

# RESEARCH THEME

XXVII cycle - a.y. 2021/2022

**Title of the doctoral research**      Designing processes and new cultural experiences of the cinematographic and theatrical heritage. Toward new scenarios of creative and cultural industries

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**Abstract**                                The theme (research team: R. Trocchianesi, A. Mazzanti and L.M.F. Fabris) focuses on the **reactivation of the cultural heritage related to entertainment and cinematographic and theatrical production through the definition of strategies, processes of valorization and new models of cultural experiences.**

In the last twenty years we are witnessing a phenomenon of abandoning historical movie theatres and theatrical spaces. These buildings are characterized by a strong architectural and symbolic value as well as historical memory; for this reason, they are open to **re-functionalization and new design narratives**. This kind of cultural assets joins the value of the architectural work with the intangible heritage made of meta-narratives about social, cultural and professional phenomena, and it is able to adapt itself to features of local communities.

Now more than ever, the reappropriation of these symbolic places of the city becomes an essential practice to reinvent the cultural urban scene.

These approaches will be integrated thanks to interdisciplinary contributions (see research team) according to the **following actions:**

**analysis and history-stratigraphic mapping;** evaluation **state of the art and reuse conditions**, transformation and definition of a valorization/reactivation **strategic model; study of specific buildings**, definition **design framework and model**, transferability of the **scientific model in other contexts** and creation of an **international network**.

This research field could intertwine some possible links with Old cinema project (<http://www.oldcinema.net/oldcinema>) and AIPAI - Associazione Italiana Patrimonio Archeologico Industriale.

This kind of places are particularly suitable for social aggregations and post-Covid cultural experiences thanks to their dimensions and presence in urban fragile contexts.

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**Keywords**                                Design for cultural heritage, Architectural heritage