



MATILDE FERRERO

PhD in Cultural Economics
Researcher and Project Manager

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WORKING EXPERIENCE

May 2025 - present

Postdoctoral researcher at ULB and IHECS (interdepartmental)

A two-year study on the economics of the cultural events sector in Brussels

January 2023 - April 2025

Researcher and project manager (freelance)

Activities: qualitative and quantitative research for projects in the field of cultural and creative production; development of strategic plans and budgets for museums and cultural organisations; support on local, ministerial and European calls for tenders.

- **Fondazione Santagata** (research center in Turin, Italy) | January 2023 - April 2025
 - support for cultural organisations for the development of a strategic plan, the introduction of monitoring tools, for the construction of an operational plan, for the evaluation of projects, for audience analysis.
- **Creare Social** (research center in the Netherlands) | December 2024 - March 2025
 - working alongside researchers on a Horizon project in the field of studying practices related to the commons.
- **Associazione Teatro della Caduta/To.o.I** (theatre in Turin, Italy) | November 2024 - February 2025
 - support on local (CSP's Next Generation You), ministerial (promotion call art. 41 of FUS) and European (Interreg - ALCOTRA) calls for tenders
 - fundraising
- **Associazione Bastione** (art collective in Turin, Italy) | January 2024-June 2024
 - support for artists in developing the strategic plan and applying for local and international calls for proposals (as part of the participatory observation period carried out during my PhD thesis).

March 2020 - present

Writer (voluntary collaboration)

- CultureFuture - online journal

2020-2022

Copywriter and social media manager (internship and occasional collaborations)

- Institution - online start-up in the field of contemporary art
- Polo del '900 - Turin, IT
- MDA Communication Agency, Turin, IT

EDUCATION

PHD

Cultural economics. Focus: artist-run spaces with case study Associazione Bastione
Magna Grecia University, Catanzaro, IT | November 2021 - October 2024

Visiting at Erasmus University, NL

Supervisors: Michele Trimarchi, Mariangela Lavanga

MASTER

Economics and management - Innovation and Organization of Culture and the Arts

Alma Mater Studiorum, Bologna, IT | September 2018 - March 2021

BACHELOR

Cultural heritage

University of Turin, IT | September 2014 - April 2018

Erasmus at Maastricht University, NL

PUBLICATIONS

- Ferrero, M., & Trimarchi, M. (2025). Cultural Heritage and the Challenge of Time: The Power of Cognitive Sustainability. In International Conference on Sustainability in Creative Industries (pp. 187-194). Cham: Springer Nature Switzerland.
- Ferrero, M., Friel, M., Meneghin, E., & Lavanga, M. (2024). Industrial heritage and citizen participation: The Ivrea UNESCO World Heritage Site, Italy. *Urbanism*, 9.
- Ferrero, M., & Trimarchi, M. (2024). How do artists contribute to urban and cultural sustainability? Urban landscaping as a creative and sustainable practice. *Scientific Committee*, 196.
- Abbate, E., & Ferrero, M. (2024). Commoning spaces for knowledge and culture: from the SoC in Zurich to the foundations of a project in Turin. *Radical Creativity*, 1.
- Ferrero, M., & Pinto, I. (2023). A regenerative tourism approach for the development of marginal areas. Cues from two good practices in Southern Italy. *Turistica-Italian Journal of Tourism*, 32(1), 128-149.