TO BE A CULTURE CAPITAL CITY
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SHORT ABSTRACT

Matera is a small Italian city, declared UNESCO Heritage, in which until after the Second World War citizens had lived in a backwardness and isolation status, and that won, in the last year, the title of European Cultural Capital for 2019. The positive experience that this small city is living, and other european cities instances had lived, bring us to study and deepen what characterize this kind of event. Our concept is to identify the positive elements of an event like becoming a Cultural Capital City produce at the hosting city (from economic, social, urban and cultural point of view) and use them like starting points to improve the other Mega Events (like Olympic Games, Expo, World Cup…).

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