



IUAV A 360-degree project

Born in 1926 as Venetian Institute of Architecture, it became IUAV University of Venice and added to its Athenaeum the faculty of territory planning and that of arts and design. Today the university consists of 3 departments, 5 Bachelor degrees, 8 Master degrees, 19 postgraduate programs and a Doctoral school.

IUAV University of Venice is one of a kind because it develops its didactic program around the concept of project and all its different aspects.

The traditional IUAV teaching method offers basic **courses of critical theory** that range from a great variety of subjects to **practical workshops** where students have the possibility of working alongside with architects, town planners, designers, artists, fashion curators, art directors, directors and set designers; and finally to **working experiences** with companies, studios and ateliers.

Today IUAV University of Venice is a place for teaching, continuing education and research focused on the planning of spaces and environments inhabited by men: buildings, cities, landscapes, territory; but it also concentrates on the design of everyday objects, graphic design and the planning of cultural, theatrical and multimedia events.

IUAV

Master Courses

IUAV intends to reaffirm its role on the global scene through a **higher education, whose programs for PhDs and master courses are in continuity with Master Degrees.**

This new configuration meets the qualification needs of the international job market, and **offers the means to attract talented people and develop researches that connect academic work and real-life problems.** The aim is to reaffirm the specificity of the Italian humanistic thought as an extraordinary exportable product and flexible instrument for facing the challenges presented by cosmopolitanism all around the world.

A place that can attract an international audience – eager to learn the uniqueness of the Italian approach – by availing itself of an extraordinary instrument for control and management of complexity.

The **UE** has declared that universities, on top of providing fundamental education, should meet the needs for education and training that emerge within the economy and the knowledge society: an increasing demand for scientific and technical cross skills, and for lifelong learning opportunities, which ask for a deeper permeability among different elements and levels of education and training systems.

The development of the economy and the knowledge society leads universities to get more deeply involved in their Country's life, which can become more and more a place for thinking about knowledge and for debate and dialog between scientists and citizens.



IUAV Location

- 1 TOLENTINI
- 2 PALAZZO BADOER
(DIDACTIC LOCATION)
- 3 CAMPO DELLA LANA
- 4 CA' TRON
(ADMINISTRATIVE HEADQUARTERS)
- 5 COTONIFICIO VENEZIANO
- 6 TERESE
- 7 MAGAZZINO 7
- 8 MAGAZZINO 6
- 9 MASIERI
- 10 CASA DEL GONDOLIER
- 11 MESTRE



IUAV

Course location: Palazzo Badoer

The building was originally the house of the «priorate of Saint John the Evangelist,» which belonged to the Badoer family, a noble Venetian house credited with the patriciate among apostolic families.

The palace – whose first documents go back to 1350 – presents a particular planimetry in a “z” shape that differs from every other Venetian building. Later interventions are documented in 1712 and interior interventions followed one another in time.

In 1974 IUAV bought the building and in April 1978 they started the maintenance work and functional adaptation of the structure as location for the Department of Architecture History.

Since 2006 Palazzo Badoer hosts the IUAV Doctoral School.



IUAV

Course location: Ca' Tron

Chosen as official headquarters, Ca' Tron – with its little Italian garden – is an historical palace overlooking the Grand Canal. Dating back to the gothic period, the building was probably built at the end of the 16th century and saw the peak of its glory during the mandate of the renowned prosecutor and ambassador Andrea Tron. From the 19th century onward, the palace hosted the education offices, the auction court, and apartments; until IUAV bought it in 1972 and had it restored according to architect L. Bellemo's project. In order to adapt the building to its new function, the restoration work consisted in static consolidation, space reclamation (as the ground floor) and reorganization. Two wide halls, on the first and on the main floor, are available for students to meet up in order to study, draw and discuss.



