

GIUSEPPE LA MASTRA

Art Historian · Project Manager · APGI Association Coordinator

PROFESSIONAL EXPERIENCE

Presently

Project Manager — Historic Parks and Gardens

Ales Spa (in-house company of the Italian Ministry of Culture) www.ales-spa.com

Since 2021, Project manager providing support to the Mission Unit of the Italian Ministry of Culture in the implementation of PNRR (Recovery Plan) Investment 2.3 — *Programmes to enhance the identity of places: historic parks and gardens* (funded by the European Union – NextGenerationEU). Managed all processes relating to the three lines of intervention (restoration and enhancement, census, training); coordinated PNRR working groups and ensured ongoing liaison among the Ministry of Culture, MiC Institutes, Regions and other stakeholders.

Presently

Association Coordinator

APGI – Associazione Parchi e Giardini d'Italia www.apgi.it

Since 2016, Responsible for planning and coordinating all APGI projects (timelines, budgets, team management, supplier and partner relations). Manages institutional relationships, media communications and strategic public relations. Contributed to defining the association's development strategy and to designing heritage enhancement initiatives, including:

- *Garden Route Italia* project — developed in partnership with the Italian Ministry of Culture gardenrouteitalia.it
- *Appuntamento in Giardino* — the annual Open Gardens event, in conjunction with the European *Rendez-vous aux jardins* initiative <https://appuntamentoingiardino.it/iniziativa/>

2026

Member of the international jury of the *Prix l'Art du Jardin*, organised by Fondation Signature in partnership with the French Ministry of Culture. [Prix l'Art du Jardin](#)

2025

Co-curator of *L'Italia dei Giardini* (Italy's Gardens guidebook), Touring Editore.

Member of the Scientific Committee of Eurogard 10 (10th European Botanic Gardens Congress). [Scientific Committee](#)

Chaired the seminar “Management models and sustainability for garden enhancement” — LuBeC 2025. [Event details](#)

2024

Member of the working group that produced *The Management Plan of a Historic Garden: Methodological Guidelines and General Contents* (APGI).

[Download document](#)

Contributed to the design of the *Oltre il Giardino* training course (National School Foundation for Cultural Heritage and Activities); delivered the

2023	multimedia module “Towards a definition of the historic garden”. Course programme
2022	Till 2026. Member of the working group that developed the new catalogue form (PG 4.01) for the national inventory of historic gardens and its compilation Guidelines ; co-design of the cataloguers’ training programme; management of the Technical Secretariat and dedicated website. parchiegiardini.cultura.gov.it
2018	Member of the ministerial evaluation Committee for the PNRR public call for the restoration and enhancement of Historic Parks and Gardens. Ministerial decree
2002 – 2019	Art Historian — Cultural Mediation and Heritage Promotion Designed heritage and landscape itineraries; organised and led art tours, cultural events and public lectures in collaboration with institutions including the Rome Superintendency, Amici dei Musei di Roma, Civita, Città Nascosta, Bell’Italia 88 and the Società Dante Alighieri.

EDUCATION

PhD	PhD in History and Conservation of Art and Architecture Università degli Studi Roma Tre www.uniroma3.it Dissertation: “Villas and Gardens in Eighteenth-Century Rome”.
Master	Advanced Specialisation in Marketing and Communication Business School Ateneo Impresa www.ateneoimpresa.it Communication methods and techniques, public and institutional relations, strategic and operational marketing, press office, professional writing.
BA / MA	Degree in Humanities — Art History Università degli Studi Roma Tre www.uniroma3.it First-class honours (110/110 cum laude). Dissertation: “The De Carolis: a ‘Roman’ Family of the Eighteenth Century”. Erasmus exchange, academic year 1997–98, Université Paris 1 Panthéon-Sorbonne; all examinations taken in French. univ-paris1.fr
Secondary	Classical Baccalaureate (Maturità classica) Istituto M. Massimo, Rome www.istitutomassimo.it Modern language: English.

References available upon request.