



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

29.09.2017

## MAMA OPENING CEREMONY

12.15  
UNIVERSITÀ BOCCONI  
AULA MAGNA - VIA ROENTGEN, 1  
MILANO

Irina Bokova, Director General of UNESCO, will address the Opening Ceremony of the Master in Arts Management and Administration (MAMA). UNESCO has become the essential 'soft power' actor – brokering knowledge and crafting innovative policies to promote the centrality of education, the sciences, culture, and communication/information as global public goods. The event will highlight the important role UNESCO has played in fostering development and ensuring peace through a discussion about Ms. Bokova's mandates and actions taken in order to ensure effective implementation of the UNESCO mission.

12.15 WELCOME TO MAMA PARTICIPANTS

**Gianmario Verona**, Rector, Università Bocconi  
**Ilaria Borletti Buitoni**, Undersecretary of State,  
Ministry of Cultural Heritage and Activities of Italy

12.40 KEYNOTE SPEAKER

UNESCO'S SOFT POWER TODAY: FORGING NEW  
WAYS TO BUILD PEACE AND SUSTAINABLE  
DEVELOPMENT

**Irina Bokova**, Director General, UNESCO

13.30 CONCLUSIONS

CULTURAL MANAGEMENT AS A CRITICAL TOOL  
TO COMBINE ARTS, MARKET AND SOCIETY

**Andrea Rurale**, MAMA Director, SDA Bocconi  
School of Management

The event is free upon [online registration](#)

In collaboration with Comune di Cremona, Fondazione  
W. Stauffer and Friends of Stradivari