

Cristina Chiaiso

Research Fellow

Dissemination Officer

Tourism & Heritage Innovation Hub Project Manager

University of Genoa/Ulysseus

Cultural Communication Strategist

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Cristina Chiaiso, PhD, Research Fellow at the University of Genoa and its Dissemination Officer for the Ulysseus European alliance, is Project Manager of the "Tourism & Heritage" Innovation Hub.

With specialised expertise in designing and coordinating cultural enhancement projects, her research focuses on communication and innovation strategies for the cultural sector, particularly within museum and academic fields. She leads the Ulysseus joint R&I group "Innovation Strategies for Cultural Heritage".

She is a curator of cultural initiatives and presenter, lecturer and tutor at international conferences, seminars, workshops and other training activities.

A committed advocate for best practices in the field, she is affiliated with FERPI, the Italian Public Relations Association. She coordinates the ICOM Italy "Museum Communication" Working Group and is an elected Board Member of the ICOM COMMS International Committee for Communications, Marketing and Audience Engagement.

Education

- Professional Master's Programme on Entrepreneurship and Management for Cultural Heritage and in the Creative field
- PhD in Orientalistics
- Degree in Cultural Heritage Conservation

Vocational training qualification: Event Organiser
English: BULATS - Cambridge English C1/C2; French: B1

University of Genoa

2025-03 > in progress

Research Fellow UniGe, Dissemination Officer
Project Manager Tourism & Heritage Innovation Hub UniGe/Ulysseus
Research Grant - Communication and Innovation in European University alliances

2024-02 > 2025-02

Research Fellow UniGe
Project Manager Tourism & Heritage Innovation Hub UniGe/Ulysseus
Research activity on the activation of an Innovation Hub for companies - businesses and organizations - in the cultural heritage field and evaluation of the hub's socioeconomic impact.

Among previous collaborations and activities in the University field

- **Creative Entrepreneurship Lab, University of Genoa - DIEC** (participation in the context of the Pharos Heritage Srls project, 2019: Cultural and Creative Entrepreneurship and Cultural Heritage, Managing Creative Enterprises, Cultural and Creative Micro-Enterprises in the Local Area as Opportunities for Entrepreneurial Growth and Urban Regeneration.)
- **Collaborations with the University of Pisa**, including: Master's Degree in Public and Political Communication, Module IV - **Museum and Communication** - Focus on new museum projects, protection and enhancement of artistic, archaeological and scientific collections, temporary exhibitions, new technologies; "**The British Museum in London between conservation and communication**"; "CSAI - Corpus of South Arabian Inscriptions" - research, collection, transcription and analysis of inscriptions from pre-Islamic South Arabia (2002-2005).

Teaching

- **"Ulysseus Entre Camp Genoa 2026" -** BIP - Blendend Intensive Programme - Design Thinking Methodology and Business Model Canvas for Challenges about Cultural Heritage. Management, Coaching, Team building activities. University of Genoa, June 2026
- **"Museum Communication: a strategic approach in the digital age"**, at "Informatica per Umanisti", University of Genoa, April 2026
- **"Cultural Marketing and Communication: a focus on Audience Engagement"**, at "Corso di Profili aziendali per i Beni Culturali", University of Genoa, October 2025
- **"Business Models and Digital Innovation for Cultural Heritage"** BIP - Blendend Intensive Programme **- Communication Strategies for Cultural Heritage**, Project Work development and follow up, Educational Visits. University of Genoa - DIEC Department of Economics, June-July 2025
- **"Entre Camp"** - BIP - Blendend Intensive Programme - **Design Thinking Methodology and Business Model Canvas** for Challenges about Smart Cities and Region topics, models for experience design. Coaching, Team building activities. University of Seville, June 2025
- **Digital Innovation Lab for Cultural and Creative Sector Companies.** "**Cultural Communication**" in MODULE 5. Transmittability of Digital Cultural Heritage. The Role of Communication and Virtual Communities, March 2025
- **"Digital Innovation Strategies for Cultural Heritage"** BIP - Blendend Intensive Programme - **Communication Strategies for Cultural Heritage, Project Work** development and follow up, Educational Visits Università di Genova - DIEC Department of Economics, June-July 2024.
- **"Communicating Cultural Heritage: strategy and complexity"** (Appointment for teaching within the training courses of the **IANUA Scuola Superiore of the University of Genoa**, 29 April 2023 - University of Genoa IANUA ISUPAC - Specialisation in Humanistic Studies and Cultural Heritage)