Master in Urban Heritage and Global Tourism

This Master course intends to provide its students with the cultural instruments and practical skills necessary in order to face in a critical and innovative way the issues linked to the preservation and valorization of the urban heritage in a global context.

Forging Talents

The course trains new professional figures able to present innovative ethically and economically sustainable models for tourism, which may contribute to the valorization of historical centers and that from such centers could take inspiration for their own development.

Moreover, the course aims at training new professional figures that, respectful and conscious of the value of urban heritage, may be able to understand the need of contemporary tourism. Instead of adapting old patterns, such figures should be able to **develop new growth models for historical cities**, complying with - but not depending on - the demands of global tourism and economic development.

Inter-disciplinary approach

The course will have an inter-disciplinary approach. It will provide a solid base of knowledge; it will study and investigate the best contemporary initiatives; and it will listen to and mix together different voices that are usually heard in distinct and separate professional fields.

The aim is to prepare professional figures able to present more questions than void answers, to listen more than yell and, in particular, to manage the change instead of running after it.



This Master course intends to provide the cultural instruments and practical skills that are necessary to face in an innovative way the issues linked to the relationship between urban heritage in a global context.



The course aims at training new professional figures who are able to present innovative ethically - and economically - sustainable models for tourism, and who may contribute to the valorization of historical centers and from such centers could take inspiration for their own development.

Aims



The management of historical centers and the possibility for their citizens, tourists and temporary residents to enjoy them are non-negligible issues for those who work for the transformation of urban environments and the safeguard of their heritage. Tourism has always been one of the main ways in which the relationship between heritage and globalization has developed.

Nowadays, the transnational democratization of tourist activities (with a growing involvement of South-East Asia) calls into questions the management of historical cities and is transforming the very concept of urban heritage. On top of that, innovations provided by IT services and technologic and communication infrastructures are available to those who are able to inspect their potential in the urban environment.

The Master Course aims to offer the technical and cultural instruments that are needed in order to understand and manage new urban situations in ancient cities.

The course analyzes the existing link between urban heritage and global tourism, trying to understand its rules and future transformations, by suggesting models and policies that allow the urban heritage to become an exceptional attraction for tourism and – at the same time – to make sure that tourism guarantees the preservation of the urban heritage. The professional figures intending to face such issues need **an education enriched with the synergy provided by a variety of disciplines in constant development**. This Master Course aims to educate architects, planners, economists and manager with an advanced technical education and a high-level cultural awareness. As it is rooted in a deep intellectual education – which we consider typical of the Italian school – **the course proposes itself firstly as a place for research and investigation**.

It is a space for discussion where you can ask stimulating questions and instill doubts, instead of remaining in the comfort zone made of definitive answers and universal patterns. The only efficient method is the attitude to observation and the openness to wide disciplinary spaces and faraway cultures; for techniques and instruments change and transform constantly, but the logic and cultural bases we use to question ourselves on the contemporary urban reality are the same.

The **city of Venice** is an emblematic place to face this issue. **The course location** – the Venetian palace Ca' Tron, on the Grand Canal – **offers a direct point of observation on the urban reality and on the touristic dynamics** in a real historical contest and a real social environment. Not by chance does Venice host the international debate on preservation and historical city planning: here the first studies and practical experimentations that are at the basis of this discipline all over the world took place.

Strong points

Relevance of the theme

International tourism represents the 10% of the global GDP, which corresponds to 1,5 trillion dollars, and the 50% of it concentrates in historical city. The most important challenge for the contemporary economic market – and an absolute and vital necessity for historical cities – is the analysis of the phenomenon and the need to find new sustainable ways to manage it. This cultural issue is central in the international debate, as the General Assembly of the United Nations has declared 2017 international year of sustainable tourism and in 2018 we will celebrate the European year of cultural heritage.



Innovative didactics

Being aware that the relationship between Heritage and Tourism is “controversial,” and that only who is able to manage these dynamics could understand their positive aspects and suggest the most suitable operations, **the didactics of the master course is based on the most advanced theories of conflict management.**

During the master course the participants will be supported by a selected team of sociologists and psychologists who are experienced in this field.



