



MAMA - MASTER IN ARTS MANAGEMENT AND ADMINISTRATION
THE ART OF MANAGING ARTS

30.09.2016

OPENING CEREMONY
REINVENTING CULTURAL
INSTITUTIONS

FROM THE LEGACY OF THE PAST
TO THE OPPORTUNITIES OF THE FUTURE

18.00
PEREGO ROOM
VIA SARFATTI 25, MILANO

This event aims to discuss how cultural institutions are dealing with current challenges such as globalization, digitalization and mass tourism. Managers are asked to adapt and reinvent their institutions, implementing innovative strategies and practices, in order to keep the institution competitive, attractive and sustainable. Prominent cultural managers will share their views and ideas by bringing their hands-on experiences.

18.00 WELCOME

Gianmario Verona, Dean of the Faculty,
Bocconi University

Andrea Rurale, Director MAMA, SDA Bocconi
School of Management

18.10 *Simon Murray*, Senior Director, National Trust,
London

18.30 *Chiara Rostagno*, Director, Museo Cenacolo
Vinciano, Milano

18.50 *Timothy Verdon*, Director, Museo dell'Opera
del Duomo, Firenze

19.10 CLOSING

The event is free upon [online registration](http://SDABOCCONI.IT/MAMA).

