

THE IRONBRIDGE GORGE MUSEUMS: TOURISM COMMUNICATION AND WORLD HERITAGE SITES

7 JULY 2023

9:00-18:30

DIPARTIMENTO DI STUDI UMANISTICI
AULA G

9:00 - 9:30

WELCOME

MARCO BRESADOLA

University of Ferrara, Humanities Department Vice-Director, Heritage and Public Engagement Coordinator

MARTA ARZARELLO

University of Ferrara, Humanities Department Vice-Director, Humanities Doctoral Program Coordinator

ELEONORA FEDERICI

University of Ferrara, Convenor and Principal Investigator

9:30 - 10:30

MASSIMO NEGRI

Museum Consultant and Industrial Heritage Specialist
"The Ironbridge Revolution"

10:30 - 11:00

COFFEE BREAK

11:00 - 11:30

IRONBRIDGE I

IOANNA KATAPIDI

University of Birmingham

"Community Engagement in Heritage sites"

11:30 - 13:10

IRONBRIDGE II

BRANDI HALL-CROSSGROVE

World heritage Site Co-ordinator, Telford and Wrekin Council

EILEEN CALLEAR

Cabinet Member for Education, Employment, and Visitor Economy, Telford and Wrekin Council

"Managing a World Heritage Site: A case study of Ironbridge Gorge"

IRONBRIDGE II

RORY HUNTER

Estates, Facilities, and Project Director

“Preserving the Ironbridge Story –
Challenges, Threats and Opportunities”

PSYCHE HUDSON

Culture and Wellbeing Services Manager

‘Ironbridge Gorge, A masterpiece of Human
Invention. A valley of cultural and natural
heritage’

MARION BLOCKLEY

Ironbridge Coracle Trust

“Issues affecting World Heritage Sites, with
reference to Ironbridge Gorge”

13:10 - 14:10

LUNCH BREAK

14:10 - 15:10

STEFANIA MACI

University of Bergamo

“Promoting Tourism: the Italy ‘brand’”

15:10 - 16:30

IRONBRIDGE IV

JAQUELINE AIELLO

University of Salerno

“Constructing heritage and identity: an
analysis of Twitter and Facebook use by the
Ironbridge Gorge Museum Trust”

ANNA ANSELMO

University of Ferrara

“The Ironbridge Gorge Museum Website:
Place Branding and the Language of
Tourism”

ELEONORA FEDERICI

University of Ferrara

“The Ironbridge Gorge Museums and
Storytelling: Narrating the Past for the
Present”

16:40 - 17:00

COFFEE BREAK

17:00 - 18:30

IRONBRIDGE IV

MONIA CASTELLINI
MARIANNA MARZANO
CECILIA BUDONI

University of Ferrara

“Sustainable regeneration and Industrial Heritage. Defining a model from an interdisciplinary perspective: the Ironbridge Case”

FRANCYANE K. LOPEZ DUARTE

University of Ferrara

“Sustainable Regeneration at Ironbridge Gorge: A Comparison between a Bibliographic Study and an On-site Visit”

SARA D’ADDARIO

University of Ferrara

“Sustainable Regeneration of Natural and Cultural Heritage at the Ironbridge Gorge Site: A Replicable Model?”