



## Officina Educazione Futuri 2022

Description of the practice/project related to the topic "Spaces of inclusion and democracy" you are sharing with the community of Officine

<b>Name of the people /person involved</b>	<b>Marina Di Berardo</b>
<b>Affiliation</b>	Ministry of Culture - General Directorate Education, Research and Cultural Institutes, Office 1 - <i>Study Office</i> – Center for Educational Services (Sed).
<b>Title and practice/project short description</b> (max 1000 characters)	<b><i>For us by us. Generation Z and cultural heritage</i></b>  The project <i>For us by us</i> was Jointly promoted by General Directorate Museums - Office II <i>National Museum System</i> and General Directorate Education, Research and Cultural Institutes - Office I - <i>Study Office</i> - Center for Educational Services for the year 2020-2021.  In pilot phase, it was developed with the aim of bringing young people born between 1995 and 2010 (the so-called Generation Z: digital native, multitasking and social addicted, part of very recent social transformations and cultural trends) closer to the cultural heritage, launching new approaches to the organization of knowledge and education to cultural heritage as creative processes for the enhancement of selected works / finds, traditions, places of culture among those widespread in the context of belonging.  Aimed at raising awareness among young people on the identity value of cultural heritage, on their participatory role and on forms of peer-to-peer communication, the project has envisaged, in the final phase, the dissemination of multimedia products on the social channels of culture places and / or of the schools involved and the evaluation by the Educational Services through monitoring and social media analytics actions.
<b>Notes on didactical /methodological innovation introduced</b> (max 1000 characters)	Through collaborative relationships initiated with Educational Services, Communication Offices and schools participating in the initiative at selected museums, students of the lower and upper secondary schools were called upon to design a digital communication 'device' ( Storytelling / Digital Storytelling, communication campaign / promotional spot, video-pill) fully accessible, able to tell - according to their approach - a material, intangible or digital cultural asset of the reference territory, also updating it linking to some of today's social emergencies (accessibility, inclusion, sustainability, environment, migratory phenomena, widespread and / or gender-based violence, religious and / or ideological conflicts, etc.).
<b>Key words</b> (max 6)	<b>#generationZ #planning #digital</b>
<b>Short biography of the people /person involved</b>	Art Historian, official at the General Directorate for Education, Research and Cultural Institutes, Office 1 - <i>Study Office</i> of the Ministry of Culture – Responsible

**Commento [m1]:** secondo me è ininfluente tradurre Servizio 1, a meno che per un lettore straniero non sia significativo sapere se sta al Servizio 1 o 2...in tal caso bisognerebbe esplicitare con un altro dettaglio il Servizio, traducendo con OFFICE e non Service, che è fuorviante  
8 giugno 2022, 16:28

(max 900 characters)	<p>U.O.5 – <i>Heritage Education – Formation and research</i> – Center for Educational Services.</p> <p>Researcher in the historical-artistic field, with experience in the librarianship and archival field, she carried out university collaborations. Former Professor of History of Art, Visual Arts and Cultural Heritage in secondary school. Author and editor for the <i>Enciclopedia dell'Arte Medievale</i> - Institute of the Italian Encyclopedia 'G. Treccani'. She has been working with learning environments, didactics 2.0 and culture of innovation, author of scientific contributions in the sector.</p> <p>Presently, she takes care of addressing guidelines, programming, teaching activities and interinstitutional collaborations in cultural heritage education, with a view to system-designing.</p>
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