Summer school / Corso Intensivo

Cultural heritage enhancement and the role of migration

finanziato dal DTC Lazio, CUPF85F21001090003

Giorgio Alleva, Elena Ambrosetti, Patrizia Battilani, Sergio Barile, Carmen Bizzarri, Barbara Brollo, Raimondo Cagiano de Azevedo, Filippo Celata, Erik Ciravegna, Alessandra Cozzolino, Deriu Fiorenza, Alessandra De Rose, Francesca Fauri, Vania Heredia, Sabrina Lucibello, Brigitte Marin, Stephane Mourlane, Eleonora Mussino, Santiago J. Palacios, Venere Stefania Sanna, Donatella Strangio
Dear Participant,

The Course deals with the themes Cultural Heritage Enhancement and the role of Migration. The course is interdisciplinary and will address the abovementioned themes of Cultural Heritage, marked by the pandemic: the learner will have the opportunity to look at them in depth from an economic, social point of view, and in terms of demographics and financial, artistic and industrial design. Culture has become an essential resource: new cultural practices are one of many consequences of the emergence of a definition of heritage even wider together with the role of migrations which take some new aspects. The aspect of migration connected to cultural heritage is innovative and concerns the influence of generations of migrants who settle their customs, ways of making culture that enriches the heritage and the territory in which they live in the cities and places of reception. COVID19 pandemic is bringing about changes in this field with the use of technology and digital tools (big data and artificial intelligence) that could have a sure role in relaunching this sector as well as deepening knowledge for an enhancement and conservation of traditions and heritage, that is important for the city, the region, the state, a country. The participation of important institution as Ecole Française de Rome, National Institute of Roman Studies, Institute of Mediterranean European History (National Research Council), Rhinoceros Fondazione Alda Fendi Esperimenti, Sapienza University of Rome, will give learners the opportunity to see the activities and programs that are engaging these institutions. The Intensive Course will make use of a Classroom platform on which learners will be able to see the recordings of the lectures, in case they are unable to follow them live or want to review them at their leisure; the recordings of the meetings will be enriched by the material made available by the professors and institutions involved on the platform, which it will be possible to access using the code that will be sent to all attendees before the start. We hope that the organizational effort but above all the training contents will be appreciated and of interest.

Enjoy the course!

Prof. Donatella Strangio
Every year, we receive nearly 7000 students from around the world, along with nearly 1200 incoming and outgoing exchange students. We are proud of the diversity of our student population and look forward to the contribution that you will make to life at Sapienza.

Settling into a different environment and adjusting to new situations can be challenging, but Sapienza provides students with a variety of extra-curricular activities, services and counselling. We truly hope you will enjoy your time at Sapienza and make the most of it both academically and personally. The Sapienza International Office will provide you with guidance and support before, during and after your stay. We look forward to meeting you and helping you to make the most of your time in Rome.

WELCOME TO SAPIENZA!

Sapienza University of Rome is happy to welcome you to our community!

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The course is interdisciplinary and will address the themes of Cultural Heritage, marked by the pandemic: the learner will have the opportunity to deepen them from an economic, social, demographic and financial, artistic and industrial design point of view. The aspect of migration linked to cultural heritage is innovative and concerns the influence of generations of migrants who establish their customs, ways of making culture and enrich the heritage and the territory in which they live in the cities and places of reception. The COVID19 pandemic is causing changes in this field with the use of digital technologies and tools (big data and artificial intelligence) that could play a sure role in the relaunch of this sector and in the deepening of knowledge for an enhancement and conservation of traditions and of heritage. The participation of important institutions such as Ecole Française de Rome, National Institute of Roman Studies, Institute of Mediterranean European History (National Research Council), Rhinoceros Fondazione Alda Fendi Esperimenti, Gallery of Modern and Contemporary Art, Auditorium Parco della Musica and Saperi & Co. Laboratory Sapienza University of Rome, will give students the opportunity to see the activities and programs that are involving these institutions. The course will be in Italian and English.