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- **Mediterranean Project** - Tutor for **Corporate Communications** Course in Business Creation aimed at the internationalisation of businesses in North African countries. Project proposed by the University of Mediterranean Studies of Reggio Calabria and Benecon, Regional Center of Expertise for Cultural Heritage, Ecology, Economy and Technology, participated by the four Campanian universities, with the operational management of the Ansaldo Foundation and the Arpa School of Genoa (2010).
- **Business creation training course -** Tutor for **Corporate Communications**. Training Course in entrepreneurship and business creation, organized by Arpa Business School at the Ansaldo Foundation, Genoa (2009)

Dissemination. Congresses, seminars, workshops, webinars

Selection 2020 - 2026

- "**Museums as Safe Spaces - The role of communications in shaping museum culture**" 2-Part Webinar Series - **Curator and Moderator**. Produced by ICOM COMMS in cooperation with ICOM ICTOP, ICOM INTERCOM, "Museum Communication" Working Group of ICOM Italy, NEMO, University of Genoa - Innovation Hub Tourism & Heritage UniGe-Ulysseus, Ulysseus WP6 "Equality, Diversity and Inclusion, and Community Engagement". Speakers: Richard Sandell, Sandro Debono, Rebecca Thonander, Darko Babić (Speaking out - 18 May 2026); François Mairesse, Mia Locks, Liz Levine, Jessica Beatriz Ramírez Rivera, M. Cristina Vannini (Looking Inward, 23 June 2026)
- **"Mediterranean heritage: communities, alliances, common horizons. Perspectives in the Adriatic and Ionian macro-region"** Conference - Speaker: **"The role of Communication and narrative for Museums" Discussion Table Co-coordinator**, together with Silvia Mascheroni (Bari, April 17-19, 2026)
- "**Assaggi di Cultura e Turismo - Who communicates Museums?"** University of Genoa, 23 May 2025. Special edition: Co-Presenter of the **results of the Survey on Museum Communication Professionals in Italy**, realised by the national Working Group "Museum Communication" of ICOM Italy together with the Department of Economics of the University of Genoa. Organised by the Tourism and Heritage Innovation Hub UniGe - Ulysseus, in cooperation with the national Working Group "Museum Communication" and "Liguria" regional board of ICOM Italy. The event is part of the ICOM International Museum Day's Programme 2025.
- **ICOM Learning Center. "Flussi digitali". Communication: renewing languages. Projects, Methodologies, and Results**. ICOM Italy, webinar, 27 February 2025. Collaboration in the implementation as coordinator of the national "Museum Communication" Working Group. Participation in the selection of Open Call projects; Speaker for the webinar's closing remarks.
- **"Assaggi di Cultura e Turismo"** Talk+Pasta Party, in person and online. University of Genoa, 20 November, 13 December, 2024, 15 January, 19 March, 16 April 2025; Moderator of the format organized by the University of Genoa's "Tourism & Heritage" Innovation Hub within the European university alliance Ulysseus: an invitation to reflect on innovation in the fields of culture and tourism. The topic is presented by professors and experts, with a discussion and the presentation of case studies. The seminar concludes with a participatory Q&A session. Playlist available on the University of Genoa YouTube channel.
- "**Museum Unmuted"** - Museum Communicators talks, presented by the "Museum Communication" Working Group of ICOM Italy in collaboration with the ICOM MPR (now COMMS) International Committee. Webinar, 25 October, 8 November, 6 December 2024. Creator and moderator.
- **"Le Reti Museali e le relazioni inter-istituzionali: da opportunità a strategia generale Cultura e Turismo 4.0"** conference. **Speaker: "Museums and Communication: Value and Opportunities of a Strategic Approach"** ANCI Sicilia conference on the occasion of the presentation of the "A Cielo Aperto. Sicilia Paesaggio museale" project, 30 October 2024, Palazzo dei Normanni, Palermo.
- **"Everything in a Museum Communicates - Museums in Times of Crisis"**, **Italian Co-Presenter** of the ICOM International Workshop on Museum Communication and Crisis Management organized by ICOM MPR (now COMMS) and ICOM Italy, in collaboration with "Museum Communication" Working Group and "Liguria" regional board of ICOM Italy, with the patronage of FERPI, the Italian Public Relations Professionals Association. Sponsored by an ICOM SAREC Special Projects Grant, Galata Museo del Mare - Genoa, Italy, 12-13 September 2024.
- **ICOM Learning Center "Flussi Digitali: strategie di comunicazione e curatela"**. Partecipazione a progettazione e realizzazione webinar, 18 settembre 2024
- "Presentation of the **Innovation Hub** Ageing and Well-being - Université Côte d'Azur/Ulysseus" Participation in event activities, Nice (FR), 12 June 2024
- **FERPI Talks** on communication, business, and sustainability, for "Servizio Civile Universale", Ferpi Liguria, Agorà Coop. **Presenter: "Comunicare la Cultura"**, 10 May 2024.
- **"ICOM on Stage!"** representing the "Museum Communication" national working group at ICOM Italy annual Italian General Assembly. Ancona, 19-20-21 April 2024. Interactive and participatory session of the ICOM Italy annual national meeting.
- **ICOM Learning Center "Digital Communication. Opportunities and Challenges"** Technical Discussion and Response Roundtable, 14 March 2024. Collaboration in the conception and organisation of the event. Topics covered: Communication, digitalisation and accessibility; Communication and new digital frontiers; Communication professionals; New training strategies; Interdisciplinary collaborative strategies.
- **"ICOM Italy - Working Groups Kick-off Meeting"**. Speaker: "The Museum Communication Working Group of ICOM Italy" Webinar, 13 December 2023.
- **ICOM Italy National Conference "The National Museum System, Local Networks, and Professionalism,"** Chierici Hall, Berio Library - Genoa, 15 April 2023. Speaker at "Museum Professions - Skills, Recognition, and Recruitment" session.
- **26th ICOM General Conference - ICOM Prague 2022,** within ICOM MPR (now COMMS) - International Committee Programme. **Presenter: "The colour of Hope - raising awareness about the symbolic and identity value of our cultural heritage";** Co-Author: "Keeping in touch with Patrons" Prague Congress Centre, 22 August 2022; ICOM MPR Manifesto for Museums Action, Participatory activity, Kampus Hybernská - Prague, 25 agosto 2022.
- **"Communication to build Community. Professionals, Areas, and Activities of Museum Communication"**, Galata Museo del Mare - Genoa, 18 May 2022. In the context of ICOM International Museum Day 2022, Together with the "Liguria" regional board of ICOM Italy. Creator, organiser, and moderator of the event.

