Events

The third mission experience of the UID at the *Restauro-Musei* Trade Show of Ferrara

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Dialog with society represents the new mission that the University is facing and taking charge of. Greater openness and interaction with the socio-economic context through the exploitation of research results and the transfer of knowledge is what is required at Universities: a new objective that stands beside those of higher education and scientific research. In fact, the term 'third mission' is used with increasing frequency and sometimes with confusion or ambiguity when used to describe many of the activities that bring into direct relation universities, society and the economic and productive context. The 'third mission' is describable in its twofold objective, that of technological transfer and interaction between the world of research, society and the productive environment, named by ANVUR the 'third cultural and social mission,' that is, all activities having cultural, social, educational content, including the development of civil awareness. The concept of 'third mission,' introduced in 1963 by Prof. Clark Kerr during a lesson at Harvard with the neologism 'Multiversity,' defines the University as a community capable of serving society also with a view to its industrial, cultural, political aspects and thus capable of responding to a society which is becoming increasingly integrated in the choices and in the definition of the processes of

'technological enabling' for their own developmental strategies. The Community document, *Innovation in a knowledge-driven economy*, ratified in 2000, establishes at the level of the European Union this new commitment of Universities "in addition to their traditional roles in education and research, universities should develop a third mission: promoting the diffusion of knowledge and technologies, especially towards their local business environment" [European Commission 2000, p. 22].
The UID-Italian Union for Drawing has been active and directly committed for several years on the theme of 'third mission' and in the last three years, the *Restauro-Musei* Trade Show of Ferrara has become the place where exhibition spaces, conferences and seminars find a context in which these goals can be expressed. In 2015, during the XXII edition of the exhibition, the UID presented 100 national and 100 international experiences linked to survey in all its forms–from architectural and archaeological survey to urban and environmental survey–within the event *Italian Survey & International Experience. National & international portfolio*; activities presented at the XXXVI International Meeting of Teachers of Representation Disciplines held in Parma in 2014. In 2016 the UID was present, especially in the context

of promotion of cultural heritage, with specific case studies dealing with museums, conservation and representation. In 2017, at the XXIV *Restauro-Musei* Trade Show of Ferrara, the UID expanded its presence, in which the disciplines of survey and representation dealt with the broad topic of communication, enjoyment, exploitation, conservation of historic places, investigating the opportunities offered by the new integrated technologies, also presenting a series of case studies focused on the theme of museums and the conservation and enhancement of historic centers. On the opening day of the exhibition, Wednesday, March 22nd, the conference *Between real and virtual. Investigation and knowledge of the cultural heritage in the Virtual Museum 2.0* presented case studies in which the science of representation, declined precisely in the theme of museums, becomes central for the development of innovative applications of research and of operational achievements: from the museum at the scale of the historic town, up to the relationship with aspects of digital documentation for the exploitation, development, dissemination and communication of cultural heritage. The various speeches, introduced by Mario Centofanti after the greetings of the president, Vito Cardone, and moderated by Marcello Balzani, cov-

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ered all the themes of the area as well as the contamination between universities, productive reality, social implications and didactic activities. Francesca Fatta (*Mediterranean* University of Reggio Calabria) illustrated the *Tools and Techniques of survey and prototyping for an interactive museum. Some examples in Reggio Calabria and Lipari*; Andrea Casale (Sapienza University of Rome) presented the project for the *MUVAT_Amatrice. The prototype for the Virtual Museum of cultural heritage and the community of Amatrice*; while Anna Marotta and Elena Marchis (Polytechnic University of Turin) introduced the theme of platforms and virtual reality with a speech on *The Citadel of Alexandria in the European network, in the virtual network,* followed by the presentation of Alberto Sdegno (University of Trieste) entitled *For a haptic museum: the tactile sculptures of the character heads by Franz Xaver Messerschmidt.* Elena Ippoliti (Sapienza University of Rome) closed the conference with a synthesis regarding the latest issue of DisegnareCon 17 (2016) entitled *Virtual Museums. Communication and/is Representation.*

The exhibition space at Pavilion 2, realized by the team from the representation area of the Department of Architecture of Ferrara, is configured as a container element for the different experiences of the UID and of the ICAR/17 area, at a national and international level, so as to become a hybrid element for the communication of 360° research.

