




ALMA MATER STUDIORUM  
UNIVERSITÀ DI BOLOGNA

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## HERITAGE-LED INNOVATIVE SOLUTIONS AND SERVICES

*Cultural heritage is a resource for sustainable growth and quality of life in a constantly evolving society.*

The University of Bologna develops methodologies and approaches for understanding the role of culture in the promotion of the sustainable development, covering a wide range of aspects.



**Innovation in management and planning:** Integration of heritage-led innovative regeneration approaches in spatial planning in rural, urban and peri-urban areas; Inclusion of better prevention, preparedness, resilient recovery and reconstruction of cultural heritage into spatial planning; Inclusion of the value of cultural ecosystem services in spatial and landscape planning; Knowledge, engagement and collaboration for resilient cultural heritage; Innovative training schemes for the promotion of sustainable tourism.

**Innovation in technology:** Innovative and creative methods for Cartographic heritage assets and their digital transformation; Advanced diagnostic methods applied to the composition and the state of conservation of historical and artistic artefacts; Innovative materials and technologies for conservation and restoration of artefacts; Contemporary urban mural, light-scape and sound-scape.

### HIGHLIGHTS

The **Interdepartmental Centre for Applied Research on Buildings and Construction (CIRI-EC)** promotes research co-operation and innovation within industries and small/medium enterprises. Within CIRI-EC, the Research Unit “New technologies applied to restoration, recovering and requalification of existing buildings” aims at promoting urban and rural regeneration for vulnerable and deteriorated areas.

The **Microchemical and Microscopy Art Laboratory (M2ADL)** is primarily focused on the study of the physical and chemical nature of cultural heritage, addressing the technical and material nature of art objects and monuments and their conservation.

**Innovative education schemes** based on the promotion of cultural heritage such as the International Master Degree Course on Science for the Conservation and Restoration of Cultural Heritage (International Curriculum on “Science and Technologies for Cultural Heritage”) and the Masters in Engineering of Building Processes and Systems, International Curriculum “Historic Building Rehabilitation”. The University of Bologna is involved and is coordinating EU funded projects aiming at developing solutions for a sustainable growth through cultural heritage. Among them: **ROCK** - *Regeneration and Optimisation of Cultural heritage in creative and Knowledge cities*, aims to develop an innovative and systemic approach to effective regeneration in historic city centres. The Creative Practiced in Cities and Landscapes (CPCL), a facilitator linked to the project, has been activated with the aim to reflect on actors and practices producing and re-negotiating cultural heritage as a common good. **RURITAGE** - *Rural regeneration through systemic heritage-led strategies* proposes solutions for the promotion of the Cultural and Natural heritage as a driver for competitiveness, sustainable and inclusive growth and development. Both projects are funded by Horizon 2020. **TEXTOUR** - *Social Innovation and TEchnologies for sustainable growth through participative cultural TOURism*.