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- **"Lanterna di Genova. Valorisation and Accessibility. European Heritage Days 2021"**. Moderator. The Monumental Complex of the Lighthouse of Genoa, 1 October 2021.
- **"Lanterna di Genova - News solutions for Accessibility. European Heritage Days 2020"**. Moderator. The Monumental Complex of the Lighthouse of Genoa, 25 September 2020.

Cultural Communication Strategist

2021 - in progress

Strategic communication, design and planning, media relations. Consulting.
ilpesodiunapiuma.it

Among the main projects:

- **"Un brand per la Cultura del Mare"** Communication project for the promotion of the Ligurian Maritime Museums Network, proposed on the initiative of the "Liguria" regional board of ICOM Italy, coordinated by the Mu.MA institution. Selected among the winners of the 2023 call for proposals by the "Italia Patria della Bellezza" Foundation.
  The project, with interesting potential in terms of cultural promotion, territorial marketing and integrated tourism offering, was born in the wake of the important work carried out also in Liguria by the ICOM Italia Networks and Systems Working Group for the study and development of territorial cultural promotion projects, as well as with a view to recognising the strategic role of museum communication (2022).

Among previous experiences
2006 - 2022

Communications and Media Relations Coordinator for the "Lanterna" - Genoa Lighthouse and City Icon (November 2018 - August 2022) Design, planning, and coordination of communications and promotional activities, as part of the valorisation project of the Monumental Complex of the lighthouse of Genoa. Communication strategy and media relations to raise awareness of institutional activities, events, educational workshops and other initiatives.

