Wednesday 4 May 2011, 5.00 pm

Room 1-G, Venice International University, Island of San Servolo, Venice

The exceptional strength of Cultural Brands

Hendrik Beerda, Cultural Brand Consultant, Amsterdam

Hendrik Beerda shall illustrate the benefits of cultural brand management for the development and promotion of art cities and venues, suggesting possible applications to the case of Venice and its museums.

Discussant: Elizabeth Carroll, Art History professor at VIU

The lecture will be in English and is open to the public. A reception will follow.

Wednesday 11 May 2011, 5.00pm

Room 1-G, Venice International University, Island of San Servolo, Venice

International Migrants and the Right to the City

Marcello Balbo, SSIIM Unesco Chair, Università IUAV di Venezia

Marcello Balbo shall argue that the social and spatial inclusion of international migrants is a crucial issue for cities of the North as well as of the South of the World. He will explain how urban policies may promote new intercultural identities to ensure the inclusion of all residents in the local community.

Discussant: Ulrich Metschl, professor of Philosophy, Ludwig Maximilians Universität

The lecture will be in English and is open to the public. A reception will follow.