



UNIVERSITÀ  
DI PAVIA

Dipartimento di  
Scienze Economiche  
e Aziendali

Dipartimento di  
Eccellenza MUR  
2023-2027



INSTITUTE FOR  
**TRANSFORMATIVE  
INNOVATION**  
RESEARCH

UCL  
**SCHOOL OF  
MANAGEMENT**



EMORY

GOIZUETA  
BUSINESS  
SCHOOL

## 9<sup>th</sup> Creative Industries Conference (CIC) Pavia 5-7 June 2025

The 10th **Creative Industries Conference** (CIC 2025), organised by the **Dipartimento di Eccellenza** in collaboration with **University College London (UCL)**, **Emory University**, and **ITIR**, brings together leading international scholars and industry experts to discuss creativity, innovation, and industry transformation.

Academic speakers include:

Bonaccorsi Pietro  
Calcagno Monica  
Camerani Roberto  
Cavone Luca  
De Leo Chiara  
Fu Carolyn  
Godart Frederic  
Jones Candace  
Kabbara Diala

Kackovic Monika  
Khaire Mukti  
Kim Khwan  
Lee Kevin  
Lo Verso Andrea Carlo  
Loewestein Jeff  
Magistretti Stefano  
Mannucci Piervittorio  
Masucci Monica

Negro Giacomo  
Quinto Sam  
Ravasi Davide  
Restuccia Mariachiara  
Sanasi Silvia  
Sgourev Stoyan  
Skaggs Rachel

Industry speakers include:

**Lorenzo Ardizio** | Museum curator | Alfa Romeo  
**Francesca Colombo** | BAM-Biblioteca degli Alberi  
**Pedro Soro Gomar** | International Sales | Riso Scotti  
**Valeria Radici Otero** | Winemaker | Frecciarossa  
**Marco Tamburlini** | Chief Executive Officer | Sketchin



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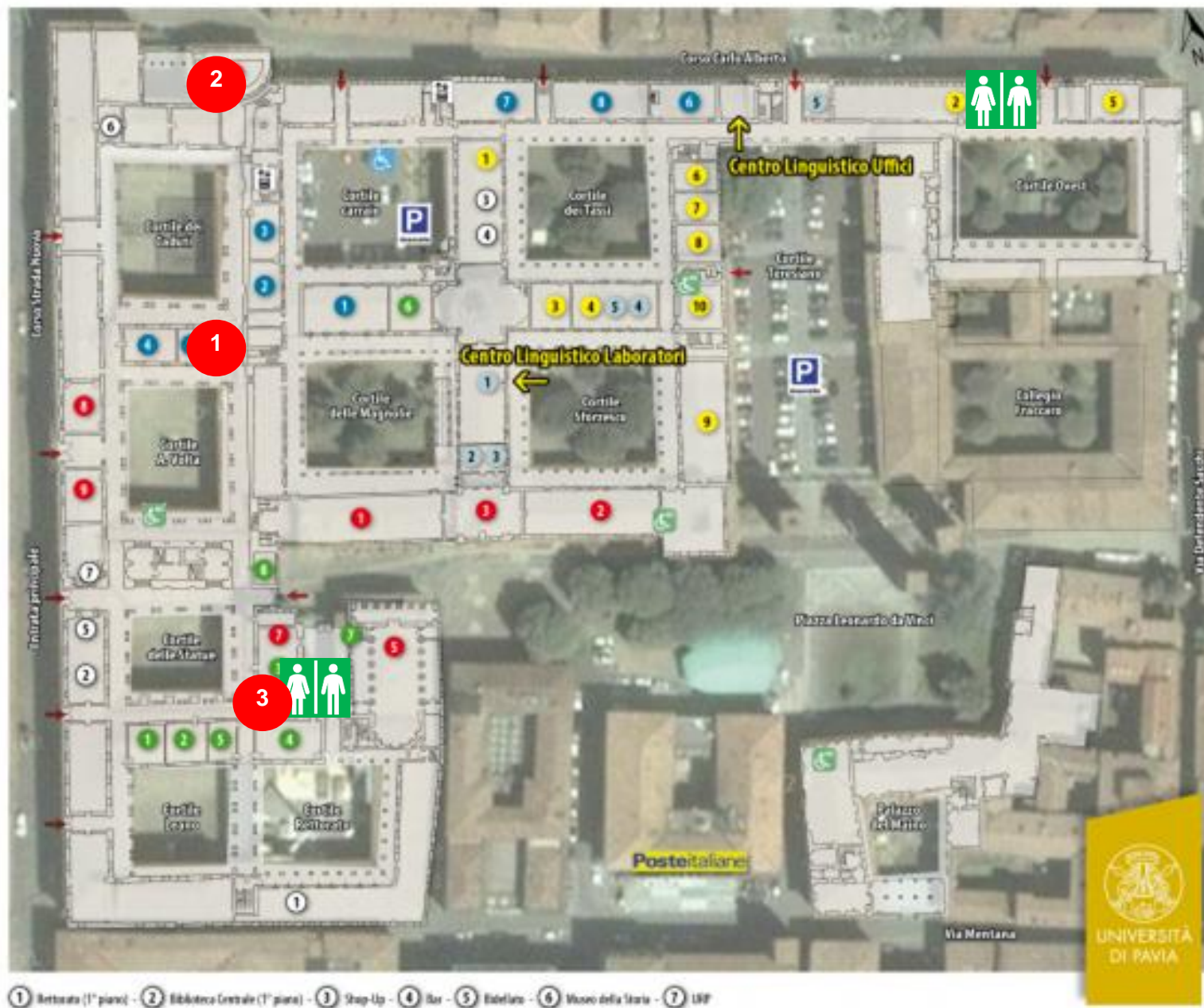


