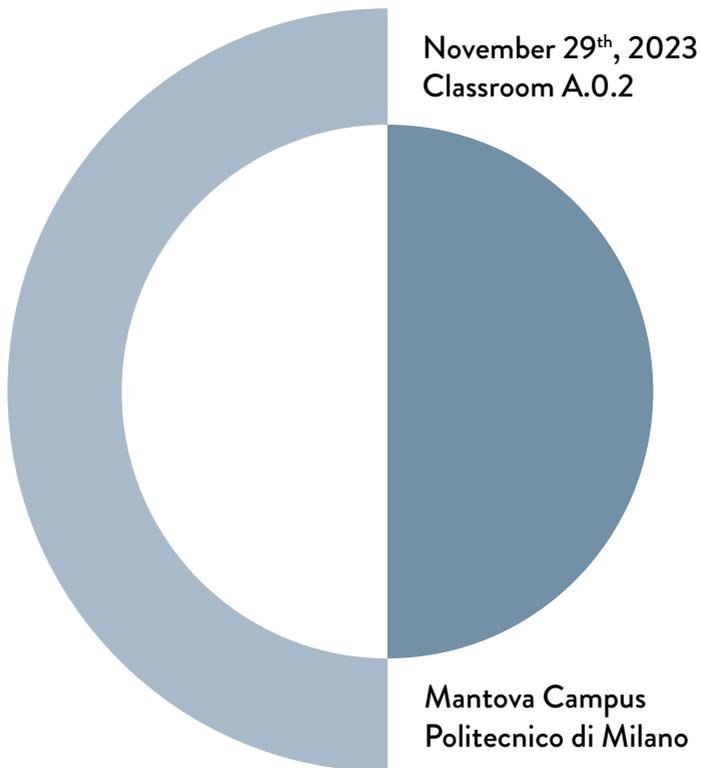


BEAUTY AS A FUNDAMENTAL HUMAN RIGHT

for a Nation System for Beauty



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Abstract

Several studies have demonstrated how exposure to beauty sets the inner world in motion, moving emotions and contributing to a person's psycho-spiritual care and evolution.

Ruins, too, have a beauty, the beauty of a rich historical past. How can archaeologists frame this value so that the "inheritors" may truly inherit them?

Our Constitution has enshrined, among its fundamental principles, in Article 9, the promotion of cultural development, scientific and technological research, and the protection of the Nation's landscape and historical and artistic heritage, placing these assets at the foundation of national identity.

Rights do not constitute a closed and static catalog but are reshaped daily in response to the needs, opportunities, and challenges faced by rapid changes (technological, economic, social, cultural, demographic, etc.) that continuously expose our lives.

In a society focused on meeting evolutionary needs (meta-needs), the pursuit of beauty can claim to become a right, serving as a tool for enhancing public well-being.

In this perspective, the right to aesthetic experience becomes a daily opportunity for personal fulfillment, inclusion, social cohesion, comfort, and hope.

The seminar addresses the topic of the right to beauty from the perspective of establishing a system for protecting new rights and creating a national system for beauty.

CONFERENCE PROGRAMME

9.00 - 9.15 **WELCOME AND INTRODUCTORY REMARKS**

Prof. Carlo Peraboni, *Coordinator of the Programme in Architectural Design and History, in the frame of the scientific programme of the Mantova UNESCO Chair, Politecnico di Milano – Mantova Campus*

9.15 - 9.30

Introduction

BEAUTY AND WELL-BEING. ON THE CONFIGURATION OF NEW RIGHTS.

Prof. Danila Iacovelli, *Researcher in Administrative law, Politecnico di Milano. Prof. in Cultural Heritage Law at Architectural Design and History, in the frame of the scientific programme of the Mantova UNESCO Chair, Politecnico di Milano – Mantova Campus*

9.30 - 9.45

THE PRAGMATICS OF BEAUTY, THE POETICS OF PROSPERITY

Prof. Guillermo Aranda-Mena, *School of Property, Construction and Project Management RMIT University, Melbourne City Campus, Visiting Professor Politecnico di Milano, Mantova Campus*

9.45 - 10.15

FRAMING THE BEAUTY OF HERITAGE

Prof. Giorgio Buccellati - *Director, Mesopotamian Lab, Cotsen Institute of Archaeology, UCLA, Professor emeritus, Department of Near Eastern Languages and Cultures, and Department of History, UCLA; Director, IIMAS - The International Institute for Mesopotamian Area Studies*

10.15 - 10:30

A SENSE OF WONDER

Dr. Yasmine Mahmoud, *IIMAS Associate Director for the Urkesh Extended Project*

10.30 - 10:45 **THE YOUNG FUTURE**

Dr. Hiba Qassar – *IIMAS Associate Director
for Educational Programs*

10.45 - 11:00 **PRIDE AMONG THE RUINS**

Dr. Samer Abdel-Ghafour – *Adjunct Professor,
The American University of Rome; IIMAS Associate Director
for Communications*

11.00 - 11:30 **COORDINATION OF THE Q&A SESSION**

dott. Marco Fontana – *PhD candidate Università di Pisa
and Teaching assistant Politecnico di Milano*

11.30 - 12:00 *Coffee break*

12.00 - 12:30 **LA RICERCA DEL BELLO SOTTO
IL GENERE DEL SENSO**

Prof. Pasquale Giuseppe Macrì – *Expert in aesthetics
and contemporary art*

12.30 - 13:00 **DANIEL BUREN: L'ARTE DI CREARE
PAESAGGIO NEL PAESAGGIO**

Dott. Giuseppe Simone Modeo – *Art manager*

13.00 - 13:30 *Conclusioni*

PER UN SISTEMA NAZIONALE SULLA BELLEZZA

Prof. Maria Agostina Cabiddu – *Full-Prof. School AUIC
of Architecture Planning and Build Engineering,
Politecnico di Milano*

To join the event in person:

Mantova Campus - Politecnico di Milano
Piazza Carlo d'Arco, 3 - 46100 Mantova

To join the event through a Webex platform [LINK HERE](#)