**Field of studies related to the course:** Social science and humanities  
**Format of the course:** Blended  
**Language of the course:** English and Italian  
**Course location(s):** Rome Faculty of Economics, Via del castro Laurenziano, 9 00161 Rome  
Room: Acquario and SAPERI & CO Laboratory (Sapienza University of Rome)  
**Academic credits (ECTS):** 6cfu
MONDAY, 13TH JUNE 2022

Sapienza University of Rome - Room Aquarium Faculty of Economics
10:00 Greetings
Maria Sabrina Sarto - Deputy Rector for Research Sapienza University of Rome.
10:15 Round Table: What’s Cultural Heritage enhancement? The role of PNRR
Prof. Giorgio Alleva (Sapienza University of Rome), Sergio Barile (Sapienza University of Rome), Paolo Masini (Presidente Comitato di Indirizzo Museo Nazionale dell’Emigrazione Italiana), Pierangelo Campodonico (Direttore Istituzione MuMa), Leila Maiocco (Responsabile Relazione esterne Muma)
12:40 - 14:30 Lunch Break and free time
16:30 - 16:45 Coffee break
16:45 - 17:30 Lecture: Migrations, perceptions and the pandemic
Prof. Elena Ambrosetti
17:00 - 19:00 Experiences in Rome: visit to Library’s Ecole Francaise de Rome at Palazzo Farnese - cocktail welcome together Dean of Ecole francaise de Rome Prof. Brigitte Marin

TUESDAY, 14TH JUNE 2022

Sapienza University of Rome - Room Aquarium Faculty of Economics
9:30 - 10:30 Lecture: On opportunity and weakness in the Heritage town in Italy
Prof. Carmen Bizzarri
10:30 - 11:30 Lecture: On opportunity and weakness in the Heritage town in Italy
Prof. Carmen Bizzarri
11:30 - 11:40 Coffee break
11:40 - 12:40 Lecture: War and exile in al-Andalus. A medieval perspective on emigration
Prof. Palacios Santiago
12:40 Pausa pranzo e tempo libero

Piazza Farnese, 00186 Rome
17:00 - 19:00 Experiences in Rome: visit to Library’s Ecole Francaise de Rome at Palazzo Farnese - cocktail welcome together Dean of Ecole francaise de Rome Prof. Brigitte Marin
WEDNESDAY, 15TH JUNE 2022

Piazza dei Cavalieri di Malta, 2, 00153 Rome
10:00 – 11:30
Experiences in Rome: visit to Istituto Nazionale di Studi Romani
Dean and Prof. Gaetano Platania
11:40 – 12:40
Experiences in Rome with CNR Institute
Dean and Prof. Gaetano Sabatini
12:40 – 14:30
Lunch Break and free time

Sapienza University of Rome – Room Aquarium Faculty of Economics
14:30 – 15:30
LECTURE: Archivio Storico Intesa Sanpaolo
Prof. Barbara Costa
15:30 – 16:30
LECTURE: The Albanian community in Italy: beyond the stereotypes
Prof. Venere Sanna
16:30 – 16:40
Coffee break
16:40 – 17:30
LECTURE: Demographic aspects of international migration
Prof. Eleonora Mussino
17:30 – 19:30
Lecture: Big data and intangible cultural heritage
Prof. Fiorenza Deriu
11:30 – 11:40
Coffee break
11:40 – 12:40
Lecture: Online Lecture: Mapping and cultural heritage of Mediterranean Migrations since Antiquity
Prof. Stéphane Mourlaine
12:40 – 13:30
Lecture: Archivio Storico Intesa Sanpaolo
Prof. Gaetano Platania
13:30 – 14:30
Lecture: Archivio Storico Intesa Sanpaolo
Prof. Gaetano Sabatini
14:30 – 15:30
Lecture: Archivio Storico Intesa Sanpaolo
Prof. Gaetano Platania
15:30 – 16:30
Lecture: Archivio Storico Intesa Sanpaolo
Dean and Prof. Gaetano Platania
16:30 – 17:30
Lecture: Archivio Storico Intesa Sanpaolo
Dean and Prof. Gaetano Platania

