

# PIER LUIGI SACCO | Lecture:

*Dienstag, 17. Januar 2012 | 18.15 Uhr | Studio, 3. Stock |*

**Culture 3.0: non-market mediated forms of culture-based social and economic value creation**

## *Abstract*

The Creative Industries paradigm is receiving considerable interest at the policy level today, but it is in turn going to be overtaken by recent developments in cultural and creative productions where new forms of production and circulation of creative content are being developed which do not entail market mediation, both in their production and circulation phases. This lecture will review some of the implications of the new paradigm in fields which are customarily not associated with cultural production platforms, such as innovation, welfare, sustainability, and social cohesion.

## *Kurzbio*

Pier Luigi Sacco is Dean of the Faculty of Arts, Markets, and Heritage and Professor of Cultural Economics at IULM University of Milan. He also teaches Creative Industries at the University of Italian Switzerland in Lugano. He is the Director for the bid of Siena as European Culture Capital 2019. Has published more than one hundred articles in peer reviewed journals on game theory, cultural economics and policy, and culture-led local development processes. He works as policy designer and consultant for national, local administrations and cultural institutions worldwide.