Workshop

The final workshop will have as destination and focus the Tulous area of the province of Fujian in south-east China.

The Tulous are an example of perfectly-preserved historical areas, both with regard their use and their architecture. In the future, because of their position and political dynamics, they will undergo a deep transformation – and this is exactly why they are an exemplary case study and a special opportunity to get involved in a transformation process that is bound to happen. And all this in a country, China, that has in tourism one of its most active activities and in historical centers its greatest cultural bet.



Network and events

MHT will be a place for exchange and encounter for all participant, and not only during the master.

Among the aims of the master course is the intention of **becoming the meeting point** for students, professors and institutions, and their competences.

The possibility of **accessing information from various sources** – the widest library for architecture and design, and daily press review through social networks – will guarantee continuous learning.



Careers

The Master course meets the growing request for **experts who are able to understand the problems and opportunities that come from the tourist development of safeguarded territories.**

The requested professional figures must know how to bring together cross skills both in the strategic tourism planning and in the study of new market dynamic in order to adapt them to the specific requirements of the environment where they have to operate.

The sensitivity and the professional training acquired during the course – through theoretical lessons, discussion and practical application – will allow the students to assume different roles such as:

Designer specialized in tourist facilities for historical urban environments.

Consultant for:

- public administrations
- managing bodies
- tour operators
- entrepreneurs
- real estate companies

Experts in urban planning

for the protection of historical sites or in the tourist management and development of protected areas.

High level public employees



The master structure: Modules

The first module aims to provide students with the theoretical fundamentals needed to define the cultural basis for the subjects in the program.

It consists of lectures about history and theory of the preservation of the city, which is based on the birth and development of the concept of urban heritage, on the sociological and anthropological aspects of tourism, and on economical studies that are related to cultural tourism.

This first part will provide the “fundamentals” in order to understand the language and dynamics of tourism and heritage. In particular the course will focus the knowledge that is necessary for a correct synergic evolution of the interaction between the two entities.

The following module is focused on practice and the instrument that are necessary to actively face the situation presented during the first module.

The lectures concern different preservation plans, management plans and the analytical studies of the tourist impact, and intend to teach what these plans are and how they work. During lectures and conferences with various guests, the students will learn about the best operative practices for architectonic and urban restoration, practices of economical planning and tourist promotion.

A period of individual study will follow, with a focus on one of the case studies suggested by the professors or external institutions that collaborate with the Master course, or introduced by the students themselves.

The third module will be dedicated to the investigation of future possibilities through the continuous comparison with other disciplines that more and more participate in shaping the new historical urban system.

By taking into consideration successful examples that are now consolidated into models, students will analyze the trend in the tourist industry: those connected to transport, energy, historical landmarks that are now associated with new behaviors and new ways of enjoying the city. Another period of individual study and distance learning will follow, and students will be asked to analyze two practical case studies.

Elaboration of a dissertation, which is required in order to obtain the qualification.

A workshop will follow, which involves all students with the participation of professors and guests who took part in the previous modules. Everybody is expected to participate, according to their competences, in order to share a discussion on the complex issues of a real situation.

At the end of the module there will be an internship, which should be arranged with the professors or external institutions that collaborate with the Master course.



Didactic Format

Learning in practice

There is a difference between **learning from lectures and books, and learning to make a decision in front of conflicting data, complex policies, low on time, and economical pressure, on top of having to defend your choices with equally motivated and prepared professionals.** During the MHT students will participate in round table discussions and learn in an in-depth and methodological way, with a practical approach made of experiences and fieldwork, and real and practical leadership lessons.

Logical Comparison

Saturday mornings will be devoted to discussing the issues analyzed during the week with the participation of **three or more international guests with different experiences and backgrounds.**

These discussions will be **open to the public**, as to give the possibility to enjoy and learn from a high-level debate.