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MUR 2023-2027

# CIC 2025, 5-7 June 2025 Pavia

- 1 Foscolo Room  
(first floor)
- 2 Scarpa Room
- 3 Saloni Rettorato  
(First Floor)





## Day 1 June 5 (Aula Scarpa & Cortile dei Caduti)

17:00 -17:30 | Registration

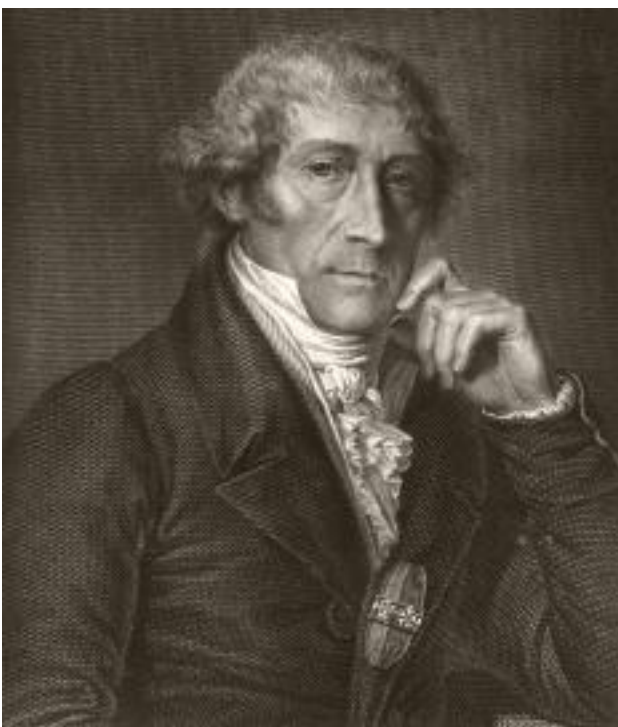
17:30 -18:00 | Welcome from Organisers @Aula Scarpa

- **Stefano Denicolai** welcome from University of Pavia
- **Marica Grego** welcome & organizational aspects

18.30 - 20:00 | Evening reception @Cortile dei caduti: Italian “apericena” (drink and light dinner)



Cortile dei caduti



Antonio Scarpa



Detail of the ceiling fresco



Leopoldo Pollack (1751 – 1806)

## Aula Scarpa: A neo-palladian stage for knowledge sharing

**Aula Scarpa** is one of the earliest examples of a purpose-built anatomical theatre, designed at the end of the 18th century by **Leopoldo Pollack**, a key figure of Neoclassical architecture in Northern Italy.

