

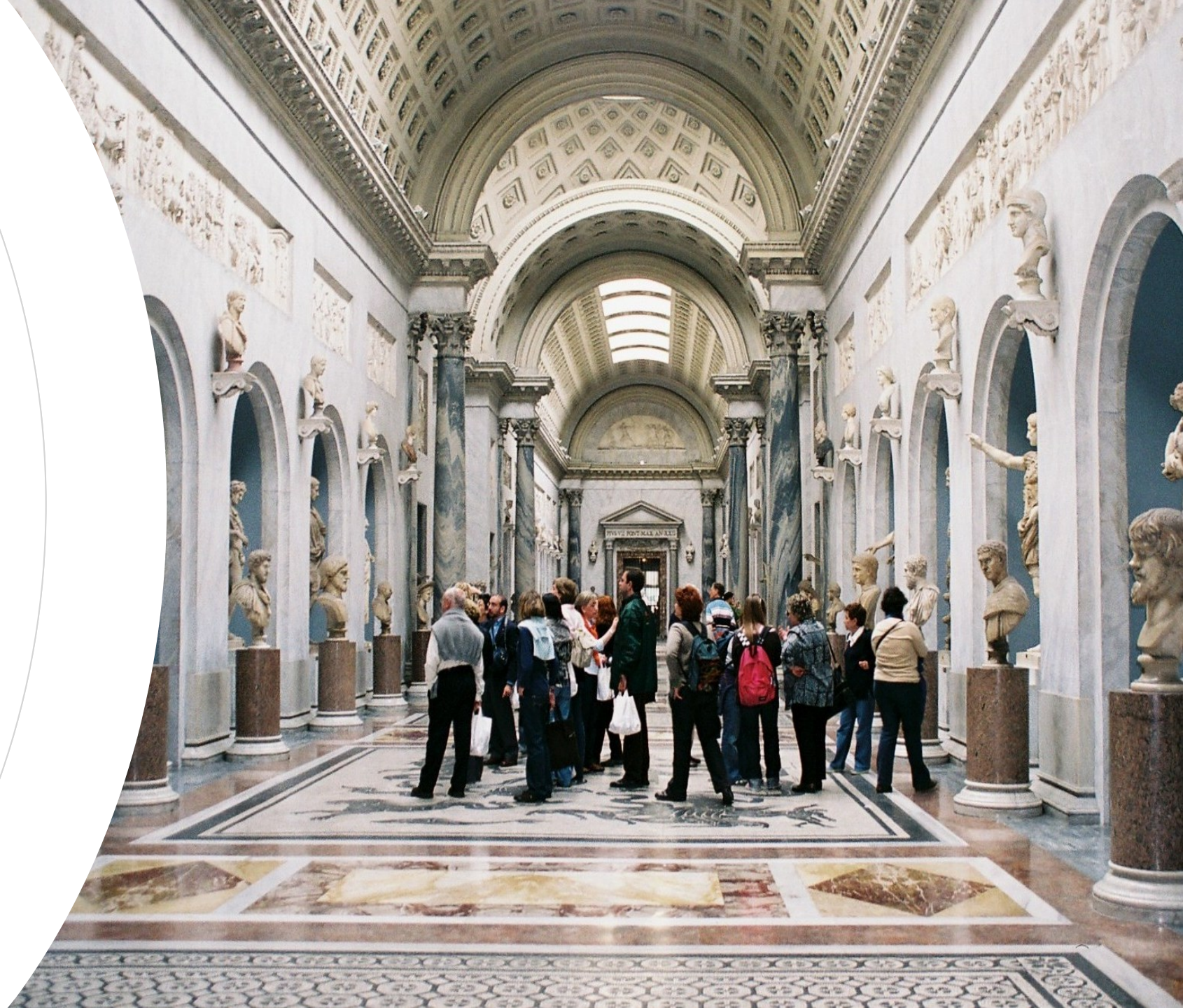
# Antonella Poce

Full Professor in Experimental Pedagogy -  
Department of History, Humanities and Society -  
University of Rome Tor Vergata

Director of the INTELLECT joint research centre-  
University of Rome Tor Vergata and University of  
Modena and Reggio Emilia

***Digital transformation in  
cultural tourism: an  
international dialogue***

March 7th, 2025



# Research Centre

## INTELLECT (Tor Vergata and Modena-Reggio Emilia):

- INTELLECT: Inter-University Research Centre for Museum, Heritage Education, Well-being and Technology in Education

Focus: Heritage education, well-being, AI and digital technologies.