THURSDAY, 16TH JUNE 2022

Sapienza University of Rome – Room Aquarium Faculty of Economics
9:30 – 10:30
Online Lecture: Design and Cultural Heritage
Prof. Sabrina Lucibello
10:30 – 11:30
Experience in Laboratory Saperi & Co.
Prof. Sabrina Lucibello
11:30 – 11:40
Coffee break
11:40 – 12:40
Lecture: UNESCO CHAIR and Cultural Heritage
Prof. Alessandra De Rose e Prof. Raimondo Cagiano de Azevedo
12:40 – 15:30
Lunch Break and free time
15:30 – 16:30
Online Lecture: Big data and intangible cultural heritage
Prof. Fiorenza Deriu
16:30 – 17:30
Lecture: Urban heritage, (over-)tourism and temporary migration: links and challenges
Prof. Filippo Celata e Prof. Barbara Brollo
17:30 – 19:30
Lecture: Between Public History and service design. Participatory methodologies for heritage enhancement
Prof. Patrizia Battilani

FRYDAY, 17TH JUNE 2022

Sapienza University of Rome – Room Aquarium Faculty of Economics
9:30 – 10:30
Lecture: Design and Cultural Heritage
Prof. Sabrina Lucibello
10:30 – 11:30
Experience in Laboratory Saperi & Co.
Prof. Sabrina Lucibello
11:30 – 11:40
Coffee break
11:40 – 12:40
Lecture: UNESCO CHAIR and Cultural Heritage
Prof. Alessandra De Rose e Prof. Raimondo Cagiano de Azevedo
12:40 – 14:30
Lunch Break and free time
14:30 – 15:30
Lecture: Between Public History and service design. Participatory methodologies for heritage enhancement
Prof. Patrizia Battilani

SATURDAY, 18TH JUNE 2022

Via dei Cerchi, 21, 00186 Rome
15:30 – 16:30
Experiences in Rome: visit to Gallery of Modern and Contemporary Art - in English
16:30 – 17:30
Experiences in Rome: visit to Gallery of Modern and Contemporary Art - in Italian
16:30 – 18:30
Experiences in Rome in Rhinoceros - Fondazione Alda Fendi Esperimenti

Conclusions and delivery of participation certificate
Giorgio Alleva
Full professor of statistics and director of the memotef Department and of the College of Directors of the University of Rome. He is an Italian economist and statistician, president of ISTAT from 2014 to August 2018

Elena Ambrosetti
Associate Professor of Demography (Sapienza University of Rome), Team Leader Sapienza Horizon 2020 Project funded by the EC (grant agreement no. 101016247) COINFORM: “COVID-19 Vulnerabilities and Information Dynamics Research and Modelling” and Horizon 2020 Project funded by the EC (grant agreement no. 833870) PERCEPTIONS: “Understand the impact of novel technologies and social media on perceptions of Europe in Countries abroad”

Patrizia Battilani
Full Professor of economic history at the University of Bologna. Her research focuses on cultural heritage valorisation, public history and economic history. She has been visiting scholar at the University of Sidney (2013) and Glasgow (2018 e 2019). She served as director of the Bachelor degree in Tourism Economics (2012-2016) and Head of CAST (2018-2021), the UNIBO Center for tourism study. She is responsible for the UNIBO Unit of Recolor (Reviving and Enhancing artworks and Landscapes Of the Adriatic) and of the College of Cinematographic and Spatial Data Analysis. He is co-editor of the Rivista geografica italiana, coordinator of the curriculum in economic geography for the PhD School in Economics of La Sapienza, founding member of the association Roma Ricerca Roma, and principal investigator of the Research Project of National Interest “The short-term city: digital platforms and spatial injustice”.

Sergio Barile
Full Professor of Economics and Business Management at the Faculty of Economics, Sapienza University of Rome, where he teaches Management, Information Management and Performance Measurement. He has a degree in computer science and specializes in cybernetics. He is the Dean of Department Management, Faculty of Economics, Sapienza University of Rome.

Carmen Bizzarri
PhD and qualified as associate professor in the sector M F GGR-02, formerly a researcher doctor, she was a researcher at t.d. she in economic geography at the European University of Rome, where she currently teaches as a contract lecturer in various degree courses and already coordinator of the Master in Management of Tourism Organizations.

Barbara Brollo
She is attending the PhD in Economic Geography at Sapienza university of Rome.

