

WORKSHOP

CULTURAL EVENTS: AN INTERDISCIPLINARY APPROACH TO EVALUATE THE IMPACTS AND THE PUBLIC PERCEPTION



Yesim Tonga

Yesim joined the LYNX Research Unit of IMT Lucca as a Post-Doctoral Research Fellow in December 2014. She is the coordinator of the projects, "Socio-Economic Impacts of Lucca Comics & Games" and "Festivals and city perception". She was also awarded a research grant with Rafael in 2016 from the European Partnership on Cultural and Creative Spillovers.

Yesim obtained her PhD in Management and Development of Cultural Heritage from the IMT Lucca and holds a MA degree in Arts and Heritage: Policy, Management and Education (Maastricht University) and a Bachelor's degree in Economics (Bogazici University). She has worked in various cultural institutions, such as Europa Nostra and UNESCO World Heritage Centre, and is a founding member of Europa Nostra – Turkey. Her research interests cover institutionalisation practices in the arts and heritage field, and impacts of cultural policies and temporary events.

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Rafael Brundo Uriarte

Dr. Rafael Brundo Uriarte is a Post-Doctoral Research Fellow in the intersection between the Computer Science and Engineering and the Cultural Heritage departments at IMT Lucca. He received his PhD in the same institute in 2015, with a focus on cloud computing and machine learning fields and has been working for the last 3 years also in the application of computer science theories and methods in the field of cultural heritage.

Rafael has participated in several projects and published in top journals and conferences in Computer Science. He was the co-coordinator of the project "Towards a Holistic Methodology for the Assessment of Cultural and Creative Spillovers: The Case of Lucca Comics & Games" funded by the European Research Partnership on CCS. He has also been a project consultant for the Università Ca' Foscari Venezia (Department of Philosophy and Cultural Heritage).

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