

ARCHITECTURAL HERITAGE

Ateneo/DAD - Transformative nature of Cultural Heritage in the European context

Funded By	Politecnico di TORINO [P.iva/CF:00518460019] Dipartimento DAD
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Context of the research activity	The activity of the PhD student enrolled in the Curriculum will consist, in a first phase, in a wide-ranging research, at international level, on good practices related to the topic (heritage communication). The PhD student's activity will then be focused on launching a series of experiments in the field, supported by Neuroscience's Method, to verify new strategies of action, to consolidate knowledge of the topic and to lay the foundations for larger projects.
Objectives	The research context is tied to the European project "META-MUSEUM" (funded by EC in the Horizon Europe framework, coordinated by Valeria Minucciani DAD). Focused on the transformative nature of Cultural Heritage, the project considers it as constantly changing as a bearer of values and meanings, although resilient. The research approach is transdisciplinary, involving Museography and CH Communication disciplines, Social Sciences, Psychology, Neurosciences. It aims to study and develop cultural encounters to enhance the sense of confidence towards the changing society. A 6 month period abroad is expected.
Skills and competencies for the development of the activity	The candidates must be interested in heritage enhancement, and they should already have some knowledge in the field of neuroscience applied to architecture. Research will be carried out in theory and literature but also in the field. Organizational skills and a willingness to challenge traditional, established approaches are required. The candidates should possess a good knowledge of English in both written and oral forms, and be available for at least 6 months stay abroad. The PhD student enrolled in the Curriculum is expected to publish papers in scientific context.