- Created in February 2024

## Departmental Centre INTELLECT (Modena and Reggio Emilia University):

From 2021 to 2023.

Focus: Communication and enhancement of artistic heritage through AI and advanced technologies.





WE ARE  
RESEARCHING  
EDUCATION  
HERITAGE  
WELLBEING  
TECHNOLOGY  
TEACHING

## INTELLECT Centre

- Established in cooperation between the University of Rome Tor Vergata and the University of Modena and Reggio Emilia.
- Interdisciplinary hub for digital education, cultural heritage and critical thinking.
- Focus: Didactic experimentation and use of technologies in educational contexts.
- Promotes inclusion and awareness of the social role of culture.

# Activities

Partnerships with national and international institutions



Collaboration with national and international experts

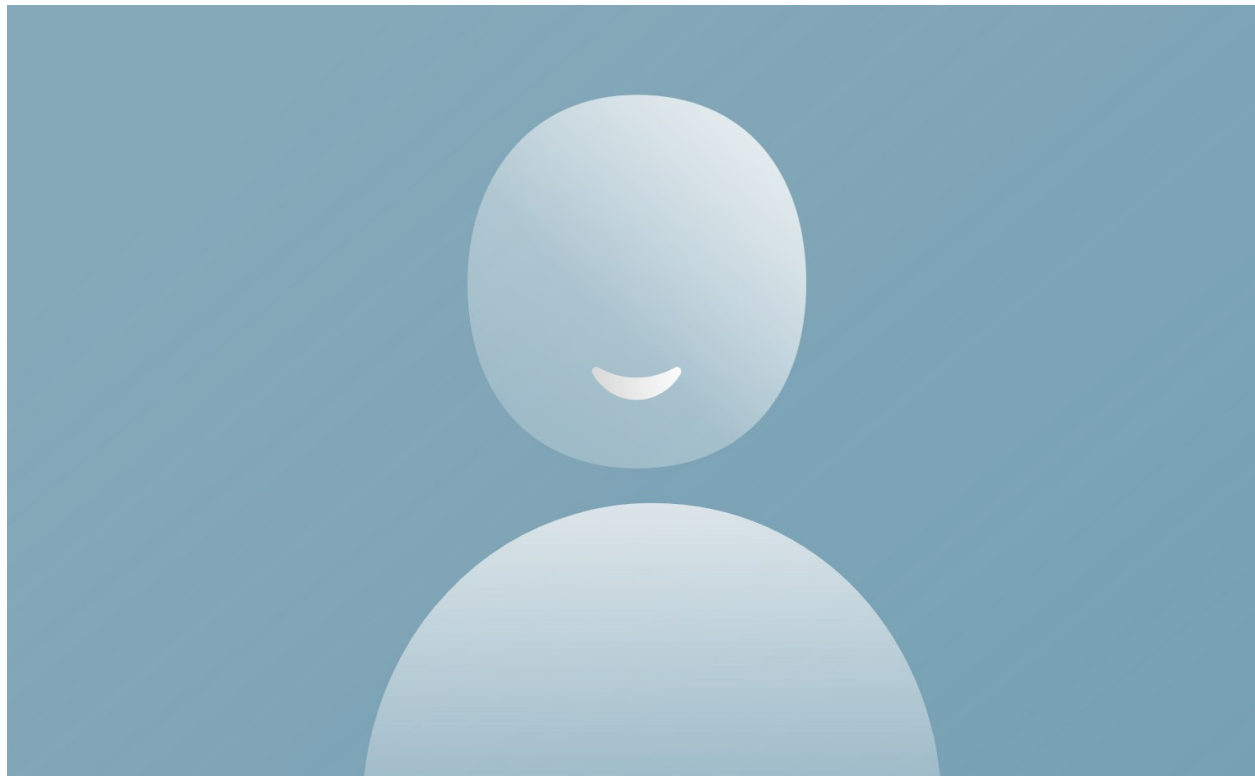


Development of MyIntellect website and LMS platform



Identification of upcoming calls and conferences to submit shared proposals

# END of Centre Presentation: what do we do here, today?



**Digital transformation  
in cultural tourism:  
an international dialogue**

promoted by the INTELLECT Centre  
(Joint University Centre for Research  
into Heritage Education, Well-Being and  
Educational Technology) and AgID (Agency  
for Digital Italy)