The space combines architectural harmony with functional ingenuity: the amphitheatrical design ensured that students could observe live anatomical demonstrations from every angle, making knowledge visible and shared.

The room has been named after **Antonio Scarpa** influential professor at the University of Pavia, physician, surgeon, and anatomist renowned for his groundbreaking contributions to the study of human anatomy, particularly the nervous system.

## Day 2 June 6 (Room: Foscolo)

8:30 - 9:00 | Welcome coffee & Registration

9:00 - 9:30 | Opening & welcome

- **Candace Jones** Presentation of the program

9:30 - 11:00 | Session #1

11:00 - 11:15 Coffee break

11:15 - 12:45 | Session #2

12:45 | Lunch

14:00 - 15:30 | Session #3

15:30 - 16:00 | Coffee break

16:00 - 17:00 | Practitioners Talks #1 Moderator Giacomo Negro

17:00 - 17:30 | Wrap up session

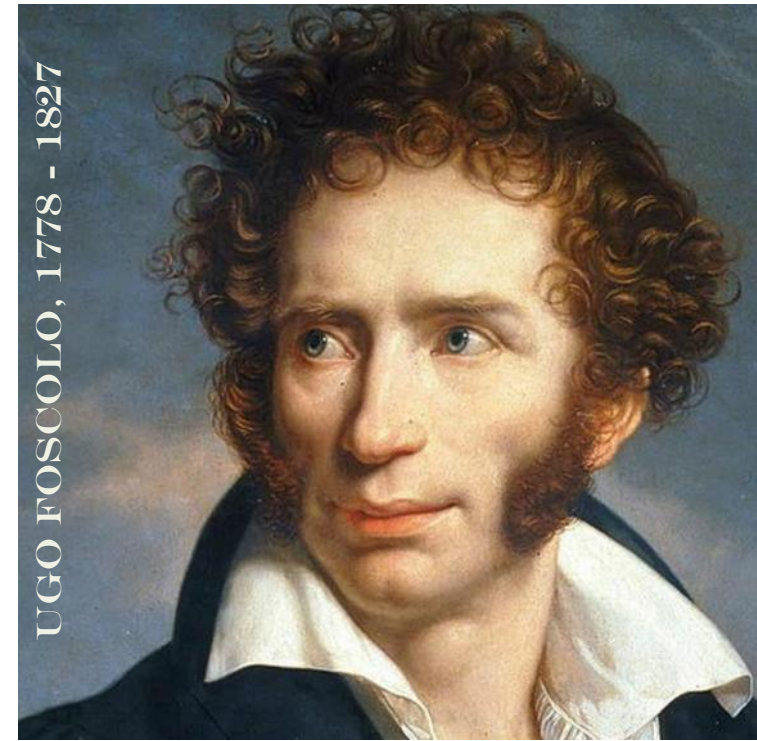
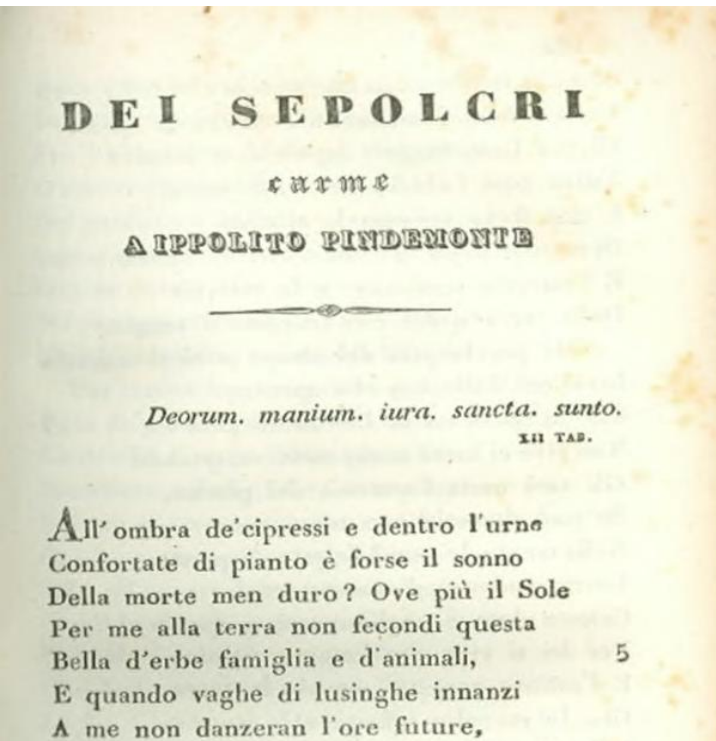
17:30 - 20:00 | Free time

