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## Il capitale culturale

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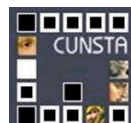
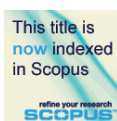
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# Rethinking Culture and Creativity: The Challenge of Sustainability. An Introduction

Paola Borrione\*, Mara Cerquetti\*\*,  
Giovanna Segre\*\*\*

This section of the journal is related to the third edition of the workshop “Rethinking Culture and Creativity”, held at the “Cognetti de Martiis” Department of Economics and Statistics of the University of Turin on 19 and 20 October 2023. The workshop was first promoted by Luciana Lazeretti at the University of Florence in 2020. This edition was also an opportunity to commemorate Walter Santagata, his seminal work in the field of the economics of culture, and the legacy he left to the academic and professional domains. Ten years after his death, the Santagata Foundation and the UNESCO Chair in “Economics of Culture and Heritage” are two well-established

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realities dedicated to his memory, which were instrumental in organising the workshop.

The Santagata Foundation was established in 2018 to continue, expand on and strengthen the work that a group of younger researchers started with Walter Santagata within a cultural association called CSS Ebla, dedicated to the memory of Silvia Santagata, Walter's daughter. Giovanna Segre and Enrico Bertacchini, with whom Walter shared the last productive years of research at the University of Turin, continue the economics of culture studies in the academic setting. Paola Borrione and Alessio Re carry on the critical task of driving the Santagata Foundation towards a successful future. The UNESCO Chair, established in 2022 at the "Cognetti de Martiis" Department of Economics and Statistics of the University of Turin, further developed the approach introduced by Walter Santagata, which focuses on sustainable economic models and policies for heritage sites within the framework of the UNESCO World Heritage Convention, by considering them part of the broader cultural and creative sector. The research findings are brought to an international audience.

Walter Santagata's approach taught us to walk on two legs. Culture is an opportunity for socio-economic development and dialogue in communities, and young people are energies to be valued and grown. He himself was an example of this, with his commitment not only to scientific research but also to supporting many local and international initiatives aimed at working on heritage and contemporary cultural production as a spark for development, accompanied by an incredible generosity in sharing research results and experiences with younger professionals and scholars.

The commitment to try to continue and expand his work is bearing its first fruits with new publications and new initiatives both at local and international levels. Still, we decided to remember him in this journal issue through one of his most impactful contributions to the academic and policy debate, published in Italian in 2008 with the title *Elogio della gratuità*. The impact on society's overall well-being resulting from the introduction of admission tickets to museums is investigated within the broader debate on the "democratisation" of culture, with a precise and sharp analysis which still seems very useful to us and continues to demonstrate the value of what Walter Santagata left us to ponder.

After the Workshop, six scientific papers were selected to be submitted for peer review and publication in an ad hoc section of «*Il capitale culturale. Studies on the Value of Cultural Heritage*» (*Rethinking Culture and Creativity: The Challenge of Sustainability*). We collected six papers; five were submitted to the journal, and four passed the review process. The selected articles address the challenge of sustainability from different scientific and thematic perspectives: Byung-chul Han's warning against the risk of Non-Things impacting the survival of cultural heritage; the contribution of cultural resources for promoting

local development in peripheral areas; the relationship of local communities with their cultural heritage beyond institutionalised definitions; the key role of philanthropy in financing the strategies related to the 2030 Agenda. Although the papers were developed within different fields of cultural management, economics and social sciences, the key focus of each was an analysis of places as complex systems of actors and resources.

The section is opened by Luciana Lazzetti, with a paper in Italian on the excesses and risks of the postmodern condition (*Gli eccessi e i rischi della condizione postmoderna: dalla globalizzazione alla digitalizzazione e il rischio delle Non Cose*). The author analyses globalisation and digitalisation, focusing on the rise of a new “black box society”, where algorithms predict a class, a rating and suggest decisions without any explanation. In her previous works, Lazzetti had already discussed the risks posed by globalisation when it comes to enhancing museums and art cities, in that it comes with the risk of the Non-Place, that is, an anthropological place generated by a loss of meanings, relationships and history. In the present paper, she goes further with this analysis and focuses on the leading role of technology and the risks of digitalisation. She introduces the concept of the “risk of Non-Things”, related to computerisation, the dematerialisation of the world and the loss of memory involving objects, movable and immovable cultural heritage, natural heritage, territories, animals, plants, even perhaps humanity itself.

