



## CURATOR OF CULTURAL INNOVATION

### *Rethinking Culture and Heritage as a Business*

#### Edition 1

---

**Scientific Director of the Course:** Raffaella Trocchianesi

**Technical Director:** Emanuela Zilio

**Start date:** January 12<sup>th</sup>, 2027

**End date:** March 9<sup>th</sup>, 2027

**Number of hours:** 51 hours

**Delivery method:** online (51 hours)

**Language of delivery:** English

**Edition:** 1

**Location:** online

**Weekly commitment:** the course is structured as online instruction with 3-hour sessions (view the calendar)

**Partner:** M-Cube Foundation (in collaboration with)

**Price:** €2,400 (iva inclusa)

#### INTRODUCTION

---

Over the last decade, museums and, more broadly, Cultural and Creative Enterprises have been facing profound and sometimes rapid transformations for which they are often not adequately prepared in terms of mindset, skills, and tools.

Change is coming from two directions: audiences on the one hand, and technologies on the other. New generations are demanding more interactive, personalised, and digital cultural experiences (agile, immediate, and constantly evolving) while institutions remain anchored to traditional models that are often rigid and slow to respond and adapt. Museums know little about these audiences and, in the marketplace, they must compete not with other museums in the same field, but with streaming platforms and social networks, highly effective audience catchers.

Although the spread of digital technologies has expanded opportunities for engagement (augmented and virtual extended reality, interactive content) and generated vast amounts of data, few organisations are able to use these resources effectively to innovate their strategies, content, and visitor experiences.

At the same time, globalisation and cultural hybridisation have made the construction of meaningful and conscious narratives more complex, while AI is redefining both cultural production and modes of cultural consumption.

In this context, cultural professionals are called upon to evolve towards more entrepreneurial, sustainable, and inclusive models capable of representing diversity and addressing major contemporary challenges. It is becoming essential for cultural institutions to strengthen their social role and become spaces for participation and dialogue within communities.



There remains a fundamental need to develop skills in cultural foresight, innovation, and sustainability in order to absorb change, create systems of resonance rather than conflict, and gain the ability to imagine, articulate, and bring to market new opportunities with effective and measurable impact.

On this basis, the course proposes a new curatorial figure: the Innovation Curator, a role deeply aware of issues such as accessibility, inclusivity, and sustainability, shifting the focus from the object to the relationship, from conservation to conversation, with the mission of completely redesigning the museum experience and using technology to amplify it.

Cultural institutions are facing unprecedented challenges such as digitalisation, economic sustainability, audience diversification, and the crisis of traditional narratives. Yet there is still a lack of professionals specifically trained to lead this transition.

This course aims to fill this gap by training professionals capable of acting as agents of transformation within cultural institutions.

## OBJECTIVES

Description of objectives according to the following scale; all or only some may be addressed

By the end of the course, participants will be able to:

### Remember

- Recall the main concepts related to cultural evolution, transformation, and adaptation through the languages of Modern Mythology.
- Identify the key phases and paradigms of Modern Mythology and contemporary culture.
- Recognise basic strategies, tools, and frameworks for cultural analysis, audience research, and scenario design.

### Understand

- Explain and interpret some of the dynamics of cultural evolution at both national and international levels.
- Critically interpret cultural trends, generational shifts, audience needs, behaviours, and aspirations.
- Understand the role of Cultural and Creative Industries, museums, and cultural institutions within the contemporary context, in line with European and UNESCO guidelines, and as drivers of socio-economic and political change.

### Apply

- Use data-driven approaches to support cultural strategies, including data analysis, trend analysis, and focus groups.
- Learn and apply, through practical exercises, tools for designing new experiential models based on storyliving, including: Cultural Probes, AI-assisted Story Gathering, card-based workshops, game cards, infographic maps, narrative scores, story gathering structures, TouchDesigner + MediaPipe, VR-Haptic systems, gesture recognition, and CIDOC CRM.

### Analyse



- Analyse the relationships between cultural evolution, economic models, and audience engagement strategies.
- Connect data, cultural signals, and social changes to generate meaningful insights.
- Examine case studies of cultural innovation, identifying key drivers and dynamics, with a particular focus on museums.

## Evaluate

- Evaluate cultural strategies and business models in terms of sustainability, inclusivity, and environmental and social impact.
- Critically assess the role of museums and cultural institutions as agents of social change, identifying both limitations and untapped potential.
- Quantitatively and qualitatively assess strategic choices related to audiences, content, and innovation, defining appropriate indicators and measurement systems for cultural projects.

