

# THE IRONBRIDGE GORGE MUSEUMS: TOURISM COMMUNICATION AND WORLD HERITAGE SITES

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7 JULY 2023

9:00-18:30

DIPARTIMENTO DI STUDI UMANISTICI  
AULA G

9:00 - 9:30

## WELCOME

### **MARCO BRESADOLA**

University of Ferrara, Humanities Department Vice-Director, Heritage and Public Engagement Coordinator

### **MARTA ARZARELLO**

University of Ferrara, Humanities Department Vice-Director, Humanities Doctoral Program Coordinator

### **ELEONORA FEDERICI**

University of Ferrara, Convenor and Principal Investigator

9:30 - 10:30

## MASSIMO NEGRI

Museum Consultant and Industrial Heritage Specialist  
"The Ironbridge Revolution"

10:30 - 11:00

## COFFEE BREAK

11:00 - 11:30

## IRONBRIDGE I

### **IOANNA KATAPIDI**

*University of Birmingham*

"Community Engagement in Heritage sites"

11:30 - 13:10

## IRONBRIDGE II

### **BRANDI HALL-CROSSGROVE**

*World heritage Site Co-ordinator, Telford and Wrekin Council*

### **EILEEN CALLEAR**

*Cabinet Member for Education, Employment, and Visitor Economy, Telford and Wrekin Council*

"Managing a World Heritage Site: A case study of Ironbridge Gorge"

## IRONBRIDGE II

**RORY HUNTER**

*Estates, Facilities, and Project Director*

“Preserving the Ironbridge Story –  
Challenges, Threats and Opportunities”

**PSYCHE HUDSON**

*Culture and Wellbeing Services Manager*

‘Ironbridge Gorge, A masterpiece of Human  
Invention. A valley of cultural and natural  
heritage’

**MARION BLOCKLEY**

*Chair of the World Heritage Site Steering Group -  
Ironbridge Gorge*

“Issues affecting World Heritage Sites, with  
reference to Ironbridge Gorge”

13:10 - 14:10

LUNCH BREAK

14:10 - 15:10

**STEFANIA MACI**

*University of Bergamo*

“Promoting Tourism: the Italy ‘brand’”

15:10 - 16:30

IRONBRIDGE IV

**JAQUELINE AIELLO**

*University of Salerno*

“Constructing heritage and identity: an  
analysis of Twitter and Facebook use by the  
Ironbridge Gorge Museum Trust”

**ANNA ANSELMO**

*University of Ferrara*

“The Ironbridge Gorge Museum Website:  
Place Branding and the Language of  
Tourism”

**ELEONORA FEDERICI**

*University of Ferrara*

“The Ironbridge Gorge Museums and  
Storytelling: Narrating the Past for the  
Present”

16:40 - 17:00

COFFEE BREAK



17:00 - 18:30

## IRONBRIDGE IV

**MONIA CASTELLINI**  
**MARIANNA MARZANO**  
**CECILIA BUDONI**

*University of Ferrara*

“Sustainable regeneration and Industrial Heritage. Defining a model from an interdisciplinary perspective: the Ironbridge Case”

**FRANCYANE K. LOPEZ DUARTE**

*University of Ferrara*

“Sustainable Regeneration at Ironbridge Gorge: A Comparison between a Bibliographic Study and an On-site Visit”

**SARA D’ADDARIO**

*University of Ferrara*

“Sustainable Regeneration of Natural and Cultural Heritage at the Ironbridge Gorge Site: A Replicable Model?”