



MATILDE FERRERO

PhD in Cultural Economics
Researcher and Project Manager

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WORKING EXPERIENCE

May 2025 - present

Postdoctoral researcher at Université libre de Bruxelles

A research on the cultural, social and economic impact of the events sector in Brussels

- redefinition, typology and categorization of the events sector in Brussels and development of an evaluation model for the sector

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 - present
 - current: support for an Horizon project on grassroots practices
 - past: strategic and operational plans, impact analysis, audience analysis
- **Creare Social** (research center in the Netherlands) | December 2024 - present
 - support for an Horizon project exploring practices related to the cultural 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) grant applications
 - 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 grant applications (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

ACADEMIC PUBLICATIONS

I am a reviewer for the *Urban Planning* journal (ISSN: 2183-7635).

- Ferrero, M., & Pinto, I. (2025). Transizioni urbane: valori, società, questioni, regole per le città dei prossimi anni. *Ordines*, 11(1), 349-365.
- Ferrero, M. (2025). Creatività contemporanea. Un mondo dai confini sfumati. In: Mulas, P. and Muzi, A. (eds) *Radart: Ricerca e disseminazione arte*. Silvana Editoriale.
- 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.
- Ferrero, M., & Pinto, I. (2024). Mapping creativity: Do talents need a cradle? Dynamics, metrics, politics. *Creative Economy Reset? Understanding shifting trends, tensions, and possibilities in the cultural and creative industries*, 51-56.
- 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.