

A Regola d'Arte

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Harmonisation of market rules governing cultural exchanges between Italy and Japan

**Italian Culture Institute
Tokyo, "Umberto Agnelli" Hall
9.12.2009, Wednesday, 2 PM.**

Cultural Enterprises.

Chairman: Prof. Marco Cammelli

Full professor of Administrative law, Università di Bologna, Chairman, Fondazione Monte di Bologna e Ravenna, Chairman, National commission for heritage, Associazione Casse di Risparmio Italiane (ACRI)

Introduction: Prof. Masunari Aoyagi

Director, National Museum of Western Art, Tokyo

Lectures:

- :: **Prof. Giusella Finocchiaro:** "Openings" and "closures" in policies and legislative rules for culture
(Università di Bologna)
- :: **Prof. Giuliano Lemme:** Cultural activities of commercial enterprises
(Università degli Studi di Modena e Reggio Emilia)
- :: **Prof. Francesco Tesauero:** Tax policies and incentives to cultural enterprises
(Università di Milano Bicocca)
- :: **Prof. Carla Barbati:** Museums as enterprises
(Università del Salento)
- :: **Prof. Mari Kobayashi:** The framework of art promotion policy in Japan
(University of Tokyo)
- :: **Prof. Kazuko Goto:** Creative industry and cultural policy from the perspective of contracts and incentives
(Saitama University)
- :: **Dott. Taneo Kato:** The Role of the arts in the region: focusing on the collaboration between local government, companies and residents
(Asahi Beer Corporation)
- :: **Prof. Sumiko Kamakura:** The forming of Japan's new cultural policy: artists, art projects and citizenship
(Tokyo University of Arts)

Conclusions: Prof. Junji Tsuchiya (Waseda University) and Prof. Marco Cammelli.

Under the aegis of:

Alma Mater Studiorum Università di Bologna, Università degli Studi di Modena e Reggio Emilia, Waseda University.

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Istituto Italiano di Cultura, in collaboration with Lemme Avvocati associati.



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