Among the main projects:

- **The Lanterna does not stop -** Communication strategy during the Covid-19 Lockdown: the "Lanterna" as an Icon, not only of the city of Genoa, but also of the "resilience" of the world of Culture, of hope and trust in support of Italy and Genoa (2020)
- **"Colour (and light up) your Lanterna"** proposed in 2020 during the Italian lockdown due to the Covid-19 pandemic. The initiative was focused on involving children, raising awareness about the symbolic and identity value of our cultural, historical and artistic Heritage and inspiring hope for the future by a call-to-action to draw and colour the lighthouse with the colour of hope and courage, explaining the reason for that choice and sharing on the social networks (#IoColoroLaLanterna). The winner decided the Lanterna artistic lighting colour on 20th April 2020. Presented at 26th ICOM General Conference - ICOM Prague 2022 - within ICOM MPR Programme.

Communications, PR and Media Relations at "Luzzati Museum - Porta Siberia" - Nugae S.r.l. (April 2006 - January 2007) Development of institutional communication, promoting Museum activities, exhibitions and initiatives; Media Relations, organization and event management, cultural planning together with the Museum Management; moderator at Museum events.

Affiliations

ICOM - International Council of Museums

2020 - in progress

- **National Coordinator of the "Museum Communication" Working Group of ICOM Italy** (2022 > in progress)
  - Definition, management and coordination of projects and activities of the national working group, webinars, and thematic insights within ICOM Italy projects, key reference on the topic of Museum Communication (also in collaboration with the activities of the ICOM Learning Center - a skills accelerator for the Italian cultural system).
- **Board Member of ICOM COMMS - International Committee for Communications, Marketing and Audience Engagement** (2025-11> in progress)
  - Participation in the activities of the ICOM international committee; personal collaboration as a presenter during training and professional development workshops; collaboration together with the "Museum Communication" Working Group of ICOM Italy as a partner in international projects.
- **Member of "Liguria" regional board of ICOM Italy** (2020-06>2026-02)
  - Participation as the contact person for the "Strategies and Tools to Strengthen the Role of Museum Communication Professionals" activities, including for the development of the regional network of institutions and other stakeholders in the local area. Among the main results of the Liguria regional board:
    - Agreement between ICOM Italy and the University of Genoa DIEC Department of Economics, to collaborate on training and governance models of territorial networks and systems (2020)
    - Agreement between ICOM Italy and the Municipality of Genoa - Cultural Policies Directorate, for mutual collaboration in support activities for the updating of museum professions and on the topics of conservation, museology and networks, as well as coordination of events of shared interest (2023).

FERPI - Italian Public Relations Professionals Association

Professional Member (from November 2023)

Selected publications

ICOM Learning Center "Flussi Digitali - La comunicazione: il rinnovamento dei linguaggi | Progetti, metodologie e risultati" Book of Abstract - 27 February 2025 webinar. Final remarks by "Museum Communication" Working Group of ICOM Italy, Cristina Chiaiso - Working Group Coordinator

Cristina Chiaiso, Paola Dameri "Assaggi di cultura e turismo", in Genova Impresa, n.6/2024 (November-December), pp.90-91

Cristina Chiaiso, "Comunicare la cultura", in FERPI Talks
Atti degli incontri FERPI Talks su Comunicazione e Sostenibilità in imprese, istituzioni e terzo settore a cura di esperti in relazioni pubbliche rivolti alle ragazze e ai ragazzi del servizio civile della rete CLESC - Conferenza Ligure Enti di Servizio Civile, a cura di FERPI Liguria, 2024, pp.60-69

Cristina Chiaiso, "The colour of Hope - Raising awareness about the symbolic and identity value of our cultural Heritage" Video poster, ICOM Prague 2022, ICOM MPR Programme

Cristina Chiaiso, "La politica di Saba' nel Jawf pre-mineo", in Gianluca Miniaci, Mario Russo (a cura di), "La guerra e i suoi riflessi nelle società antiche" Atti del Convegno del Dottorato di Orientalistica, Università di Pisa, 26-27 giugno 2007, Edizioni ETS (2008), pp.77-88

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