



UNIVERSITÀ  
DEGLI STUDI  
DI BERGAMO

Dipartimento  
di Lingue, Letterature  
e Culture Straniere



FAIRLEIGH  
DICKINSON  
UNIVERSITY

## 2025 HUMANITIES SUMMER SCHOOL

16-27 June 2025

### ***Negotiating Humanities: the Rise of the Machines***

*Prof. Gloria Pastorino & Prof. April Patrick (Fairleigh Dickinson University)*

In this interdisciplinary, co-taught seminar, we examine the ways in which our century of extraordinarily rapid technological change impact human experience. Some of the questions we explore are: How do we define, conceptualize, and use technology? Are the Age of Technology and the Anthropocene the same thing? What challenges (and opportunities) does our age of technological change and expansion provide individuals and communities? What ethical questions arise as a result of this rapid technological growth? What does it mean to be human in an era when the line between humans and machines is blurring? How do scholars, writers, and filmmakers wrestle with these questions?

30 June-11 July 2025

### ***'Make' in Italy: An Introduction to Entrepreneurship and Venture Creation in Cultural and Creative Industries***

*Supported by "Competencies and Resources for Entrepreneurial Orientation" (CREO) – Center for Young and Family Enterprise (CYFE), University of Bergamo, within the broader entrepreneurship education offerings available on the [CREO platform](#); Project Manager Prof. Davide Hahn*

The entrepreneur is an agent of change and an innovator who identifies and exploits opportunities in many fields. In today's globalized and interconnected economy, technological disruptions—such as artificial intelligence—and major demographic trends—such as the ageing of the population—provide fertile ground for the creation of startups. They can span various sectors, from High-Tech to Cultural and Creative Industries (CCIs), including those linked to culture and the 'Made in Italy' brand (e.g., arts, humanities, food, tourism).



UNIVERSITÀ  
DEGLI STUDI  
DI BERGAMO

Dipartimento  
di Lingue, Letterature  
e Culture Straniere



FAIRLEIGH  
DICKINSON  
UNIVERSITY

Starting with the basic theoretical foundations of entrepreneurship, the course will introduce participants to emerging trends that foster entrepreneurial opportunities in the cultural and creative contexts. A vertical focus on the uniqueness of 'Made in Italy'—a key pillar of the Italian economic system—and on the transformative potential of new technologies is combined with practical insights into tools for generating and validating innovative business ideas. The aim is to equip students with the mindset and methodologies needed to become proactive innovators across sectors, with a particular focus on hospitality and cultural entrepreneurship.

### ***How to See the World. Understanding Contemporary Visual Cultures***

*Prof. Giuseppe Previtali (University of Bergamo)*

*The module provides a critical introduction to the analysis of visual culture, equipping students with the methodological tools to interpret images and visual media as central agents in contemporary mediascapes. Starting from the idea that contemporary events—whether political, social, or cultural—are increasingly shaped by and circulated through visual forms, the course frames visuality as a key site of meaning-making and ideological negotiation.*

*By examining a heterogeneous range of media, including photography, cinema, and video games, the course explores how visual forms not only represent but also shape contemporary reality, particularly in contexts of conflict and crisis (such as, but not limited to, wars and insurgencies). Particular attention will be paid to the political dimension of aesthetics, the epistemological challenges posed by algorithmic images and artificial intelligence, and the role of visual culture in the construction of public discourse. The course combines theoretical readings with close analysis of visual materials, encouraging a critical approach to the politics of representation.*