## Create

- Develop pilot examples of innovative cultural strategies and business models for museums and, more broadly, Cultural and Creative Industries.
- Design cultural scenarios and basic strategic plans to support transformation processes.
- Conceive interdisciplinary concepts integrating culture, technology (XR and AI), and contemporary mythologies.
- Design pilot storyliving experiences for audience engagement. In storyliving, visitors do not simply "listen" to a curator's narrative; they inhabit it. The story is not a pre-packaged narrative delivered to them, but an environment that they actively help generate through their actions, choices, movements, and interactions

### BASIC SKILLS REQUIRED – SOFTWARE REQUIRED

#### Required skills and characteristics

- English Language - C1 level
- Willingness to engage in critical discussion and the process of continuously revising materials
- Openness, tolerance, and acceptance regarding gender, ideology, religion, and personal orientation

#### Technical requirements

- Stable internet connection for sharing materials, video, and audio
- Willingness to collaborate on Drive, Miro, and Canva documents



## TARGET

The course offers a training program aimed at graduates and professionals interested in acquiring advanced skills to fill the role of Curator of Cultural Innovation, gaining new interdisciplinary competencies to support creative and cultural enterprises such as museums in today's world.

The course is conducted entirely in English and is open to candidates from both EU and non-EU countries. The course focuses on different continents, starting with Europe.

In future editions, with a view to expanding and enriching the program, the themes will explore other cultures and contexts from around the world, starting with the American and Asian markets.

The relevant degree fields are:

### Design

- Design (tags: Fashion, Interior, Product Service System)
- Architecture (tags: Virtual Architecture, Biomaterials, Interior, Exhibitions)
- Communication Design (tags: Social Media)
- Interaction Design (tags: Videogames, VR/AR, Natural Interaction)

### Technical-Technological Field

- Computer Engineering (tags: XR technologies, AI, Interaction, VR/AR)

### Humanities

- Art (tags: Contemporary Art, Digital Art, Museums, Immersive and Interactive Exhibitions, Generative AI, Hand-made + digital, Illustration, Animation, 2D & 3D Graphics)
- Music/Film (tags: Generative AI, stop-motion, MGI, Events)
- Archaeology (tags: digitalization, 3D Design, Cultural Heritage)
- Communication Sciences (tags: Strategic Communication, Internal Communication, Publishing, Interdisciplinary Languages, Influencer)
- Literature and Foreign Languages (tags: Western and Eastern Cultures, Languages for unpaired users)

### Socio-economic Field

- Social Sciences (tags: Anthropology, Psychology)
- Education Sciences (tags: Social Impact)
- Economic Sciences (tags: Business Strategy, Finance)

## COURSE SYLLABUS

### THEORETICAL MODULE

#### MODERN MYTHOLOGY - Introduction to Cultural Evolution

Hours: 21

Delivery method: online / English

Description:

- A journey through Modern Mythology, organized by historical periods, to explore and understand the profound narrative revolution and socio-cultural transformation that has spanned more than a century, from 1900 to 2026.



- Key definitions and concepts: cultural evolution, transformation, and adaptation. A historical overview of cultural changes and their impact on society. Case studies of significant cultural transformations.
- The role of cultural heritage and legacy. Modern Mythology as a guide to understanding how to preserve cultural heritage in a modern context. Balancing tradition and innovation. The role of cultural professionals in shaping cultural heritage.

Main Content:

Proto Modern Mythology, Golden Age, Space Age, Disco Decade, the Second Golden Age, Glittering Years, Wizardry Age, Marvel Years, Remake & Reboot.

#### **PROJECT MODULE / WORKSHOP**

##### **PLAY CULTURE - Identifying and Engaging Different Generations**

**Hours: 21**

**Delivery Method: online / English**

Description:

This module explores the major demographic shifts and emerging generations that are reshaping cultural participation, consumption, and engagement. Participants will gain a deeper understanding of Generation Z, Millennials, and the generations that follow, examining their values, behaviours, cultural preferences, and expectations towards cultural institutions and experiences.

The course introduces data-driven approaches to cultural strategy, demonstrating how audience data, trend analysis, and market research can be used to identify emerging patterns and support strategic decision-making. Participants will learn how to transform insights into actionable cultural strategies and develop a stronger capacity for cultural foresight and scenario planning.

Particular attention will be devoted to trend analysis, cultural forecasting, and intercultural communication. The module will explore how language, narratives, media, and digital technologies shape cultural exchange across diverse audiences and contexts.

Finally, participants will be introduced to the concept of **storyliving**, moving beyond traditional storytelling towards immersive, participatory, and experience-driven cultural models that actively engage audiences in the creation of meaning.

