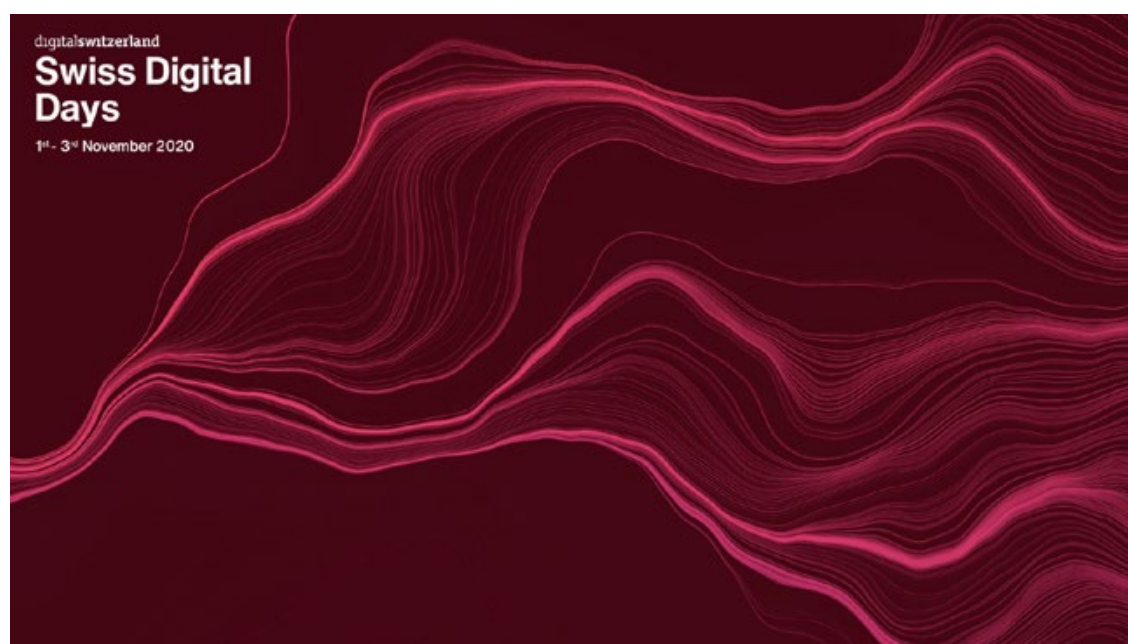


# cultura e salute

Connected to shorten distances



SWISS DIGITAL DAYS  
NOVEMBER 3<sup>RD</sup> 2020  
5.00 - 7.00 p.m.

> LIVE STREAMING IN ENGLISH

A discussion on culture during Covid-19 to compare and analyze lessons learned from the emergency. A focus on the boost of digital cultural production and use during the lockdown, as well as on the ongoing transformations in cultural policy, in the supply and demand of culture, and in the evolution of artistic research.

With the aim of discussing and analysing the lessons learnt from the emergency, the "Cultura e Salute. Connected to shorten distances" initiative, promoted by the City of Lugano and the IBSA Foundation within the framework of their partnership in the Cultura e Salute project, will be an opportunity to discuss Culture in the times of Covid-19, thanks to the contribution of important international guests.

The event is part of the 2020 Swiss Digital Days program.

## Program

### **Moderators**

- Luigi Di Corato, Director of the Cultural Division of the City of Lugano
- Silvia Misiti, Director of IBSA Foundation for scientific research

5.00 p.m.

### **Introduction**

- Luigi Di Corato, Director of the Cultural Division of the City of Lugano

5.20 p.m.

### **Manifesto for a Modern Cultural Policy - For culture to work as a strategic agent of transformation**

- Philippe Kern, Founder and Managing Director of KEA European Affairs

5.45 p.m.

### **The future of cultural engagement**

- Anne Torreggiani, Chief Executive of The Audience Agency and Co-Director of The Centre for Cultural Value

6.10 p.m.

### **Digital transformation in the cultural sector: lessons learned between need, curiosity and resistance**

- Philippe Bischof, Director of the Swiss Arts Council Pro Helvetia

6.40 p.m.

### **Q&A**

6.50 p.m.

### **Conclusion**

- Catterina Seia, Vice-President of the Fitzcarraldo Foundation, Founder of the Cultural Welfare Center and Member of the Advisory Board of the IBSA Foundation

> MORE INFORMATION