

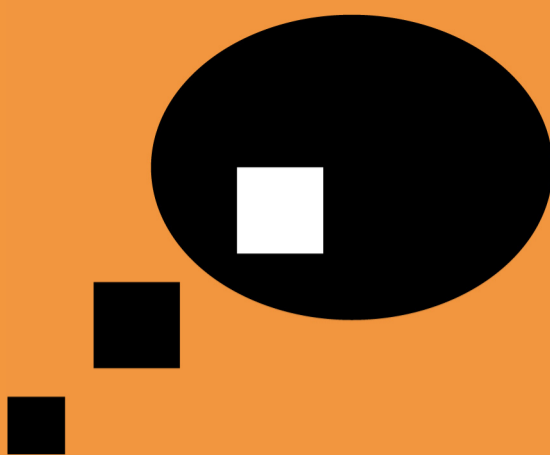
11th May 2011
10:30am
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Culture vs Market *the Global Competition* *in Content Industries* *of Mainstream Products*

Fondazione Arnaldo
e Alberto **Mondadori**



FONDAZIONE
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Fondazione
Giangiacomo Feltrinelli

Content industries have traditionally developed within specific cultural settings and linguistic areas. Starting from Hollywood, we have witnessed the global diffusion of formats produced by a handful of companies scattered in few cities in the world. The seminar will start from the presentation of the book *Mainstream. Enquête sur cette culture qui plaît à tout le monde* by Frédéric Martel (Feltrinelli editore) to discuss the impact of mainstream products in shaping our imaginery and in driving competition among players both at local and global level.

Welcome Address

Paola Dubini

ASK - Università Bocconi

Guest Speakers

Frédéric Martel

Writer and journalist

Maurizio Ferraris

Università degli Studi di Torino

Carlo Antonelli

Rolling Stone

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