



FROM STEM TO STEAM: HOW CROSS-SECTORIAL PRACTICES ARE FRAMING NEW JOB OPPORTUNITIES FOR CULTURAL AND CREATIVE INDUSTRIES' PROFESSIONALS

INTERNATIONAL SEMINAR

November 20th, 2025
Accademia Teatro alla Scala
Online Conference
2.00 PM - 4.30 PM

Fondazione Accademia Teatro alla Scala announces the international seminar **FROM STEM TO STEAM: HOW CROSS-SECTORIAL PRACTICES ARE FRAMING NEW JOB OPPORTUNITIES FOR CULTURAL AND CREATIVE INDUSTRIES' PROFESSIONALS**, curated by **Umberto Bellodi**, which will be held online on November 20th 2025.

The event is organised in the frame of the project **lartNET - an international platform for artistic research and cultural heritage in Higher Education in the Arts and Music**, funded by NextGenerationEU and coordinated by **Brera Academy**.

Following the transnational reflection on cross-sectorial innovation, which is part of the Large Scale Partnership for the Cultural and Creative Industries (CCI), the seminar addresses the topic from an occupational perspective across different sectors, focusing on data and practices to define new job opportunities arising in the labour market for cultural and creative industries' professionals. The aim of the seminar is to investigate available and tangible opportunities between different industries, which are providing specific demands for CCI's professionals, thus emphasizing creative and artistic approaches into STEM fields, enhancing innovation and impacting on training and skills development.

Main focuses of the seminar will be:

- **EMPLOYABILITY** - Based on existing experiences and practices, are there emerging job opportunities for CCI professionals in other sectors that we should consider when designing training programmes to improve the employability of younger generations? Is there genuine demand for CCI professionals from other industries?





- EDUCATION AND TRAINING - The shift from STEM (Science, Technology, Engineering, Mathematics) education towards STEAM does integrate artistic elements and skills to foster innovation, creativity, and holistic problem-solving. Are there specific creative approaches that could be fully integrated into other sectoral systems? If so, would it make sense to incorporate these approaches into HE (Higher Education) and VET (Vocational Education and Training) curricula for CCI students?

The **Opening Keynote** of the Panel is by **Umberto Bellodi**, Scientific Coordinator of the IartNET project for the Accademia Teatro alla Scala and coordinator of the Cross-sectorial Innovation Working Group in the frame of the LSP-CCI.

Panel 1 - The Creative Skills Europe experience: state of the art and relevant reflections from both employers' and employees' perspectives

Supported by the European Commission Creative Skills Europe builds on the experience of the social dialogue partners at national and EU levels, and is grounded in regional and local realities thanks to the support and active participation of key employment and skills organisations from different EU countries. Creative Skills Europe is a platform where a wide range of stakeholders from the European audiovisual and live performance sectors meet: trade unions, employers' organisations, national skills bodies, education & training providers, professional associations, etc. Creative Skills Europe is piloted by a pool of European social partners including UNI Europa (EURO-MEI) and Pearle – Live Performance Europe*.

UNI Europa (EURO-MEI) is the European Region of the Media, Entertainment & Arts sector of Union Global Union (UNI MEI). It represents over 70 unions and guilds in the media, entertainment and arts sector in Europe. The membership of its affiliates includes technicians, screenwriters, film directors and other workers in broadcasting, cinema, theatre as well as in visual arts.

Pearle – Live Performance Europe* is the 'Performing Arts Employers Associations League Europe', the European sector federation of Performing Arts organisations. Pearle* represents through its members associations more than 13000 theatres, theatre production companies, orchestras and music ensembles, opera houses,



ballet and dance companies, festivals, technical service providers and other organisations within the performing arts sector across Europe.

Driving questions of the intervention: What skills do audiovisual and live performance professionals need to enter and remain in employment? How to accompany the evolution of the professionals' practices and of their careers? How to contribute to a dynamic sector that foresees and anticipates change? What role for trade unions, employers' organisations and social dialogue? What "new" skills does the sector need according to the current changes and digital innovations? How are professionals facing their new profiling?

Speakers: Anita Debaere and Valentine Gelcys

Panel 2 - Changes in the labour market demand for CCI professionals: insights from the Italian context with a focus on digitalisation and AI's impact on occupations

The creative and cultural industries are undergoing profound transformation, reshaping professions and redefining the skills required, and Italian data offers valuable insights into current dynamics and future skill demands within the sector. New occupational trends are emerging, from hybrid artistic-technological roles to innovative models of collaboration. Cross-sectorial opportunities are increasingly influencing the market, generating novel pathways for growth and resilience. Digitalisation and artificial intelligence are accelerating this shift, particularly in performing arts and live events.

