

# RESEARCH THEME

XXVII cycle - a.y. 2021/2022

**Title of the doctoral research** Design visions for a "Cultural Heritage of proximity" in post-pandemic times

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## Abstract

The research aims to be an in-depth exploration of the most innovative approaches in the field of design for cultural heritage. The context of the *heritage continuum* (an ecology of contents, that connects the collections of museums, cultural institutions, archives, online repositories, territories and users in a fluid space between physical and virtual) and the one of *phygital* (physical + digital) constitute the prerequisites for guiding, through design, processes of holistic and not only technology-driven innovation of the heritage to facilitate inclusion, social cohesion, equity, well-being, social and economic development.

The focus will be on how to design possible responses and strategies to face the post-pandemic crisis experienced by Cultural institutions and Cultural heritage due to COVID. The leading concept is the idea of "Cultural heritage of proximity", meant as a cultural local "ecosystem" for its community, in which the idea of proximity refers both to closeness and impact (physical and metaphorical) to the audience and to networking with other institutions and organizations in the surrounding. The challenge is not only bringing back the audience to cultural institutions with renovated interests, purposes and cultural needs but rethinking the connections between cultural institutions, the audience and the territorial/urban/public networks and partnerships, in a "cultural proximity". Envisioning and enabling innovative CH models, providing competencies and technologies, imagining novel functions, and fostering collaborations we want to underline the potential of the social resilience of culture and cultural heritage.

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## Keywords

Culture driven innovation, Heritage Continuum, Cultural Proximity