

DUBLIN

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Cartlann Ailtireachta na hÉireann
(Irish Architectural Archive).

Would Brunelleschi have used Twitter?

An encounter
between the
Renaissance and
the social web

Cantiere Creativo & BMLab Studio Associato
in association with Istituto Italiano di Cultura Dublino
and Irish Architectural Archive.

#socialrenaissance

Presented in collaboration with:



IRISH ARCHITECTURAL ARCHIVE
Cartlann Ailtireachta na hÉireann

Cantiere Creativo, a Florence-based web company, is currently working on an innovation project for the Opera di Santa Maria del Fiore in Florence.

Why and how does a 717-year-old institution decide to "go online", to "go social", and to do all this in an "agile" way?

Italy has an astonishing "artistic density per square meter": the aim of going online and going social is to amplify exponentially the value of that art and of the territory that hosts it.

If a museum "goes online" it gives the community to which it belongs a new tool for the radiation of its culture, and for the diffusion of knowledge of the community itself: a high resonance tool.

Because the museum is neither an island, nor a foreign body, it belongs to the territory itself. This is even more so in the case of the Opera di Santa Maria del Fiore as it has been on the territory for such long time!

Moreover, the methodology with which the Opera di Santa Maria del Fiore is going online (website, marketing plan, social management) is "agile" (a light mix of scrum and kanban).

The organization that started the Renaissance "goes online" and the parallel between the Renaissance and "internet" is inevitable: if Brunelleschi had had Twitter, he would have used it: innovation is a metatemporal concept, the innovation is abiding: the very concept of Renaissance means innovation and the currently running project entirely resonates with the tradition of renewal in continuity that "make" the history of the Florentine Renaissance endeavor.

But, above all: if an organization born in 1296 can innovate its organizational flows, and in so doing reap financial and non-financial rewards... The whole world can do it!

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