

MASTERCLASS
DESIGNING REGENERATION IN INNER AREAS
Service Design and Collaborative Strategies
Montalto delle Marche (AP)
September from 7 to 13

CERTIFICATE OF ATTENDANCE

We hereby certify that Hannah Rubstein, born in USA on 05/07/2001 and resident in Israel, a student at the Bezalel Academy of Art and Design of Jerusalem,

took part in September 2025,

from 7 to 13, in the above-mentioned Masterclass, organized at Montalto delle Marche (AP) by our Institute “Poliarte - Politecnico delle Arti Srl” (Academy of Fine Arts and Design of Ancona), with the educational and organizational support of Marchingegno srl, which specializes in the regeneration of inland areas.

The Masterclass was part of the “Metaverse Raffaello” project, selected by the Italian Ministry of University and Research (MUR) as a winner of a call for the internationalization of Italian higher education institutions specializing in art, music and dance (AFAM), funded by the European Union's Next Generation EU (NGEU) program, in accordance with the Italian National Recovery and Resilience Plan (PNRR) - Mission 4 ‘Education and Research’ - Component 1 ‘Enhancing the provision of education services: from nurseries to universities’ - Investment 3.4 ‘Advanced university teaching and skills’, sub-investment T5 ‘Strategic partnerships/initiatives to innovate the international dimension of the AFAM system’.

Primary goal of the Masterclass has been to promote the cultural heritage of the Marche region, using new technologies and creative languages.

During the workshop, Hanna Rubstein took part in an immersive and challenging experience. Working in interdisciplinary teams with expert tutors, had the opportunity to design innovative services to reactivate available spaces in the historic villages of Porchia and Patrignone, located in the Municipality of Montalto delle Marche.

The workshop was structured into several stages conceived to guide students from context analysis to the final presentation of their project ideas through a dashboard showcasing the innovative service they have

designed and prototyped. The entire process employed techniques and tools typical of service design, such as *Rose-Thorn-Bud*, *How Might We Questions*, creative mockups, blueprints, *personas*, brainstorming techniques, design thinking, and *dot voting*.

Furthermore, by working in field and in interdisciplinary teams, she had the opportunity to apply her skills in a dynamic, collaborative, and engaging environment, through a participatory approach.

Throughout the workshop, students developed specific knowledge about territorial regeneration processes and acquired a range of service design methodologies and tools that can be replicated and adapted to other contexts and sectors.

Ancona, January 28, 2026

The Director
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Attached document:

- Workshop presentation