20:00 | Gala Dinner at “Arnaboldi Palace”



Room “Foscolo”





## Ugo Foscolo and the legacy of creativity and cultural memory

This excerpt is taken from *Dei Sepolcri* (1807), the most celebrated poem by Ugo Foscolo: poet, philosopher, and professor at the University of Pavia. Foscolo taught Rhetoric here in the early 19th century, and Aula Foscolo, where this conference takes place, bears his name in recognition of his intellectual legacy.

*Dei Sepolcri* is a profound meditation on the importance of memory, art, and cultural tradition in influencing individual and collective identity. This poem is a meaningful reminder of the enduring power of culture and creativity that brings all of us together here in one of the university most symbolic spaces.



## Day 3 June 7 (Room: Scarpa)

8:30 – 9:00 Welcome coffee

9:00 - 10:15 | Practitioner Talk #2 Moderator Davide Ravasi

10:15 - 10:30 | Coffee break

10:30 - 12:30 | Session #4

12:30 - 13:30 | Lunch

13:30 | Closing Remarks

14:00 | Social activities free time



Room Scarpa



# Practitioner Talk #1 | 6 June 16:00 | Room Foscolo

## IN CONVERSATION WITH INDUSTRY: CREATIVITY IN ACTION

### Moderator Giacomo Negro



**Francesca Colombo**  
BAM-Biblioteca degli  
Alberi Milano

Cultural manager and entrepreneur, advisor for cultural institutions on leadership, fundraising, and sustainability. Served on boards of NGOs and cultural entities. Previously at La Scala and Superintendent in Florence. Co-founder of MITO festival and Director of Fondazione MAST. Currently leads BAM Milano, earning UN-backed awards for its social impact. Executive PhD student at Politecnico of Milan and pianist.



**Pedro Soro  
Gomar**  
Riso Scotti

International Sales Director at Riso Scotti S.p.A, with a passion for creative market strategies and innovative branding solutions. Skilled in launching start-up projects, developing private label portfolios, and crafting cross-cultural business approaches. Expert in building global distributor networks and fostering B2B partnerships. Combines strategic thinking with creativity to drive sustainable growth. Multilingual professional and MBA Executive Lecturer, bridging industry insights with academic expertise.



**Valeria Radici  
Odero**  
Frecciarossa

Valeria Radici Odero, winemaker at Frecciarossa, blends tradition and creativity in the heart of Oltrepò Pavese. Since 1919, her family has courageously innovated viticulture. Valeria reimagines the connection between land and wine, promoting balance, sustainability, and creative reforms in Consortia. With passion and ingenuity, she turns challenges into opportunities, inspiring a fairer and more prosperous future for the region and its wine industry.