March 7, 2025  
10.30-12.30 AM  
AgID, via Liszt, 21  
Roma

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### Program

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10.30-10.45 INTRODUCTION AND PRESENTATION OF THE INTELLECT  
JOINT CENTRE  
**Antonella Poce** - Head of INTELLECT joint Centre  
*University of Rome Tor Vergata*

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10.45-11.45 THE SMARTER ITALY CALL FOR PROPOSALS  
**Mauro Draoli** - Head of Unit "Innovation Procurement"  
*AgID*

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11.45 - 12.15 CULTURAL DIPLOMACY AND THE OPPORTUNITIES FOR  
DIGITAL CULTURAL TOURISM  
**Anne Taylor Brittingham** - Director, Office of Educational  
Technology  
*Smithsonian Institution*

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12.15-12.30 Q&A

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 TOR VERGATA  
UNIVERSITÀ DEGLI STUDI DI ROMA

 AGID Agenzia per  
l'Innovazione Digitale

Centro di Ricerca per l'Educazione  
del Patrimonio Culturale, del Well-Being  
e la Tecnologia nelle Università

# *Alliance for Culture and Economic Development*

(in collaboration with US Embassy in Rome and Centre for American Studies )

Established on 9 May 2022

Goal: definition of new business models for the valorisation of cultural heritage and activities

Network of experts in the cultural field, companies, national and international institutions

4 meetings: 9 May, 23 June, 13 September, 12 October 2022

# *Alliance for Culture and Economic Development* INTERNATIONAL EXPERTS

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AEA Consulting and Global Cultural District Network

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Harvard University

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John Hopkins University e Howes Studio

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Thinc, NYC

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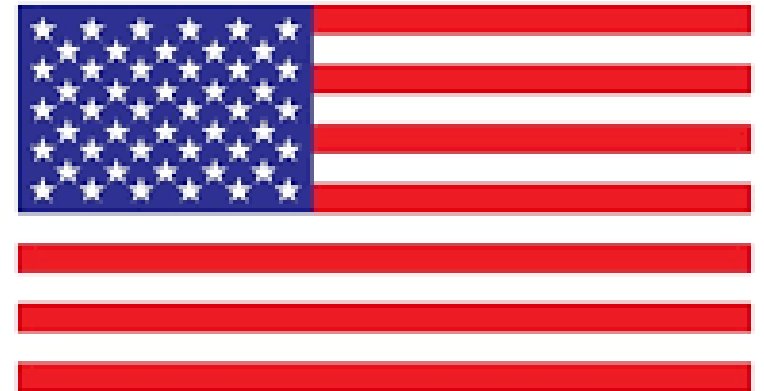
Kaledoiscope Learning and Columbia University

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The Metropolitan Museum of Art, New York

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National Gallery of Arts, Washington DC



# NATIONAL INSTITUTIONS, AGENCIES AND COMPANIES

- DTC Regione Lazio
- Soprintendenza speciale Archeologia, belle arti e paesaggio di Roma
- MUR
- Sapienza Università di Roma
- Galleria Borghese (Roma)
- Acquario Romano-Casa dell'Architettura
- Gallerie Nazionali di Arte Antica di Roma – Palazzo Barberini e Galleria Corsini
- Dipartimento per la programmazione e il coordinamento della politica economica – Presidenza del Consiglio dei Ministri
- Fondazione Scuola dei beni e delle attività culturali
- Parco Archeologico dell'Appia antica
- Commissione VIII Urbanistica del Comune di Roma e Commissione III Mobilità, Commissione XI Scuola e della Commissione Roma Capitale, Statuto e Innovazione Tecnologica
- Musei Statali della città di Roma - Ministero della Cultura
- Università degli Studi di Teramo
- Embassy of the United States of America in Rome
- The Center for American Studies
- Confindustria
- Agenzia per l'Italia Digitale
- Parco Innovazione - Reggio Emilia
- ArtCentrica srl
- Unicredit
- Vodafone
- Innova Camera
- Art Thinking
- Coopculture
- Engineering
- A2A
- 3M Italy
- Enel X
- Terna e Terna Cult
- Cultura Italiae



**Thank you  
for your  
attention**

email

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