In the following paper (*Models of cultural tourism development in peripheral territories. Insights from the In Luce funding programme*), Enrico Bertacchini, Stefania Camoletto, Giorgia Garabello and Giovanna Segre combine a culture-led approach to local development with a tourism-led perspective. They analyse how the promotion for tourism of local tangible and intangible cultural resources can sustain regional growth and become a successful strategy for depopulated and less developed territories. The authors classify the multiple relationships between cultural endowments and tourism promotion in peripheral areas by examining the *In Luce* call launched in 2021 in Northern Italy by the Compagnia di San Paolo banking foundation. The study is conducted through an in-depth analysis of the 15 projects awarded a grant and their related territories. The research results identify three leading models for culture-led tourism development, namely Cultural Activation, Cultural Diversification and Tourist Leverage, by combining the types of heritage promoted by the projects, the associated types of tourism activated, and the degree of tourism specialisation of the involved municipalities.

*Making sense of “heritage” from the bottom-up. An exploration of the places and spaces of Marghera (Venice, Italy)*, by Andrea Carlo Lo Verso, Monica Calcagno, Nicola Fuochi, analyses how a community can spontaneously develop a sense of place thanks to aspects of their environment that may not fit with institutionalised definitions of what a cultural resource is. The study contributes to the topic through an ethnographic research project that draws on the

literature on place and space to shed light on how the residents of a peripheral town in Italy (Marghera, Venice) socially construct a set of cultural resources that are valuable to the community. The results show that the community's sense of place unfolds along three interrelated conceptual nodes: the relationship between heritage and the past, involving the interplay between collective memory, history, and the present; the relationship between place and space, representing the interplay between meaning-making and material practices; the relationship between bottom-up and top-down mechanisms, through which those meanings and practices can accrue or undermine the community's sense of place.

In the last paper, in Italian (*Un sostegno sostenibile? Filantropia e produzione di soggetti di mercato per affrontare la crisi ecologica. Evidenze dal caso studio di Torino*), Francesco Puletti looks at a grant for developing social innovation projects promoted by a philanthropic foundation in Turin. The analysis is conducted against the backdrop of the critical debate that problematises the key role of philanthropy in financing strategies related to the 2030 Agenda. The aim is to understand how and to what extent the alignment of philanthropic action with the 2030 Agenda translates into policies supporting a neoliberal urban development agenda. The case study was investigated using a qualitative method derived from the Cultural Political Economy approach, which combines participatory observation, documentary analysis and semi-structured interviews. According to the findings, the call's effectiveness as a device of neo-liberalisation can be interpreted in light of its duality: on the one hand, it demonstrates its promoters' interest in the marketisation of the third sector; on the other, this interest is only legitimised by language and practices that conceal it through a mix of depoliticising strategies in which the territorial dimension has primary importance.

Finally, in the *Infrastrutture della conoscenza* section, we present a paper in Italian by Federica Antonucci, Enrico Bertacchini, Maria Caligaris, Dario Malerba, Melissa Macaluso, Roberto Leombruni, Paola Pisano, Giovanna Segre, Piergiorgio Vivencio (*Il digitale nei musei e istituti similari in Italia: una ricerca sui livelli raggiunti e gli indicatori per monitorare le tendenze future*). The research stems from the collaboration between the University of Turin and the Digital Library of the Ministry of Culture, whose purpose is to identify key factors for optimising the digitalisation strategy of the Italian cultural sector, funded by the National Recovery and Resilience Plan (PNRR). Responses from over 6,000 museums and similar institutions to the National Institute of Statistics surveys (2015, 2018, and 2021) outline a poor trend towards digitalisation, mainly linked to size, location, and awareness of the importance of investing in technology. Furthermore, analysis of public tenders and contracts (2016-2022) shows that the relationship between technology providers and cultural institutions appears to be underdeveloped, particularly in terms of the duration and number of contracts. However, there are interesting opportunities on the horizon for innovative ICT suppliers and startups.

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