



## PROGRAM/SCHEDULE

### APRIL 14, 2011

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20.00 Dinner for presenters, S. Lucia a Largo Febo

### APRIL 15, 2011

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9.00 **Opening Remarks**

Mario Resca, *Direzione Generale per la valorizzazione del patrimonio culturale*

Luigi Malnati, *Direttore Generale per le antichità*

Darius Arya, American Institute for Roman Culture

*Special thanks to the Soprintendenza archeologica di Roma: Anna Maria Moretti and Angelo Pellegrino*

10.00 **The globalization of cultural heritage**

Lorenzo Cassini, Università di Rome "La Sapienza"

10.15 **Sustainable Conservation**

Dr. Larry Coben, Sustainable Preservation Initiative

10.30 **Conservation in time of conflict and war**

Fredierich Schipper, University of Vienna

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11.00 **COFFEE BREAK**

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11.30 **The use of new technologies – databases and video**

Jeff Glass, Kogeto

Helga di Giuseppe, Lisa Fentress, FastiOnline

12.00 **Philanthropy that works; foundations for conservation**

Dr. Vangelis Kyriakidis, Initiative for Heritage Conservancy (Athens, Greece)

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13.00 **LUNCH**

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14.00 **Conservation for the future: Ostia Antica**

Enrico Rinaldi, Ales spa

Maria Grazia Flamini, Giuseppe Casu, ISCR

15.00 **The public engaged: volunteer, video, social media**

Darius Arya, AIRC

Alberto Prieto, AIRC

Giuseppe Ariano, *Direzione Generale per la valorizzazione del patrimonio culturale*

16.00 **Nuovi modelli finanziari per conservation**

Larry Coben, Sustainable Conservation Initiative

Laura Forti, Università Bocconi

Andrea Crovetto, Banca Finnat

18 – 20 Aperitivo for presenters, Chostro di Bramante





## PROGRAM/SCHEDULE continued

**APRIL 16, 2011**

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9.00 **Welcoming remarks**

Palazzo Massimo

Rita Paris, Direttrice Museo delle Terme

9.30 **Conflict and conservation**

Laurie Rush, US Army

**Roundtables:**

10.00 Implementing conservation: economic realities

11.00 Use of the internet, social media, video

12.00 Attracting new investors and what to invest in

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13.00 **LUNCH**

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14.00 Visit Ostia Antica with Angelo Pellegrino, Director of the excavation site of Ostia Antica

(Bus departing from Palazzo Massimo)

18.00 End

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For any queries on the program, please call **+39 345 305 6980**