**Main content:**

**STRATEGIC PROJECT MANAGEMENT - Benchmarking (data and cases), analysis, methods and models, experimentation, identification and definition of development, market, and communication strategies.**

#### **PROJECT MODULE / WORKSHOP**

##### **MUSEUM AS SANDBOX - Cultural Innovation and Strategic Design**

**Hours: 9**

**Delivery method: online / English**

This module focuses on innovation within museums, galleries, and cultural institutions, exploring how these organisations can respond to contemporary challenges and evolving audience expectations through new models, approaches, and practices.



Participants will examine the role of design as a driver of cultural innovation and transformation, analysing how strategic, service, and experience design can contribute to creating more engaging, accessible, sustainable, and impactful cultural experiences. The course will explore emerging scenarios, trends, tools, and methodologies that are shaping the future of cultural institutions. Through case studies, sector analysis, and direct engagement with professionals and innovators, participants will gain practical insights into the opportunities and challenges of cultural innovation. The module also provides opportunities for dialogue, exchange, and networking with experts working across the cultural and creative sectors.

#### **Main content:**

**DESIGN STRATEGIES - Benchmarking (data and case studies), analysis, methods and models, experimentation, identification and definition of development, market, and communication strategies.**

#### **ASSESSMENT METHODS**

The assessment process involves the production of a final project output, which will serve as the primary basis for evaluating the skills and knowledge acquired during the training program.

#### **OPPORTUNITIES AND OUTCOME PROFILE/SKILLS**

Refer to the professional profiles defined by ESCO (European Skills, Competences, Qualifications and Occupations) and/or by the Lombardy Region and/or by other organizations specific to the relevant sector

The course provides a first level of training designed to equip participants with a new awareness and a broad set of skills applicable to museums and Cultural and Creative Industries. Participants will develop the ability to navigate hybrid, complex, and interconnected processes, working across both diachronic and synchronic perspectives, analysing and interpreting data and trends, and operating at the intersection of culture and technology.

Throughout the programme, lecturers and a selected group of experts from different fields will provide knowledge and practical training based on real-world case studies drawn from museums, exhibitions, events, and publications developed over the last decade at both national and international levels. Particular emphasis will be placed on the application of acquired knowledge to real projects and professional contexts.

The course will train professionals for employment in the following sectors:

- Culture (e.g., museum curators, cultural managers, cultural designers)
- Marketing and Branding, with a particular focus on cultural sectors
- Publishing, including popular and professional publications in the fields of fashion, design, entertainment, comics, and manga
- Music and Recording Industries

Relevant professional profiles include:



- Managers and leaders in the Cultural and Creative Industries, particularly within museums and cultural institutions
- Trainers, educators, and academic professionals in cultural studies
- Social entrepreneurs and change-makers

## COURSE SCHEDULE

The course lasts 51 hours, for a total of 17 sessions over 9 weeks.

The format includes:

- 17 weekly online sessions (Tuesdays and Thursdays from 6:00 PM to 9:00 PM) for a total of 51 online hours.

The course will take place on the following days:

| Delivery method | Date       | Teaching                                                                                   | Week's day | Time                   | Hours |
|-----------------|------------|--------------------------------------------------------------------------------------------|------------|------------------------|-------|
| online          | 12.01.2027 | <b>1.1 Early Mythology</b>                                                                 | Tuesday    | from 6.00 till 9.00 PM | 3     |
| online          | 14.01.2027 | <b>1.2 Golden Age</b>                                                                      | Thursday   | from 6.00 till 9.00 PM | 3     |
| online          | 19.01.2027 | <b>1.3 Space Age &amp; Disco Decade</b>                                                    | Tuesday    | from 6.00 till 9.00 PM | 3     |
| online          | 21.01.2027 | <b>1.4 Second Golden Age</b>                                                               | Thursday   | from 6.00 till 9.00 PM | 3     |
| online          | 26.01.2027 | <b>1.5 Glittering Years</b>                                                                | Tuesday    | from 6.00 till 9.00 PM | 3     |
| online          | 28.01.2027 | <b>1.6 Wizardry Age, Marvel Years</b>                                                      | Thursday   | from 6.00 till 9.00 PM | 3     |
| online          | 02.02.2027 | <b>1.7 Remakes &amp; Reboots</b>                                                           | Tuesday    | from 6.00 till 9.00 PM | 3     |
| online          | 04.02.2027 | <b>2.1 Demographic Changes and Emerging Generations. Understanding the New Generations</b> | Thursday   | from 6.00 till 9.00 PM | 3     |
| online          | 09.02.2027 | <b>2.2 Translating Data Insights into Actionable Cultural Strategies</b>                   | Tuesday    | from 6.00 till 9.00 PM | 3     |
| online          | 11.02.2027 | <b>2.3 Trend Analysis and Forecasting. Case Studies</b>                                    | Thursday   | from 6.00 till 9.00 PM | 3     |
| online          | 16.02.2027 | <b>2.4 Intercultural Communication and Languages</b>                                       | Tuesday    | from 6.00 till 9.00 PM | 3     |
| online          | 18.02.2027 | <b>2.5 Storyliving: Going Beyond Narrative. Case studies</b>                               | Thursday   | from 6.00 till 9.00 PM | 3     |
| online          | 23.02.2027 | <b>2.6 Creating immersive cultural experiences. Case studies</b>                           | Tuesday    | from 6.00 till 9.00 PM | 3     |
| online          | 25.02.2027 | <b>2.7 Strategic design and business modeling for culture. Evolutionary keys</b>           | Thursday   | from 6.00 till 9.00 PM | 3     |
| online          | 02.03.2027 | <b>3.1 Driving Innovation in Museums, Galleries, and Cultural Institutions</b>             | Tuesday    | from 6.00 till 9.00 PM | 3     |
| online          | 04.03.2027 | <b>3.2 Scenarios, Trends, Tools, and Applications of Innovative Cultural Models</b>        | Thursday   | from 6.00 till 9.00 PM | 3     |
| online          | 09.03.2027 | <b>3.3 Case Studies and In-Depth Analyses of the Museum Sector</b>                         | Tuesday    | from 6.00 till 9.00 PM | 3     |