In situ lessons

Venice, thanks to its uniqueness, will allow students to attend in situ lessons, aimed at **analyzing and “living” in real time what they are taught.**

The capital of Veneto is an emblematic place where it is possible to experience the conflict between Urban Heritage and Tourism, and then learn how to manage it.

Meet Up

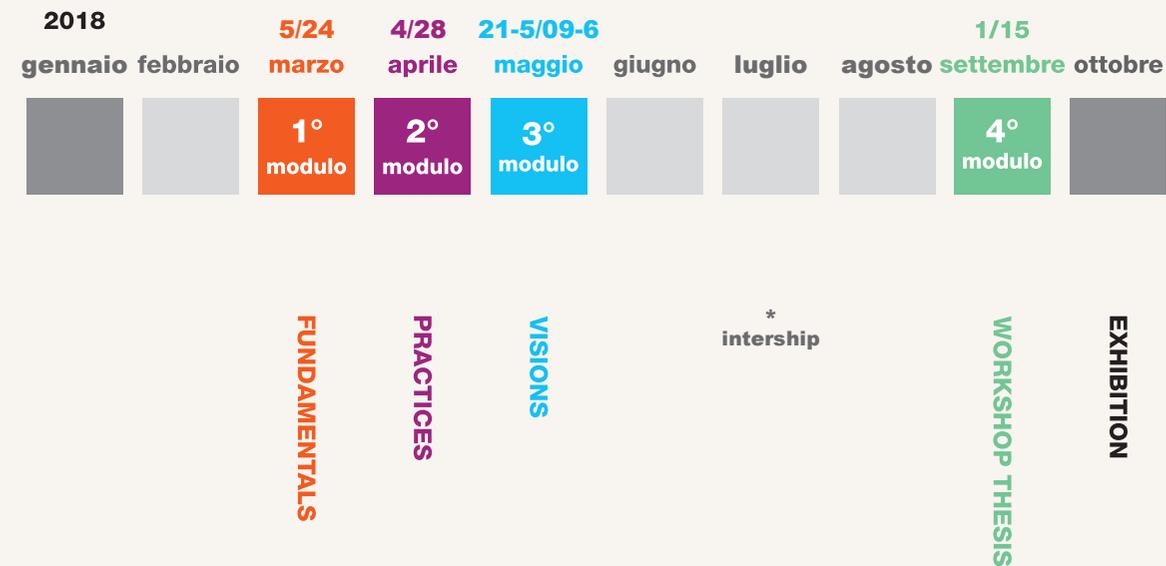
4 hours, every Thursday afternoon, will be committed to **the intervention of an important professional of the Heritage or Tourist industry.**

These discussions will be **open to the public**, as to give the possibility to enjoy and learn about new important realities.



Timing

Schedule



Duration: Annual course

- Module 1 3 weeks from the 5th to the 24th of March 2018;
- Module 2 4 weeks from the 4th to the 28th of April 2018;
- Module 3 3 weeks from the 21st of May to the 9th of June 2018;
- Internship 6 weeks from June to September;
- Module 4 3 weeks from the 3rd to the 28th of September 2018.

Weekly schedule



In order to efficiently tackle the complexity of the theme, the master will be presented through various didactical methods and will take place in different locations.

The weekly schedule presents 8 lesson slots, which are delivered in different ways:

- Learning in practice
- In situ lessons
- Workshop
- LC (logical comparison) and MU (meet up)



Workshop



Midterm workshops

During the master course there will be some midterm workshops in which **the students will work in the Garda Lake area on real cases bound to urban heritage and global tourism.**

Final workshop

At the end of the master there will be a final **workshop that will have as destination and focus the Tulous area of the province of Fujian in south-east China.** The issues under consideration will be: physical and functional restoration of the buildings; creation of a managerial plan for tourism – which is expected to increase after the Tulous have been declared World Heritage; considerations on the balance between the creation of new infrastructures and the preservation of the ancient ones, on government policies and the various elements that participate in the area transformation.