Raimondo Cagiano de Azevedo
Emeritus professor of the Sapienza University of Rome, he taught at the Sapienza University of Rome, where he was also the rector’s delegate for international and institutional relations. His main field of research and teaching is Communication Design, where he is also involved in international outreach as a guest speaker, author and editor of scientific publications, member of juries, organiser of seminars and exhibitions. His work is oriented towards identity systems and packaging design; he also has a strong interest in purpose-driven innovation and the ethical responsibilities of design (https://thegoo-packaging.org/). He also works on developing and systematising methods and tools, at the intersection of art and design, to foster the development of projects, as well as teaching and training activities, with a focus on creativity and people’s well-being (https://designdrama.com/). Professionally, he works as a communication designer and strategic consultant for companies and institutions. Finally, he is the author of visual artworks (collage) and has participated in experimental photography projects and theatre productions.

Barbara Costa
Head of the Historical Archive of Intesa Sanpaolo.
Alessandra Cozzolino
Associate Professor in Economics and Business Management at the Management Department of the Faculty of Economics Sapienza University of Rome. She is a specialist mainly in the thematic areas of innovation management, production, logistics and supply chain management.

Deriu Fiorenza
Associate Professor of Sociology (Sapienza University of Rome), Delegate of the Rector for the Erasmus Mundus Program and for the institutional coordination of the new Erasmus Program, President of the Degree Course in "Statistics, Economics and Society" of the Department of Statistics, Director of the Master level II in “Big Data: Statistical methods for the knowledge society” - Dept. of Statistical Sciences.

Alessandra De Rose
Full Professor of Demography (Sapienza University of Rome), Chairholder UNESCO Chair "Population, Migrations and Development", Editor in Chief Genus Journal of Population Sciences, Director Annali del Dipartimento di Studi e Metodi e modelli per l’economia, il territorio e la finanza.

Francesca Fauri
Associate Professor of Economic History at the University of Bologna. She has published several researches on the history of European economic integration, on the economic and entrepreneurial history of post-war Italy and on European migratory movements. vice-president of the Scientific Council of Punto Europa / Europe Direct of the Forlì Campus; member of the Commission for the selection of candidates for theses abroad. Since 2018 member of the teaching staff of the PhD in Economic and Business Management of the Faculty of Economics Sapienza University of Rome for the area of internationalization.

Heredia Vania Beatriz Merlotti
PhD in History from the University of Genoa (1992) and Post-doctorate in Economic History from the University of Padova (2002) and in Anthropology from the Federal University of Rio de Janeiro (2013). She is Full Professor and teaches in the Master and Doctorate Program in Tourism and Hospitality and the Graduate Program in History at the University Ca' Foscari di Sul (BR). She is a member of the Italian Associazione per il patrimonio archeologico industriale (AIPAI) and correspondent of the Accademia Olimpica di Vicenza.

Sabrina Lucibello
Associate Professor in Industrial Design (Sapienza University of Rome), President of the Bachelor Degree Course in Design and Director of the Interdipartimental Centre for Research and Services Saperi&co. She is scientific director of some research laboratories and services of the department she belongs (Factory: 2007-11, Photomedialab: 2013-2018 and Materialdesignlab: from 2018) and founder of the national network Design4Materials which brings together the main Italian design schools which deal with materials for design (Sapienza di Roma-Università di Napoli Politecnico di Bari-Politecnico di Milano-Politecnico di Torino-University of Florence), the Smart Material Group of the Genova IIT, the Plant museum of Naples and the MaXXI museum of Rome, with the aim of networking and disseminating the results of scientific research on the topic.Since 2018 she is Director of the Interdipartimental Centre for Research and Services Saperi&co which brings together 18 Sapienza departments (from physics to medicine, from psychology to design, from information technology to economics), 165 professors and researchers, 2 technicians, a Chief Administrative Officer. Saperi&co is structured as a Hub, with a physical location of 500sqm within the University Campus and is organized in a Fab lab, a mechanical workshop, a training area, a coworking area, 4 labs on demand (aerospace, cultural heritage, biosciences, renewable energies), a laboratory for video communication of research and education and a material library of research experimental materials.

Brigitte Marin
Director of the French School of Rome. Professor of modern history at Aix-Marseille University, Director of studies at EHESS, she directed the Mediterranean House of Human Sciences (2009-2017) and coordinated the LabexMed Laboratory of Excellence "Human Sciences and social at the heart of interdisciplinary for the Mediterranean" (2011-2019).

Stephane Mourlane
Agrégé in history, Doctorate in contemporary history, former member of the French School of Rome, lecturer in contemporary history at the University of Aix-Marîelle, Researcher at UMR Tellemme.

