

# Prof. Pier Luigi Sacco: Digital Humanities and the Future of Universities

What is digital humanities? How is this area linked with the current concept of universities? And what is, in this context, Culture 3.0?

Both the CUFA academic community and general public are invited to this lecture and subsequent discussion. The event will take place in English (without interpreting). Moderated by Mgr. Josef Šlerka.

**Tuesday 18 Oct, 9:30-11:00, nám. Jana Palacha 2, room 200**

**Pier Luigi Sacco** is Professor of Economics and Deputy Rector for International Relationships at IULM University, Milan and Visiting professor at Harvard University (USA). He is also the Director of the bid of Siena for the European Capital of Culture 2019. Writes for International Journal of Cultural and Creative Industries, Il Sole 24 Ore, Artribune and Flash Art and has published many papers in top journals and in books with major publishers on cultural economics, cultural policy design, game theory, and economic theory. He is often invited as keynote speaker in major international conferences and consults widely for national and regional governments, organizations, and cultural institutions. He is member of the Warwick Commission, of the European Expert Network on Culture, is in the board of Ujazdowski Castle Museum Warsaw, and is a member of the European House for Culture.