

The Social Value of Beauty

19 OCTOBER 2016, 9.00-13.30

9.15 REGISTRATION

9.30 **Welcome and introduction**

Christopher Smith, Director of the British School at Rome
Pierluigi Testa, President of the think tank Trinità dei Monti
Jill Morris CMG, Her Majesty's Ambassador to Italy and San Marino
Daniele Frongia, Deputy Mayor of Rome

9.45 **The economics of beauty**

Annalisa Cicerchia, Fondazione Symbola, Docente di Economia e gestione delle attività culturali e turistiche

Moderator: Gianfranco Vallana, Trinità dei Monti

THE SOCIAL VALUE OF BEAUTY: BRITISH CASE HISTORIES

10.15 **The community's right to beauty**

Duncan Sim, Policy and Projects Manager, ResPublica Foundation

10.45 **The regeneration of Dundee**

Philip Long, Director of the V&A Museum of Design Dundee

11.15 COFFEE BREAK

ENFORCING THE VALUE OF BEAUTY: PRACTICAL IDEAS, PROVOCATIONS, ACTIONS

11.30 **Beauty as a differentiating value for Italy**

Giuseppe Minoia, President, GfK Eurisko

12.00 **Roundtable discussion**

Caroline Julian, Head of Policy Programmes at ResPublica
Pippo Ciorra, Senior Curator for Architecture, MAXXI Museum of Rome
Paolo Berdini, Rome Municipality Assessor

13.30 **Conclusion**