Eleonora Mussino
Associate Professor (Docent) at the Stockholm University Demography Unit (SUDA). Her studies have focused mainly on international migration, one of the most important and contentious issues in contemporary European societies. She contributed to the understanding of mechanisms underlying immigrant childbearing decisions and their contributions to a country’s overall fertility rate. She also examined the provision of antenatal care and parental leave use of migrants and natives. These studies showed that strong inequalities and structural barriers persist for immigrants in many destination countries.

Santiago J. Palacios
Associate Professor of Medieval History at the Universidad Autónoma de Madrid whose work has focused on the ideological and material aspects of the Reconquest, the frontier in Spanish medieval history, the history of the Crusades, and the military orders in Spain. He currently leads the research project called Religious Violence in the Peninsular Middle Ages: War, Apological Discourse and Historiographic Narrative, 10th-15th Centuries.

Venere Stefania Sanna
Researcher in economic geography, currently working for the MEMOTEF Department of Sapienza University of Rome. Dr Sanna has been involved in many national and international projects, and her research interests include regional economic development, European policies, migrant integration processes, social movements, sustainability issues, the sharing and collaborative economy, and research methodologies in economic geography. Her research method is based on a strongly interdisciplinary approach that incorporates policy and practice impacts, and her eclectic publication record reflects her diversity in fields of knowledge and study.

Donatella Strangio
Full Professor of Economic History, Sapienza University of Rome. Associated with a collaborati- ve assignment to the Institute of the History of Mediterranean Europe, to collaborate in research activities on the subject of Italian and internation- al migration, with particular reference to the Mediterranean area and Africa, Delegated by the Dean for the Faculty of Economics Sapienza University of Rome for the area of internationali- zation.
TESTIMONIES BY IMPORTANT INSTITUTIONS
Migrations, perceptions and the pandemic
Abstract: The lecture will deal with the most recent data on international migration and with the reconfiguration of borders and mobility during the pandemic. Special attention will be devoted to the perceptions of migration from the point of view of both sending and receiving countries.
Lecturer(s): Prof. ELENA AMBROSETTI
Discipline(s) addressed: Demography, Population Studies, Social Policies

Round Table: What’s Cultural Heritage enhancement? The role of PNRR
Lecturer(s): Prof. GIORGIO ALLEVA, SERGIO BARILE, PAOLO MASINI, PIERANGELO CAMPODO-NICO, LEILA MANOCCHI
Discipline(s) addressed: Statistical, Business management, Human Studies

Packaging: a non-conventional mass-medium for the promotion of cultural heritage
Abstract: Due to its pervasiveness in everyday life, packaging has become over time a suitable medium for conveying - even through forms of hybridisation - communicative contents of different kinds that do not always refer directly to the product or its brand. Like traditional mass media, packaging disseminates not only information about its content, but also messages on a wide variety of topics, including the promotion of other products and brands, events, communication campaigns on social or environmental emergencies, and even the promotion of the local identity of a territory and its tangible and intangible cultural heritage.
Lecturer(s): Prof. ERIK CIRAVEGNA
Discipline(s) addressed: Industrial Design

On opportunity and weakness in the Heritage town in Italy
Abstract: The lesson aims to explain the new opportunity of tourism after the pandemic time. In particular the heritage towns are mapped and described by demographic, economic and social elements to explain they are a great new idea on the supply of tourism but they are actually more weak. The heritage towns are so small and they don’t have the hospitality services if there are a lot of tourist flows. So it for this reason, the SWOT methodology will be used to enhance the resources in order to built and plan a new attractions for tourism.
Lecturer(s): Prof. CARMEN BIZZARRI
Discipline(s) addressed: Economic Geography

Big data and intangible cultural heritage
Abstract: Lecturer(s): Prof. FIORENZA DERIU
Discipline(s) addressed: Sociology and Statistics

Demographic aspects of international migration
Abstract: Lecturer(s): Prof. ELOENORA MUSSINO
Discipline(s) addressed: Demography, Sociology, Public Health, Epidemiology

Unesco Chair for the Sustainability
Lecturer(s): Prof. ALESSANDRA DE ROSE, Prof. RAIMONDO CAGIANO de AZEVEDO
Discipline(s) addressed: Demography

