

ANDREA NANETTI**School of Art, Design and Media, Nanyang Technological University**

Originally from Italy, Andrea Nanetti is a historian by training (Medieval and Renaissance studies). He has both academic and entrepreneurial experience in helping to develop Heritage Studies as a state-of-the-art science that pioneers integrated action plans and solutions in response to, and in anticipation of, the challenges arising from heritage issues in society. His main research interest is in innovation and change in heritage interpretation and transmission processes. As a scholar he applies multidisciplinary and trans-

disciplinary methods to identify case studies for heritage science interdisciplinary and cross-disciplinary teamwork investigations: *global* histories of intercontinental heritage networks, *national* art-heritage-politics relationships, *territorial* man-heritage-landscape systems, and, more recently, formation of heritage systems of biological and acquired concepts in the mind of the Renaissance artists.

His entrepreneurial experience started in 2001, when he was awarded a prize in the “StartCup” of the University of Bologna (the first Italian business plan competition devoted to projects with high content of knowledge) to establish Meduproject Pte Ltd as an academic spin-off company devoted to cultural heritage projects. As an entrepreneur he adopts transnational and cross-disciplinary approaches in access to heritage (ICT tools, new media, and contemporary art), conservation-restoration (selection and coordination of Italian and other European masters for Chinese construction companies, establishment of artworks restoration labs in China), and support to heritage management (advisor to public and private institutions in strategic decisions). Andrea Nanetti teaches as Associate Professor at Singapore Nanyang Technological University (School of Art, Design and Media) and is Deputy-Director (International Relations) of the International Research Centre for Architectural Heritage Conservation at Shanghai Jiao Tong University. He is advisor to public and private institutions and individuals in Italy, Mexico, Greece, and China on heritage-based internationalisation projects.