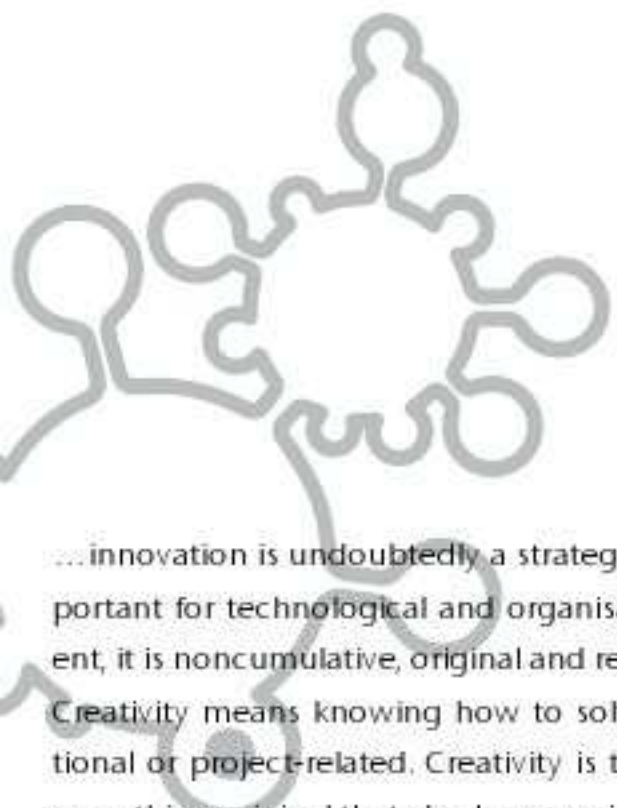


Convegno **Il valore del simbolo all'inizio del millennio** / Conference **The Value of the Symbol at the Beginning of the Millenium**, Cittadellarte, Biella 2001, cfr. *Sul simbolo. Confronti e riflessioni all'inizio del millennio* (Luca Sossella editore 2004).

**Walter Santagata**

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...innovation is undoubtedly a strategic component in the process of production; it is important for technological and organisational development; creativity is something different, it is noncumulative, original and revolutionary.

Creativity means knowing how to solve problems, whether they are aesthetic, organizational or project-related. Creativity is the ability to solve these problems and to produce something original that also has a social value, that is socially appraisable...

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