## PAYMENT

You can make your payment using one of the following methods:

Bank Transfer

Please make your payment using the following bank details:

**POLI.design Srl**

**c/o BANCA INTESA SANPAOLO**

**PIAZZA PAOLO FERRARI Branch, 10 – 2021 MILAN**

**BIC / SWIFT: BCITITMM**

**IBAN IT28M0306909606100000176368**

**Reference: course name and participant's first and last name**

You must send a copy of the payment receipt to: [iscrizioni@polidesign.net](mailto:iscrizioni@polidesign.net).

Online payment by credit card via the members-only area of the POLI.design website, by requesting access at [iscrizioni@polidesign.net](mailto:iscrizioni@polidesign.net)

## COST

The total cost of the course is €2,400 per student.

## PARTIAL DISCOUNTS

### LEARNING COLLECTION CATALOGUE LAUNCH: -40%

A promotion for anyone who enrolls in the courses of the Learning Collection catalogue by September 30, 2026.

### YOUNG PROFESSIONALS: -40%

The discount for recent graduates and young professionals aged 21 to 35 who choose courses from the Learning Collection catalogue to kickstart their careers.

### POLI.design PARTNER: -30%

A discount for everyone who is part of POLI.design's network of associates (Politecnico di Milano, ADI, AIAP, AIPI, FederlegnoArredo), as well as for the Course's partners.

To take advantage of the **POLI.design Partner** discount, you need to apply the exclusive discount code at checkout.

### FRIEND TO FRIEND: -20%

An opportunity to gift to a friend to make education the foundation of their growth.

### PA & BUSINESS BOOST: from -20% to -35%

The discount designed for Public Administration, companies, and organizations that recognize training as a decisive factor for growth. "PA & Business Boost" provides a variable reduction on the participation fee for one or more employees. Specifically, the discount amounts to:

- 20% on the participation fee for the first employee's enrollment



- 25% on the participation fee for the second employee's enrollment
- 30% on the participation fee for the third employee's enrollment
- 35% on the participation fee from the fourth employee's enrollment onwards

#### **MORE THAN ONE: -15%**

A discount for those who want to perfect their skills, for those who continually invest in education, not just once but two or three times. The "More than One" discount provides a 15% reduction on the participation fee for two or three Executive Courses. Specifically:

- For those purchasing two Courses, the reduction is 15% on the participation fee for the less expensive program
- For those purchasing three Courses, the reduction is 15% on the participation fee for the two less expensive programs

**Discounts cannot be combined.**

#### **CERTIFICATE AWARDED**

Certification awarded:

Upon completion of the course, an open badge for the Executive Course in "CURATOR OF CULTURAL INNOVATION" will be issued by POLI.design.

#### **MINIMUM ATTENDANCE REQUIREMENT TO OBTAIN THE COURSE CERTIFICATE**

Course attendance is mandatory for 80% of the sessions.

Information and Contacts  
POLI.design Academic Office  
Via Giovan Battista Verità 25  
20158 Milan – Bovisa  
T. 02/23997297  
e-mail: [hello@polidesign.net](mailto:hello@polidesign.net)  
[www.polidesign.net](http://www.polidesign.net)