

## PROGETTO DI RICERCA

<b>Titolo della ricerca dottorale</b> <i>Title of the doctoral research</i>	Map the Cultural and Creative City. Networks for communication of territories.
<b>Docente proponente</b> <i>Proponent professor</i>	Giovanni Baule
<b>Abstract</b>	<p>A specific contribution of communication design, in its disciplinary dimension, is aimed at the study and creation of territory interfaces that pass through different modes of representation and mapping systems, experimental formats and devices.</p> <p>The objective is the mapping of Cultural and Creative City.</p> <p>The territorial dimension that documents acquire is essential, according to the principle of spatialization of memory (Westphal 2007). Information, data and complex contents can be geolocated. One can thus speak, in an extended sense, of archives of the territory: they use the resources of the project to affirm the full documental and narrative dimension of memory, avoiding that the bare technology reduces it to a database (Bazola - Rosa 2011).</p> <p>With regards to communication in local and global networks of cultural districts, the research also aims to accompany the development of city's cultural policies with a research tool and status monitoring of the Creative City in all its expressions, where the role of communication systems includes and goes beyond those for cultural and literary tourism. The mapping systems also perform in fact a creative city monitoring function: the research is done in close collaboration with the Joint Research Center (JRC) of the European Commission, which oversees The Cultural and Creative Cities Monitor.</p>
<b>Parole chiave</b> <i>Keywords</i>	archives of the territory, creative industries, literary maps