

SCHOOL	Communication and Enhancement of Artistic Heritage
ACADEMIC YEAR	THREE-YEAR PROGRAM II - 2025/2026
SUBJECT	1427 Beni culturali e ambientali II
TYPE OF SUBJECT	Theoretical-Practical
NUMBER OF HOURS PER LESSON	3
NUMBER OF ECTS CREDITS	6
DISTRIBUTION OVER THE ACADEMIC YEAR	II SEMESTER

EDUCATIONAL OBJECTIVES AND EXPECTED RESULTS

The primary objective of the course is to equip students with a comprehensive understanding and a thorough, yet in-depth, knowledge of the complexities involved in the protection, conservation, enhancement, and management of cultural and environmental assets, commencing with their legislative definition. Furthermore, the objective is to understand the significance of the relationship between the asset and the territory.

Knowledge and understanding	Proficiency in the broader legislative definitions and their diverse application methods within the realm of culture, understood as a shared common good of the citizenry, both in museum and territorial contexts.
Applying knowledge and understanding	The ability to apply theoretical knowledge to practical applications, particularly in recognizing diverse realities and their corresponding needs, both conservative and communicative, and effectively implementing them in various aspects of cultural and environmental heritage management.
Making judgements	Possess the capability to critically evaluate the methods of managing and utilizing cultural and environmental assets, with a comprehensive understanding of the issues related to their integration into the social, urban, and natural fabric.
Communication skills	Developing diverse communication skills tailored to the assets and their characteristics: the museum sector and the broader territorial context are distinct yet interconnected within a location's cultural network, and it is essential to navigate with specific communication methods.
Learning skills	The capacity for learning is assessed through the demonstration of having acquired a coherent yet diversified knowledge, with an awareness of the complexity of the phenomenon being addressed, which is referred to as cultural and environmental heritage

CONTENTS	- 'Mapping' of various types of cultural and environmental assets: museums, monuments, parks, and sites; with a particular focus on the relationship between the asset and the surrounding territory, with which it maintains constant communication. Analysis of several emblematic cases where the relationship with local heritage assumes a priority value: ecomuseums, regional museums, city museums, environmental sculptures, and urban installations. - The work of ICOM and the value of museum collections. - The role and activities of UNESCO. - Digitization in museum conservation and communication activities. - The preservation of contemporary art 'outside the museum'. The relationship between art and the environment from an ecological perspective.
ADOPTED METHODOLOGY	[X] In Person Frontal lectures supplemented by laboratory sessions to facilitate the practical application of the acquired knowledge. Educational excursions are conducted to facilitate a comprehensive understanding of the studied phenomena, particularly the relationship between works and their environment, such as parks featuring sculptures or regional museums, in addition to a visit to the Venice Art Biennale. Specific analysis of a cultural and environmental asset for the development of a proposal for enhancement and communication.
ASSESSMENT METHODS	The evaluation will be divided into two distinct phases: - a preliminary written examination for the legislative component An oral interview that will focus on the evaluation of the project proposal developed during the course and presented in its entirety during the examination.