The Tulous are ancient earth buildings in circular or square shape, which were built between the 13th and 20th centuries in Fujian, a region in southeastern China. Declared Humanity's Material Heritage by UNESCO in 2008, they are exceptional examples of traditional and efficient settlements: independent, efficient, and perfectly integrated with nature.

A tailor-made master course, 4 of taking part in the course.

For those who are interested in the course, there are different ways they can take part in it.

The master's modules and sub-modules are connected but independent so that they can be enjoyed singularly.

Therefore, **there are various possible combinations** that meet the requirements of those who need to start from the basis taking part in the whole course, and those who want to deepen their knowledge by attending only a part of it.

Full participation

- in all modules

The student will be awarded the European Master Certification

60 training credits

6.000 €

Partial participation

- one module of 3 weeks
- one week for each module; 3 weeks in total.

The student will be given an attendance certificate for the chosen formula

20 training credits*

2.000 €

Partial participation

- 9 "LC" meeting
- 9 "Meet Up" meeting
- 9+9 "LC + Meet Up" meeting

Training credits awarded according to associations guidelines

18 training credits*

250 € for "LC" and "Meet Up"
400 € for "LC"+"Meet Up"

*awaiting confirmation from agency in charge



Candidate profile

In order to enroll in the master course and each training activity, students must have one of the following qualifications:

BA/undergraduate degree or old university system degree (cf ex law 509/99) in Architecture, Planning and urban design, Engineering, Design, Literature or Economics.

Degree in Architecture, Planning and urban design, Engineering, Design, Literature or Economics attained abroad, consider equivalent to the aforementioned qualifications according to the Italian system

The candidates in possession of one of the aforementioned qualification must present their application together with a CV containing all the qualification they consider useful. The board of Professors will evaluate the applications and – at their sole discretion – communicate the list of admitted students.

For the enrolment in individual activities with final awarding of an attendance certificate but no credits, the commission reserves its right to interview the candidates through in-person or remote meetings.

Deadline for application: 14th of Genuary 2018

It will only be possible to apply through the online process as specified in the admission announcement, on the website www.iuav.it/master.

For information: info@mhtmaster.com

The proposal in a nutshell

What Mht offers its students:

time to think and then find ways to manage complex urban systems which are composed of likely-conflicting entities.

Curriculum:

prestigious curriculum for high-level public employees, private managers, cultural and tourist operators all around the world, and for designers who work in the preservation and tourist industries.

Qualification:

The students who complete the course will be awarded a European Master Certification in Urban Heritage and Global Tourism + 60 course credits.

Admission requirements:

BA/undergraduate degree in Architecture, Planning and urban design, Engineering, Design, Literature or Economics

Students:

The maximum number of students is 20

Fees:

6.000€

Scholarship could be provided from national or international, public or private institution, or from the Italian government (see website www.mhtmaster.com).

Duration:

8 months



Professor participating



Benno Albrecht
Marco Ardielli scientific director
Francesco Bandarin
Lorenzo Bellicini
Serena Cominelli
Alba di Lieto
Rosanna Fogliata
Marisa Fantin
Enrico Fontanari
Mario Francescotti
Anna Galtarossa
Daniel Gonzalez
Yaz Krehbiel
Sada Lam
Anna Magrin
Mauro Marzo
Francisco Pol Mendez
Asuncion Rodriguez Montejano
Andrea Nonni
Paola Pierotti
Anna Paola Pola
Massimo Sestini
Taryn Swales
Huong Pam Thi Thanh

Moreover, Visiting Professors will join for MUs, LCs and as guest when specific themes and issues will require their competences.



mht

MASTER
IN URBAN
HERITAGE
AND GLOBAL
TOURISM

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