



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

BEIJING, 25.11.2014
6.30 PM

MANAGING THE SPLENDOUR OF ITALY

A talk on the new Master Program
in partnership with Italian
cultural institutions

ISTITUTO ITALIANO DI CULTURA
SAN LI TUN, DONG ER JIE 2
BEIJING

WELCOME

Stefania Stafutti, Director IIC Beijing

SPEAKERS

Andrea Rurale, SDA Bocconi Professor of
Marketing

Barbara Alighiero, journalist and writer,
MondoMostre, former Director IIC Beijing

Ye Ying, Editor-in-Chief of The Art Newspaper
China

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