



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA

CREATIVITY AND CREATIVE INDUSTRIES

The research of the University of Bologna offers multidisciplinary and innovative approaches to creativity and its relation with the individual, societies, technologies, design, innovation processes and development of cultural and creative industries in all sectors.

Creativity studies

- Creative thinking processes
- Social structure of creativity
- Individual creativity
- Creativity, learning, technologies
- Social evaluation of cultural products

Creativity and innovation

- Origins of innovation and technology entrepreneurship
- Management of innovation and IPR
- Creativity and technology transfer
 - Wine business research
- Design driven innovation; development of innovation within the organizations
- Innovation of product-service systems and participatory planning processes
- Social origin of idea and innovation

Cultural and creative industries

- Development, business models, dynamics, socio-economic impact, spillover effects
- Cultural production and consumption
- Creative industries and tourism; cultural tourism
- Tourism and related services
- Study and enhancement of audiovisual and performing arts: cinema, television, photography, music, dance, theatre
 - Film industry
 - Music industry
- Fashion industry, fashion system, fashion management, CRS related to fashion sector, consumer goods and lifestyles, fashion and tourism
- Analysis of social media and social networking
- Analysis of social media communications
- Narrative design, narrative ergonomics, transmedia storytelling, interactive and machine storytelling, serious storytelling, narrative marketing and communication
- Audience studies

HIGHLIGHTS

Research Centres at UNIBO

Research Center for Interaction with the Creative and Cultural Industries ([CRICC](#)) aims to strengthen the regional production system and the economic development of the CCI sector by integrating research, digital and enabling technologies, creativity and culture.

European Projects

Horizon 2020 ERC [BLINDSPOT](#) - Diversity and Performance: Networks of Cognition in Markets and Teams (Unibo is a beneficiary).

Horizon 2020 [UNCHARTED](#) - Understanding, Capturing and Fostering the Societal Value of Culture.

Horizon 2020 [TEXTOUR](#) - Social Innovation and TEchnologies for sustainable growth through participative cultural TOURism.

Horizon 2020 [RURALLURE](#) - Promotion of rural museums and heritage sites in the vicinity of European pilgrimage routes.