Urban heritage, (over-)tourism and temporary migration: links and challenges
Abstract: Heritage-rich cities are not only attractive for tourists, but for a variety of temporary populations whose impact is normally addressed separately, in terms of, e.g., over-tourism, studentification or transnational gentrification. The presentation will show that, when viewed from the perspective of the sociospatial relations those populations have in and with the city, many similarities emerge in their urban practices, characteristics, locational choices, and in the effects they produce at the urban and neighbourhood scale. The presentation will highlight those links as well as the challenges cities face in dealing with temporary inhabitants, with a particular focus on the city of Rome.
Lecturer(s): Prof. FILIPPO CELATA, Prof. BARBARA BROLLO
Discipline(s) addressed: Economic Geography
Between public history and service design: participatory methodologies for heritage enhancement

Abstract: Social sustainability is a broad concept fostering both participatory approaches and cultural diversity promotion in designing heritage enhancement. Its impact on many disciplines has been strong, such as some of the new research approaches can be considered a way to implement sustainable social processes. Public history and service design are a case in point. Public history pursues the collaboration between historians and the local community to make history a vivid knowledge supporting civic engagement and the peaceful coexistence of different (sometimes contrasting) communities. Service design is a new approach in planning and implementing new services and products based on the co-creation between users and producers. Their use in heritage management paves the ways to a stronger involvement of local communities, but of course opens also new challenges and issues, which deserves to be discussed.

Lecturer(s): Prof. PATRIZIA BATTILANI
Discipline(s) addressed: Economic History

Italian Migrations and Brazil

Abstract: The lecture moves from the expression "environmental responsibility" to focus on the duties of individuals and institutions in relation to an interdisciplinary issue, which concerns the relationship between man and nature, the "rights of future generations", the right to health, the right to freedom of enterprise and social rights.

Lecturer(s): Prof. Vania Heredia
Discipline(s) addressed: Public Law, Philosophy of Law

The Albanian community in Italy: beyond the stereotypes

Abstract: Albanians were the second-largest nationality of first-generation migrants to Italy. This lesson provides a snapshot of Albanians in Italy who are working in sectors with the potential for future benefit to Albania. It examines the socio-economic characteristics, expectations, and plans of Albanians in Italy. This community is highly integrated into local society, nevertheless its relationship with Italy is not always smooth, with many haunted by memories of difficulties in the early days following their arrival, and continued stigmatization. Despite this, most see their future in Italy while experiencing a complicated relationship with Albania, a place to return for short visits – but perhaps never to settle in again.

Lecturer(s): Prof. Venera Stefania Sanna
Discipline(s) addressed: Economic Geography

Cultural Heritage: a historical economic perspective

Abstract: Enhancement of tangible and intangible cultural heritage. The role of innovation

Lecturer(s): Prof. Donatella Strangio, Prof. Francesca Fauri
Discipline(s) addressed: Economic History

Mapping and cultural heritage of Mediterranean Migrations since Antiquity

Abstract: The lecture presents an original book published in 2021 “Atlas of migration in the Mediterranean from Antiquity to the present day”. The book examines how migration has shaped Mediterranean societies and cultures over time. The 200 maps produced play on the scales of representation and vary the thematic angles of approach. Based on the analysis of few maps, the lecture highlights each of the three parts of the book (the structures that frame, control or support migration, the different actors before bringing attention to the methods of contact between migrants and host societies.

Lecturer(s): Prof. Stephane Mourlane
Discipline(s) addressed: History

Management Cultural Heritage

Lecturer(s): Prof. Alessandra Cozzolino
Discipline(s) addressed: Management

Design and cultural heritage

Lecturer(s): Prof. Sabrina Lucibello
Discipline(s) addressed: Product Design, Industrial Design, Bio-materials
SCIENTIFIC COMMITTEE

Prof. Elena Ambrosetti
Prof. Vania Heredia
Prof. Sabrina Lucibello
Prof. Eleonora Mussino
Prof. Santiago Palacios
Prof. Donatella Strangio

ORGANISING COMMITTEE

Dr. Antonello Battaglia
Prof. Sabrina Lucibello
Prof.ssa Donatella Strangio

COURSE DIRECTOR

Prof. Donatella Strangio
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