Centro Studi Doc Foundation is a research center based in Verona, Italy, that carries out research, documentation, training, and sharing activities to support the dignity of work, with particular attention to art, creativity, culture, knowledge, and technology, and in any case in all economic and social sectors, old or new, where protection is scarce and work is not recognized.

Driving questions of the intervention: Which are the new occupational trends for CCI professionals? To what extent cross-sectorial opportunities are impacting the market? What do the available Italian data tell us about current and emerging skill needs? To what extent are digitalisation and artificial intelligence transforming creative and technical occupations, particularly in the performing arts and live event sectors?

Speakers: Francesca Martinelli



Discussion with panel and audience will follow.

In the **Closing Keynote** held by **Prof. Domenico Quaranta**, the project Coordinator (**Brera Academy**), will draw conclusions by contextualizing the seminar in the overall iartNET project's ecosystem.

The seminar will be held online. A live streaming will be available on YouTube: [LINK](#)

To actively participate in the discussion and open floor session, attendants can register by filling in the following module: [LINK](#)

For more information on the seminar please write to bellodi@accademiascala.it.





PROGRAMME

14.00-14.30 Guests Welcome and opening keynote

Umberto Bellodi, Scientific Coordinator of the IartNET project for the Accademia Teatro alla Scala and coordinator of the Cross-sectorial Innovation Working Group in the frame of the LSP-CCI

14.30-15.00 Panel 1

The Creative Skills Europe experience: state of the art and relevant reflections from both employers' and employees' perspectives

Anita Debaere, Director at Pearle*-Live Performance Europe
Valentine Gelcys, Coordinator at UNI Media, Entertainment & Arts

15.00-15.15 Virtual coffee break

15.15-15.45 Panel 2

Changes in the labour market demand for CCI professionals: insights from the Italian context with a focus on digitalisation and AI's impact on occupations

Francesca Martinelli, Director at Centro Studi Doc Foundation

15.45-16.15 Open floor for Q&A and discussions

16.15-16.30 Closing Keynote

Domenico Quaranta, Professor; Director, School of Art and New Technologies at Brera Academy



lartNET - an international platform for artistic research and cultural heritage in Higher Education in the Arts and Music

lartNET is aimed at enhancing the internalization of Italian higher arts education institutions (AFAM) by promoting transnational cooperation through the implementation of actions built upon openness, connectedness, experimentation, innovation, and diversity.

lartNET goals are the following:

- Enhancing the digital accessibility of AFAM's current artistic practice/research and cultural heritage therefore allowing access to thus far scarcely accessible materials both nationally and internationally, reclaiming the role of AFAM institutions within a long history and tradition of Italian artistic excellence in all clusters, generating trans-disciplinary dialogues between the present and the past, and among different typologies of heritage and artistic outputs, as resources for creating a sense of community, fostering innovation, and imagining futures.*
- Promoting AFAM institutions' international attractiveness, and thus their international role and relations, via the implementation of a network of Italian and foreign higher arts education institutions willing to share data about artistic practice/research and cultural heritage, know-how on EU policies compliant processes and activities of internationalization.*
- Fostering the establishment of research institutes at AFAM institutions via the implementation of an international hub aimed at forming a research community of supervisors and experts; designing innovative third-cycle degrees within the framework of the Bologna Process.*

lartNET's deliverables are:

- An **interoperable database and a web portal in English** that will collect, preserve, and make available to users open access content on cultural heritage and current educational, artistic, and research projects -with a focus on students and alumni-, at Italian higher arts education institutions. The database will be implemented according to the guidelines and policies of the Italian Digital Library.*
- An **international network of higher arts education institutions**, with the aim of developing joint projects on cultural heritage and current artistic production/research, promoting data sharing and data processing strategies and solutions, developing joint MA and PhD programs in the areas of preservation, digitization, and valorisation of historical and contemporary cultural heritage.*
- An **international hub for artistic research** providing a much-needed space for the establishment in Italy of a research community with the goal of developing cross-disciplinary and inter institutional artistic research projects as well as cross-sectorial PhD programs with a focus on innovation and the creative industries.*