

# CULTURAL MEGA-EVENTS AND URBAN TRANSFORMATION: UNDERSTANDING THE IMPACT OF THE VENICE BIENNALE

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Venice School of Management  
Campus San Giobbe

Saraceno Room  
14.30 - 16.00



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The talk advances a critical, interdisciplinary reading of the Venice Biennale as a paradigmatic cultural mega-event, examining impact and its representation from multiple perspectives.

Connections span cultural impact research, festivalisation, and platform capitalism, alongside cross-sector perspectives on housing, (over-)tourism, labour, and cultural provision, foregrounding the right of civic participation.

Comparative insights from other cultural events underscore recurring patterns of symbolic value creation and micro-geographies of benefit and burden. Counter-publics and local initiatives can spark institutional innovation and new ways of participation.

What follows are not precise answers but pivotal and contested debates and emergent ideas. The invitation is to redesign culture-shaped urban futures in, with, and beyond Venice.