 12.00 (3 HOURS) <i>Guided Tour to the local museums and to the monuments of the towns of Pollentia-Urb Salvia. Focus on topiscs such as the meaning of social, economic and religious ancient history. The development of artistic and craft culture, with a focus on the “Picenum” age and the Ind B.C. IVth A.C. centuries</i> SOFIA CINGOLANI
Day 10 Wed 26/7	Humanism, creativity and innovation <i>Culture as core capital: What is “culture” in a multicultural age?</i> CARLA DANANI (3 HOURS) <i>Strategies to develop creativity</i> IVANA BIANCHI (3 HOURS) Option to choose: 1. The growth of a language towards a New Nation GIANLUCA FRENGUELLI 14.00 - 17.00 (3 HOURS) 2. From creativity to innovation: the case of iGuzzini Field visit at iGuzzini www.iguzzini.it 14.00 - 17.00 (3 HOURS)
Day 11 Thurs 27/7	The culture of food and wellbeing <i>The culture of food and wellbeing in Italy: from tradition to innovation</i> LUCIA BAILETTI (CENTRO ANALISI SENSORIALE) 9.00 - 12.00 (3 HOURS) <i>Experiential learning. Tasting wine, learning from wine</i> LUCIA BAILETTI (CENTRO ANALISI SENSORIALE) 15.00 - 18.00 (3 HOURS)
Day 12 Friday 28/7	History of law <i>Universities history and development</i> LUIGI LACCHÈ 9.00 - 12.00 (3 HOURS) Option to choose: 1. History of words. Reflections on Italian etymologies FRANCESCA CHIUSAROLI 14.00 - 17.00 (3 HOURS) 2. Creativity and advertising: tips, talking points and the unconscious appeal of archetypes FRANCESCO CARDINALI 14.00 - 17.00 (3 HOURS)
Days 13-14 29-30/7 Day 15 Mon 31/7	Guided tour to Urbino + San Marino + Fermo <i>Presentation of essays from the Partecipants</i> 14.00 - 19.00 (6 HOURS)

