



# Mega-events in Heritage-rich Cities: Principles and recommendations in Europe

Seminar on the occasion of the European Heritage Award / Europa Nostra Award 2022

Milan, October 24, 2022  
Polimi, Aula Magna del rettorato,  
Piazza Leonardo da Vinci 32 (Building 1, first floor)

How can cities rich in culture host mega-events without putting their own heritage at risk?

How can mega-events become effective ways to promote and protect tangible and intangible heritage in Europe and beyond?

Drawing on the HOMEE Research Project – winner of one of the European Heritage Award / Europa Nostra Awards 2022 in research – the seminar discusses these questions and their practical implications.



10:00 – 10:40 **Welcoming Remarks and Introduction**

**Massimo Bricocoli**  
Director of DASTU, Politecnico di Milano

**Pascal Lievaux**  
Chair, EU JPI Cultural Heritage

**Davide Ponzini**  
Project Leader, HOMEE Research Project

10:40 – 12:00 **The “Charter for mega-events in heritage-rich cities” in Practice**

**Stefano Baia Curioni**  
Associate Professor, Bocconi University

**Cristina Loglio**  
Former member of the jury of Italian Capitals of Culture

Moderator: **Joanna Sanetra-Szeliga**  
Assistant Professor, Cracow University of Economics

**Chryssa Martini**  
Director of Premises and Infrastructure, Eleusis 2023 European Capital of Culture

Commentary: **Zachary Jones**  
Adjunct Professor, Politecnico di Milano

**Iacopo Mazzetti**  
Head of Legacy, Milano-Cortina 2026 Foundation

12:00 **Coffee Break**

12:20 – 13:00 **European Heritage Award / Europa Nostra Award Ceremony**

**Laura Ambrosino**  
Regional Office of Milan, European Commission

**Mariachiara Esposito**  
Cultural Policy Officer, European Commission

**Maciej Hofman**  
Europa Nostra

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More information regarding the HOMEE project:  
<http://www.tau-lab.polimi.it/research/homee/>  
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