

PRESS RELEASE

The impact of culture on territorial policies

International Study Conference

"Between the Adriatic and Ionian Seas. Cultural heritage and territorial development"

Taranto

29-30 October 2019

Palazzo Pantaleo, vico Civico

Press release 18.10.2019

On October 29-30, 2019 the International Study Conference “Between the Adriatic and Ionian Seas. Cultural heritage and territorial development” will take place in Palazzo Pantaleo, Taranto; it is funded by the European Union under the Greece-Italy cooperation project, i.e. POLYSEMI, and its aim is to investigate the potential that intangible assets have in community growth. We will discuss the possible intersections between entrepreneurship and culture, legislation and development policies, the role of the media between culture and territorial promotion and travel literature as a cognitive tool of reality. These topics will be tackled by 30+ speakers (entrepreneurs, scholars, journalists and operators in the sector) coming from Italy and other countries.

The initiative is the second stage of a travelling conference between Puglia and Greece in the context of the POLYSEMI project (Park of Literary travels in Greece and Magna Graecia), which is inspired by an idea of the University of Bari Aldo Moro (Lead Partner). The project is carried out in cooperation with four partners: the Municipality of Taranto, the Computer Science Department of Ionian University - Research Committee of Corfu, the Ministry of Culture and Sports and the Region of the Ionian Islands. POLYSEMI is co-funded by the European Union under the 2014-2020 Greece-Italy Cooperation Program. The Scientific Committee is composed of Professors Stefano Bronzini, Giulia Dell'Aquila, Pasquale Guaragnella, Giovanna Scianatico and Franco Vitelli.

Attached is the Conference Program.



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The main objective of the Interreg VA Greece-Italy 2014-2020 Cooperation Program is to define a cross-border growth strategy between Puglia and Greece (Epirus Region, Western Greece and Ionian Islands) for the development of a dynamic economy based on smart, sustainable and inclusive systems to improve the quality of life of the citizens in these regions.

The Program has a 123,176,896-euro budget, is co-financed by the European Union under the European Regional Development Fund (ERDF) and by the two member states (Italy and Greece) with a 15% national quota.

www.greece-italy.eu www.polysemipark.eu

