



WORKSHOP DAY 1

16 JANUARY 2025

Innovation and Creativity: using technology in the Arts and Humanities

To introduce participants to the use of new technologies for creating and managing projects in the field of performing arts and humanities, while stimulating their entrepreneurial creativity.

Moderator: Carlo Maria Medaglia

TIME	TOPIC	DESCRIPTION
10:00 - 10:30	Welcome	Welcome participants
		Introduction to the workshop's objectives
		Presentation of the trainers and experts
10:30 - 11:00	New Technologies in the Arts and Humanities <i>Giorgio Montez - Art Up</i> https://montez.it/artup-company/	Overview of emerging technologies: augmented reality (AR), artificial intelligence (AI), virtual reality (VR), and how they are impacting artistic creation and research in the humanities.
		Case study discussion: innovative projects blending technology and art (e.g., VR performances, digital exhibitions, AI in creative writing).
11:00 - 11:30	Gaming for Creativity and Collaboration <i>Marco Vigelini - Maker Camp</i> https://makercamp.it/en/	Introduction to useful gaming platforms for project, cocreating and enhance artistic projects.
11:30 - 12:00 Coffee Break		
12:00 - 12:30	The Art of Digital Presentation: How to Sell Your Idea <i>Michele Franzese</i> <i>Roma Future Week/SCAI Comunicazione</i> https://romefutureweek.it	Techniques for presenting artistic and research projects in an innovative way using digital tools (interactive presentations, video, online portfolios)
		How to create visual and multimedia content that attracts a global audience
12:30 - 13:00	Discussion and Wrap-up <i>Carlo Maria Medaglia</i>	Questions and answers
		Sharing ideas and insights from the session
		Tips for individual follow-up and further learning



WORKSHOP DAY 2

17 JANUARY 2025

Entrepreneurship: Italian case study and best practices

Moderator: Raffaele Longo

TIME	TOPIC	DESCRIPTION
10:00 - 10:30	Welcome and Recap of the Previous Day	
10:30 - 11:00	Story from Italian Incubator	<ul style="list-style-type: none">• Associazione Roma startup - https://www.romastartup.it• Innova - https://www.innova-eu.net• Talent Garden - https://talentgarden.org/it/• The Contamination HUB - https://contaminationhub.com• Lazio Innova - https://www.lazioinnova.it
10:30 - 10:45 Coffee Break		
10:45 - 12:30	Best practices of Italian startup	<ul style="list-style-type: none">• Gioielli DOP - www.gioiellidop.com• MakerCamp - https://makercamp.it/en/• Gameful - https://www.gameful.io/it/• ArtUP - https://montez.it/artup-company/
12:30 - 13:00	Interactive discussion and action plan Questions and answers with participants	