**Marco Tamburlini**  
Sketchin

Marco Tamburlini is a thoughtful design professional with an engineering background, combining curiosity and a solution-oriented mindset to tackle complex challenges. He is currently CEO of Sketchin and board member at BIP Red, where he collaborates with clients across industries to address strategic and design-related questions, especially those involving emerging technologies. His approach keeps the end-user experience at the centre, aiming to shape outcomes that are both visionary and grounded.





# Practitioner Talk #1 | 6 June 16:00 | Room Foscolo

## IN CONVERSATION WITH INDUSTRY: CREATIVITY IN ACTION

### Moderator Giacomo Negro

Born in 2019, BAM is an innovative Public Private Partnership between Milan Municipality, Fondazione Catella and COIMA), for the creation of a safe, inclusive, and accessible public park in Milan. Its vision is to promote well-being, engage the community and equip it with knowledge and skills for sustainable development. BAM is responsible for park's maintenance, cleaning, security, and the creation of 300+ cultural moments per year. The cultural program aims to raise awareness on SDGs through openair experiences free and open to all, using the multidisciplinary language of art.

<https://bam.milano.it/>



**Riso Scotti:** In over a century and a half, this family business has grown and transformed from an artisan mill to an industrial rice mill, from a local company to a European rice group. Throughout this time, the pride and commitment to producing the best rice has remained unchanged. The company has been able to combine respect for its origins with the innovative drive required by the market, equipping itself for the first time with technologies capable of ensuring quality standards that are unique in the sector.

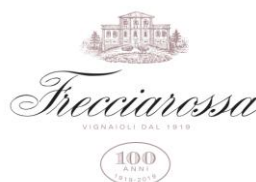
<https://www.risoscotti.it/>



**Frecciarossa** is a historic, family-owned winery located in the heart of the Oltrepò Pavese, one of Italy's most renowned yet underexplored wine regions. Founded in the early 20th century, the estate has become known for its elegant, expressive wines made from both native and international grape varieties.

Combining tradition with innovation, Frecciarossa places strong emphasis on sustainability, quality, and the unique characteristics of its wine production.

<https://www.frecciarossa.com/>



**Sketchin** is an advanced strategic design studio founded in Switzerland in 2006, now operating globally with studios in Lugano, Milan, Rome, San Francisco, London, and Zurich. As part of BIP Red, the Creative Technology Studio within BIP Group, Sketchin empowers forward-thinking organizations to explore the potential of emerging technologies, launch new ventures, and elevate human experiences. By shaping business transformation through design, the studio helps create long-term value with a positive impact on people, communities, and the environment.

<https://www.sketchin.com/>



# **Practitioner Talk #2 | 7 June 9:00 | Room Scarpa**

## **CULTURE, INDUSTRY AND COMMUNITY IN CORPORATE MUSEUMS: THE “MUSEO STORICO ALFA ROMEO” CASE**

**Moderator Davide Ravasi**



**Lorenzo Ardizio** | Museum curator | Alfa Romeo

Lorenzo Ardizio, a historian of automobiles and curator of the Museo Alfa Romeo, leads the Alfa Romeo Documentation Center and Fiat Historic Center. A scholar and educator, he teaches Car Design History and Culture at SPD and previously at IAAD and IED. He contributed to the development of Turin's National Automobile Museum and authored numerous automotive books. Renowned for his expertise, he has participated in over 100 conferences and serves as Conservator of the Italian Alfa Romeo Registry.

<https://www.museoalfaromeo.com/en-us/Pages/MuseoAlfaRomeo.aspx>





## Session #1

20 min presentation each presenter | 10 min Q&A Session

### CREATIVITY AND TECHNOLOGICAL CHANGE

Chair Kackovic Monika

1. Monsters of Our Own Creation: AI, Occupational Solidarity, and the Soul of the Future of Work, *Lee K.*
2. “From the white cube to the hypercube:” a processual framework of how museum curators navigate the tensions originating from digital transformation, *De Leo C, Jones C.*
3. Crafting worlds through words: How architects use language for future-making, *Sanasi S., Magistretti, S.*



