



MAMA - MASTER IN ARTS MANAGEMENT AND ADMINISTRATION

1.10.2015

MAMA OPENING CEREMONY THE ART OF MANAGING ARTS

14.30
GRAFTON BUILDING LOUNGE
VIA ROENTGEN 1
MILANO

The Master in Arts Management and Administration (MAMA) is a full-time, international, one-year program that is taught entirely in English and it is aimed at students from all over the world. MAMA aims to support artistic innovation and cultural development worldwide, by strengthening the leadership and management skills required for arts organizations to thrive. Leveraging on Italian excellence in cultural heritage and artistic production, the program will strengthen your cultural background as well as your professional skills, which will allow your career to flourish.

14.30 WELCOME

Bruno Pavesi, Chief Executive of Università Bocconi
Bruno Busacca, SDA Bocconi Dean
Alex Turrini, MAMA Director

15.00 ROUNDTABLE

The art of managing arts
Andrea Rurale, SDA Professor of Marketing

Umberto Allemandi, Il Giornale dell'Arte, Torino
James M. Bradbourne, Pinacoteca di Brera, Milano
Andrea Carandini, Fondo Ambiente Italiano, Milano
Claudia Ferrazzi, Accademia di Francia, Roma
Paolo Nicolini, Musei Vaticani, Città del Vaticano
Andréé Ruth Shammah, Teatro Franco Parenti, Milano

16.45 CONCLUSIONS

Ilaria Borletti Buitoni, Sottosegretario di Stato ai Beni Culturali e al Turismo

Event in Italian with translation devices available