Experiences relating to historic centers were presented to the public of the *Restauro-Musei* Trade Show which spotlighted experiences on the safety of cultural heritage, on survey in emergency situations, on the methodologies aimed at the protection and conservation of cultural heritage. There were thirty-nine digitally-exhibited projects, eighteen Universities (University of L'Aquila, University of Cagliari, University of Catania, University of Florence, Marche Polytechnic University, *Mediterranean* University of Reggio Calabria, University of Naples 'Federico II', Second University of Naples, University of Padua, University of Parma, University of Pavia, University of Pisa, University of Rome Tor Vergata, University of Salerno, Polytechnic University of Turin, the International Telematic University Uninettuno, University of Urbino 'Carlo Bo', IUAV University of Venice) and the scholars involved were over one hundred and fifty.

The exhibition space was also strategic for promoting the 39th International Meeting of Teachers of Representation Disciplines in conjunction with the XIV Congress of the UID of Naples (2017, September 14-16) entitled *Ter-*

Fig. 1. In 2015, survey experiences were presented in the UID exhibition area during the event Italian Survey & International Experience. National & international portfolio.

Fig. 2. In 2016, case studies on the subject of museums, conservation and representation were presented in the UID exhibition area.

ritories and Frontiers of Representation. In relation to museum topics, the videos related to the case studies of the conference presented at the exhibition *Between real and virtual. Investigation and knowledge of the cultural heritage in the Virtual Museum 2.0* were displayed, as well as an interactive animation for the vision/consultation of the issue of DisegnareCon 17 (2016) entitled *Virtual Museums. Communication and/is Representation* edited by Elena Ippoliti and Piero Albisinni.

In addition, always relating to the 'third mission,' the Technical Scientific Committee of the UID decided to give visibility to the contents of the researches of the young doctors of the area by organizing a space dedicated to the PhD theses awarded or mentioned with the 'Gaspare de Fiore' Silver Plaque, theses inherent to the ICAR/17 Drawing scientific-disciplinary sector presenting particularly relevant results. Six theses were selected for the years 2014, 2015, 2016 linked to the main themes characterizing the *Restauro-Musei* Trade Show:

- Michela Ardito (Sapienza University of Rome). *Modelli navigabili per la comunicazione dei Beni Culturali. Il disegno di progetto del "quadrato piacentiniano" della Città Universitaria di di Roma.* Tutors: E. Ippoliti, A. Casale;

- Francesca Porfiri (Sapienza University of Rome). *Prospettive illusorie nei cortili di palazzi storici: analisi, interpretazione e valorizzazione. Il fondale scenografico dipinto da Antonio Galli Bibiena a Bologna.* Tutors: E. Chiavoni, L. Carlevaris;

- Stefano Giannetti (University of Florence). *Analisi sistemica di un processo creativo medievale. Il Duomo di Sansepolcro e San Francesco ad Arezzo.* Tutor: M. Teresa Bartoli;

- Matteo Flavio Mancini (Sapienza University of Rome). *Ragione e intuizione nell'illusionismo prospettico.* Tutors: L. De Carlo, R. Migliari;

- Floriana Papa (Sapienza University of Rome). *Il sistema ferroviario come bene culturale. Il caso della stazione di Latina, già Littoria. "Dal cucchiaio alla città."* Tutors: C. Cundari, M. Martone;

- Alessio Bortot (University of Venice – IUAV). *Emmanuel Maignan e Francesco Borromini. Il progetto di una villa scientifica nella Roma barocca del XVII.* Tutor: A. De Rosa.

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