



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).