## Session #2:

20 min presentation each presenter | 10 min Q&A Session

### CREATIVE PROCESSES AND INNOVATION

Chair De Leo Chiara Giulia

1. Many names, much success: The complex innovation of the Edinburgh International Festival, *Loewestein J.*
2. Experimental Pas de Deux: Coupled Firm and Audience Learning at the Ballet, *Fu C.*
3. Creating Alone in a Collaborative Field, *Skaggs R.*





## Session #3:

20 min presentation each presenter | 10 min Q&A Session

### CREATIVITY, NOVELTY AND MARKET PERFORMANCE

Chair Cavone Luca

1. Making It Out of the Pile: The Evaluation of Outsiders' Novelty in the Market for Original Screenplays, *Bonaccorsi P.*
2. Creative endurance in the fashion industry: Do fashion designers and fashion houses really have a recognizable style?, *Kackovic M.*
3. Organizational creativity and financial performance: The role of conglomerate characteristics in Advertising, *Godart F.*



## Session #4:

20 min presentation each presenter | 10 min Q&A Session

### INSTITUTIONAL DYNAMICS AND CULTURAL SUSTAINABILITY

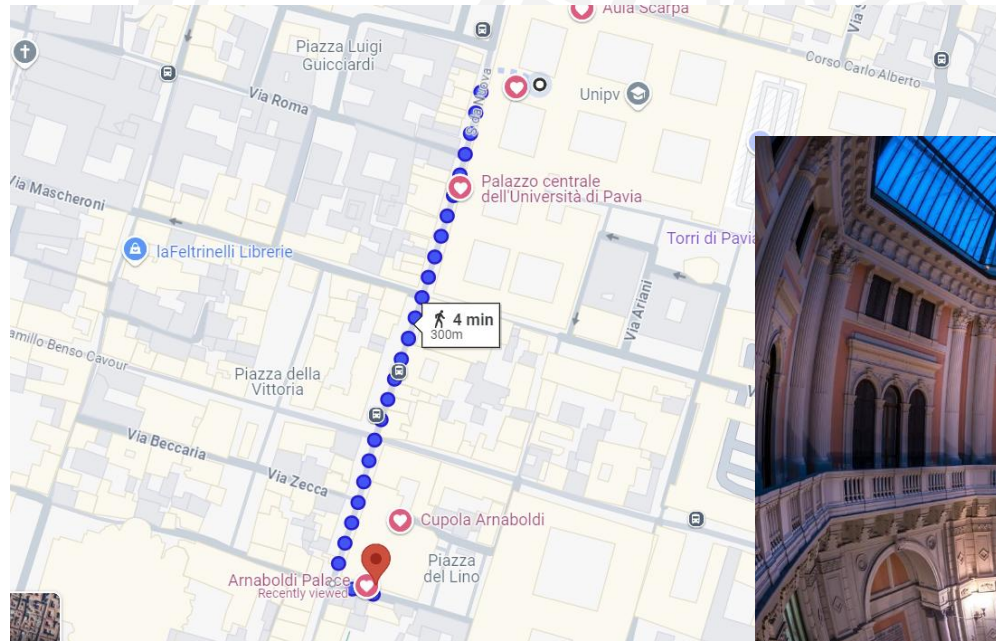
Chair Kim Khwan

1. Corporate art assets as a strategic driver of sustainability: a scientific literature review, *Cavone L., Denicolai S.*
2. How can funding bodies catalyse sustainability in CCIs? Preliminary insights from Arts Council England, *Masucci M., Restuccia M.C., Camerani R., Buckley T.*
3. How to maintain an issue field. A structural topic modeling exploration of the Italian heritage discourse (2006-2023), *Lo Verso A. C., Calcagno M.*
4. Durable Dissidence at the Core: Analyzing Self-Published Journals in the Soviet Union, *Sgourev S.*



## Gala Dinner

19:00 | Gala Dinner at “Arnaboldi Palace” Via Varese 8, Pavia PV  
(4 minutes walk from the conference location)



Arnaboldi Palace