

 **27th APRIL 2023 | 9 AM**

MIDA, Florence, Fortezza da Basso, Sala della Scherma

CRAFTS CODE - FINAL CONFERENCE

The role of artistic crafts and creativity in sustainable local development policies

AGENDA

h. 9.00 Welcome desk

Moderator: Chiara Dino - Cultural Editor of the *Corriere Fiorentino* journal

h. 9.15 Institutional greetings and introduction

Lorenzo Becattini - President of Firenze Fiera

Giovanni Bettarini - Municipality of Florence, Councillor for budget, subsidiaries, trade, productive activities, fairs and congresses, relations with the City Council and relations with the Tuscany Region

Valerio Cantafio Casamaggi - Municipality of Florence, Director of Economic Activities and Tourism

h. 9.45 Interreg Europe programme and the Crafts Code project

Ilaria Ramagliani - Interreg Europe Joint Secretariat

h. 10.10 Crafts Code: outputs of the project

Hilde Hoefnagels - International Projects Artesis Plantijn Hogeschool Antwerpen

h.10.30 Artistic crafts and creativity for sustainable local development

Panel discussion:

Stefano Micelli - Ca' Foscari University - Economist

Giovanni Lamioni - President of Artex, Center for the Artistic and Traditional Craftsmanship in Tuscany

Marco Pierini - Pro-Rector of the University of Florence with responsibility for technology transfer, cultural activities and social impact

Carlo Francini - Responsible for Florence World Heritage and Relations with Unesco - Municipality of Florence

Jennifer Celani (TBC) - Head of Demoethno-anthropological Functional Area - Superintendency of Archaeology, Fine Arts and Landscape for the metropolitan city of Florence and for the provinces of Pistoia and Prato

Alessandro Colombo - President of SCHOLA

h.11.30 Presentation of CALLforCRAFT 2nd edition

Elena Nanni - Murate Idea Park, Incubator Coordinator

h.11.45 Presentation of the new "Walking'in Craft" Spring edition

Costanza Materassi - Artex, Center for the Artistic and Traditional Craftsmanship in Tuscany

h.12.00 Presentation of the project "Creative connections"

Elisa Guidi - Artex's coordinator, Center for the Artistic and Traditional Craftsmanship in Tuscany

h.12.15 Q&A session

h.12.30 Conclusions

Free event with limited seats

Pre-registration for the Conference entitles you to free admission to MIDA

R.S.V.P. send email to artex@artex.firenze.it