

ICT expert, Director of Design and Implementation at Promoter S.r.l., Antonella Fresa has been working on European cooperation projects since the nineties of the past century.

Antonella is Vice-President and Legal Representative of PHOTOCONSORTIUM International Association for Valuing Photographic Heritage and Accredited Aggregator of Europeana.

She currently coordinates the Eureka3D “European Union’s REKconstructed Contents in 3D” project, funded by the Digital Europe Programme of the EU and Networking Coordinator of SECReTour “Sustainable, Engaging and Creative Tourism as a driver for a better future in rural and remote areas” project, funded by the Horizon Europe Programme of the EU.

She is actively involved in international initiatives, and in this ambit, she was Coordinating Liaison for CHCD018 International Symposium on Cultural Heritage Conservation and Digitization in Beijing.

Since 2002, Technical Coordinator, Communication and Networking Manager of national and European projects in the field of digital cultural heritage, including: participatory approaches in culture, cultural heritage-led urban regeneration, cultural tourism, creativity and co-creation, citizen science, smart cities, digital preservation, e-Infrastructures and social platforms.

From 2002 to 2012, she has been advisor of the Italian Ministry of Cultural Heritage and Activities with the role of Technical Coordinator of the Ministry’s EC funded projects on digitisation of cultural heritage. From its establishment until 2012 Member of the Italian Concertation Table between the Ministry of Culture and the Ministry of Research.

From 1999 to 2002, she was Project Officer at the European Commission in Brussels.

Previously, adviser of innovation agencies, Italian and European enterprises, universities and research centres.

From 1980 until 1989 researcher at Olivetti in Pisa, Ivrea and Cupertino (CA, USA).

She regularly serves as independent expert and evaluator for the European Commission and for national and regional programmes. Since 2020 she is President of the Panel established by the Italian Ministry of Research for the technical and scientific evaluation of the National Technology Clusters. Since 2023 she is also appointed by Lazio Innova as Monitor of the projects funded by the regional agency under the DTC-TE2 programme about Research and Development of technologies for valuing cultural heritage.

Since 2021 Antonella is contracted Professor at the University of Pisa for the course of Territorial Politics for Tourism and Cultural Management.

Since 2012 she is Enterprise Fellow at Coventry University.

A selection of edited, co-edited and authored books follows: *Visiting the margins: innovative cultural tourism in European peripheries. Community identity, tourism as a tool, innovation* (2024) ISBN 979-12-210-5832-1; *Rigenera Volterra Rigenera* (2023) ISBN 978-88-7107-135-0; *A contribution towards a different understanding of the binary relationships of East and West* (2021) ISBN 978-961-06-0519-5; *WeAre#EuropeForCulture, Reaching and Engaging People* (2020) ISBN 9789070192006; *Blue Skies, Red Panic, A photographic perspective on the 1950s in Europe* (2019) ISBN 978-88-71071-34-3; *Cultural Heritage in a Changing Word* (2016) ISBN 978-3-319-29542-8; *IP and Europeana Space Pilots: Case Studies* (2016) ISBN 978-90-82636-00-0; *The PREFORMA Handbook, Validating Formats, a Prerequisite for Preserving Digital Objects* (2014), *Civic Epistemologies, The Roadmap* (2014) ISBN 978-91-87491-24-5.