



Italy Pavilion

The European Capitals of Culture Day at the Universal Exhibition Dubai 2020-21

30th October 2021

PROGRAMME



International Forum (11:00 am - 12:30 pm)

The European Capitals of Culture and the New European Bauhaus: how to build a sustainable, inclusive and beautiful places

The New European Bauhaus is an innovative initiative launched by the European Commission to imagine and build sustainable and accessible places that are “beautiful for our eyes, minds, and souls”. Inspired by the Bauhaus movement, it fosters cooperation between thinkers and doers aimed to redesign our cities and promotes links between Science and Culture.

The International Forum aims at bringing to the fore the contribution of the ECoCs to build sustainable, inclusive and beautiful places, taking into account the NEB values (interdisciplinarity, connection between arts culture and science-technology, accessibility, involvement of citizens). The focus will be placed on tangible practices and examples.

Venue: Anfiteatro (ex Auditorium)

Introduction: Marija Gabriel - European Commissioner for Innovation, Research, Culture, Education and Youth (*video*)

Keynote speaker: Professor Carlo Ratti

Architect and engineer by training, Professor Carlo Ratti teaches at Massachusetts Institute of Technology, where he directs the Senseable City Lab. His work has been exhibited worldwide. Two of his projects – the Digital Water Pavilion and the Copenhagen Wheel – have been included by TIME Magazine in the list of the ‘Best Inventions of the Year’.

He has been featured in Esquire Magazine’s “Best and Brightest” list and in Wired Magazine’s “Smart List.” Blueprint Magazine included him among the “25 People who will Change the World of Design,” and Fast Company named him as one of the “50 Most Influential Designers in America.”

Participants: 5 Past and Future European Capitals of Culture

Matera - European Capital of Culture 2019- Italy

Esch - European Capital of Culture 2022- Luxembourg

Novi Sad - European Capital of Culture 2022- Serbia

Nova Gorica - European Capital of Culture 2025 - Slovenia

Oulu - European Capital of Culture 2026- Finland



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Talk (4:00 - 4:45 pm)

Urban/rural: to design new regenerating and sustainable connections between the “overcrowded” and the “sparsely inhabited” areas through culture

Can we envisage new relations between the overcrowded areas and the remote, sparsely areas? Is it possible to imagine a more sustainable world based on a more balanced connection between the “too crowded” and the “underpeopled” areas? These are some of the urgent questions raised by the pandemic.

Most of European Capitals of Culture designed their programme as to include also remote, scarcely inhabited areas. Can culture regenerate the rural areas and create sustainable connections with the urban ones?

Venue: Anfiteatro (ex Auditorium)

Participants: 5 Past and Future European Capitals of Culture will debate on this theme, underscoring the different examples and practices experienced

Matera - European Capital of Culture 2019- Italy
Veszprém-Balaton - European Capital of Culture 2023- Hungary
Galway - European Capital of Culture 2020- Ireland
Eleusi - European Capital of Culture 2023- Greece
Oulu - European Capital of Culture 2026- Finland

Workshop (3:30 - 5:30 pm)

The ECoC game

The game is conceived as an interactive experience aimed at stimulating intercultural dialogue, bringing visitors to Expo 2021 in an imaginary journey through the European Capital of Culture history.

The game aims at raising awareness on the ECoC project, on the rich diversity of European culture and will provide players with information, curiosities and anecdotes through a playful and fun experience.

For the first time ever, the ECoCs will have a common display made available online for anyone through an open source license.

The game objects will be self-made with recycled materials from the Open Design School, one of the two pillar projects for Matera's application as the European Capital of Culture.

Venue: Accademia (ex Education Lab)

Performance (6:00 - 8:00 pm)

Open Sound

The Open Sound Project is one of the original co-productions of Matera European Capital of Culture 2019.

Open Sound aims to create a bridge between contemporary electronic music production and sound practices linked to the most representative rituals of the tradition of the region. The performance will involve two leading exponents of the Italian and Arab electronic music scene who will create new music tracks from the Open Sound archive: in this sense, it will be the outcome of the hybridization of two different cultures.

The musical pieces performed are the result of a co-creation work, according to the method that has characterized the cultural production of Matera 2019, and will change according to the interaction with the audience.

Venue: Aperitivo Italiano



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