

The Horizon EU Culturality project

International research and innovative teaching experiments for guidelines for the cultural and tourism development of rural areas

25th–28th May 2025

Sala Mollino

– Castello del Valentino, Viale Mattioli, 39 - 10125 Torino TO

The main objective of the course is to present research areas considered strategic at EU level on the theme of cultural and tourist enhancement (in an interdisciplinary sense) of rural areas. The theme is at the heart of the EU project CultuRaliTy (Cultural Heritage in Rural Remote Areas for Creative Tourism and Sustainability), winner of the European call for proposals HORIZON-CL2-2023-HERITAGE-01. The research aims to structure cultural and creative tourism activities for the promotion of territories, taking into account their different capacities, resources and specificities (material, creative, human, etc.). It is also a means of contributing to the sustainable development of peripheral rural areas, promoting job creation and population settlement. To this end, the course aims to compare the lines of action of the European project with the research and interpretation tools possessed by students from different PhD courses with a strongly multidisciplinary and holistic approach. It involves study and analysis of the potential of cultural heritage, considering both material and intangible culture as a resource.

The course will feature members of the entire *CULTURALITY* team as guest speakers and will be structured as a workshop. Each speaker will be responsible for two parts: a lecture and the indication of readings and project topics (2 hours); discussion of the topics with students (2 hours).

Each international speaker will be assisted by a member of the Wp6 team

III level education

PhD Programme in Patrimonio Architettonico /Architectural Heritage

Other PhD Programme involved – DASP, D&T, U&R

INFO AND CONTACTS

elena.dellapiana@polito.it

dottorati.dad@polito.it

**LESSON
ON INVITE**

25th May 2026

9:00 AM – 1:00 PM

LESSON 1

Presentation of the Culturality project: background, objectives, critical issues

– **Ana Fernandez**, Elena Dellapiana, Cristina Coscia

26th May 2026

2:00 PM – 6:00 PM

LESSON 2

Territories and contemporary craftsmanship

– **Carol Sinclair**, Claudio Germak, Elena Dellapiana

27th May 2026

9:00 AM – 1:00 PM

LESSON 3

Cultural territories: material and immaterial culture and contemporary applications

– **Willeke Wendrich**, Elena Dellapiana

28th May 2026

9:00 AM – 1:00 PM

LESSON 4

Community engagement in holistic cultural heritage management for sustainable tourism

– **Olaya Alonso Lopez**, Marco Bozzola, Xiaoxu Liang, Elena Dellapiana

28th May 2026

2:00 PM – 6:00 PM

LESSON 5

Enhancing cultural territories: Strategic Design, circular economy in remote areas

– **Juan Prieto Rodríguez**, Silvia Barbero, Cristina Coscia, Elena Dellapiana

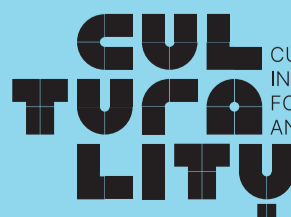
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Department
of Architecture and Design



CULTURAL HERITAGE
IN RURAL REMOTE AREAS
FOR CREATIVE TOURISM
AND SUSTAINABILITY

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