

Bando Erasmus+ TRAINEESHIP Short Term a.a. 2025-2026

SCHEMA PROGETTO DI MOBILITÀ

Titolo del Progetto di Mobilità per Traineeship	D-H.E.R.A. in Madrid: Digital design strategies for Enhancement of Heritage, Architecture and Design in the digital era		
Docenti Proponenti del Progetto	Aurora Angela Pisano, Francesco Bagnato, Carmelo Bonsignore, Alberto De Capua, Paolo Fuschi, Antonella Sarlo.		
Paese di destinazione	SPAGNA (MADRID)		
Ente ospitante	<i>ETSAM Escuela Técnica Superior de Arquitectura de Madrid -Universidad Politécnica de Madrid</i> Madrid (Spagna)		
Eventuale numero massimo degli studenti			
Periodo previsto per la realizzazione delle attività in presenza (escluso il viaggio) *	Data inizio attività Non antecedente al 1° giugno 2026	Data fine attività Il rientro deve avvenire entro il 31 luglio 2026	Durata (giorni)
	1 GIUGNO 2026	5 GIUGNO 2026	5
Periodo previsto per la realizzazione della mobilità virtuale	Data inizio attività		Data fine attività
	27 MAGGIO		27 MAGGIO
Descrizione delle attività in presenza			
PROPOSED MOBILITY PROGRAMME Language of training: English			
<p>Overall objectives of the mobility: The primary objective of this traineeship is to guide students, enrolled in degree programs of the Architecture and Design department (dAed), in exploring, within the city of Madrid, digital strategies for enhancing historical heritage through guided tours, workshops and academic meetings. Madrid, as a European capital rich in historical stratifications and contemporary interventions, offers an ideal context to study the interaction between tradition and innovation. The project aims to analyze how urban spaces, architectural heritage and modern design practices coexist and how these elements can be documented, interpreted and disseminated through digital tools. The focus on digital heritage introduces a multidisciplinary approach that combines architecture, design, and technology. Students, guided by the teachers, will explore methods such as 3D modeling, virtual and augmented reality, interactive archives and digital storytelling to create new forms of accessibility and engagement with cultural heritage. The experience will foster critical thinking and practical skills, preparing participants, teachers and students, to address the challenges of heritage conservation and design promotion in the context of global digital transformation.</p> <p>Added value of the mobility (in the context of the modernisation and internationalisation strategies of the institutions involved): The Architecture and Design Universities of Madrid have a long-standing academic tradition. With some of them we have signed bilateral agreements that support the exchange of students and teachers. In recent years, Erasmus collaborations between our University and those in Madrid, or in Spain, have grown, as witnessed by the increasing number of incoming and outgoing students and teachers from this Country.</p>			

This initiative therefore aims to consolidate and enhance existing partnerships, fostering mobility and the development of joint projects at various levels between the Mediterranea University and the Universidad Politécnica de Madrid.

Activities to be carried out

The activities will take place both within the host university and in the city of Madrid. All the activities aim at deepening the topic: **Digital design strategies for Enhancement of Heritage, Architecture and Design in the digital era**

The detailed trip program includes:

Travel day

Arrival to Madrid

Orientation walk in the historic city center

Day 1- Introduction and Project Kick-off at Universidad Politécnica de Madrid.

Day 2 – Heritage and Museums

Visit to the Prado Museum

Analysis of exhibition and digital strategies

Day 3 – Historical and Urban Architecture

Guided tour of the Royal Palace and Plaza Mayor

Study of urban transformations

Survey and digital documentation activities

Day 4 – Design and Innovation

Visit to the Museo Nacional Centro de Arte Reina Sofía

Workshop on interactive design for cultural enhancement

Day 5 – Academic Exchange

Full day of meetings at Universidad Politécnica de Madrid-
ETSAM Escuela Técnica Superior de Arquitectura de Madrid

Presentation of student projects

Round table, discussion and insights between participants on the role of AI within the world of Architecture and Design.

Travel day

Review of acquired contents

Sharing of produced materials

Return journey

During all the visits to the selected places, will proposed to the students reflections on: design concept, structural concept, material and historical aspects along with their possible treatment by AI specific tools.

NB: Students who intend to participate in the program will have to prepare, before leaving, a short presentation to be given during the visit to ETSAM, on the use of artificial intelligence in architectural or product design.



Descrizione delle attività virtuali

A one-day workshop is planned during which the students will present the individual studies they have prepared to be discussed during their visit to the host University.

Attività del piano di studi in cui è previsto il riconoscimento

**CREDITI DI TIPOLOGIA F
O COMUNQUE CREDITI RICONOSCIBILI COME ATTIVITÀ ALL'ESTERO FUORI PIANO**

Numero dei crediti previsti per il riconoscimento

3

*La durata massima del periodo di mobilità compresi i giorni di viaggio è fissata comunque in giorni 7.