



# OPEN UP! CREATIVE PLACEMAKING FESTIVAL

Prague – Pilsen  
November 6–7, 2014

**What is the potential of art and cultural activities as tools to economically and socially revive localities, cities and regions? Cooperation among arts organizations, urban activists, local governments and business can play a central role in shaping communities' economic, physical, and social futures. It can help upcycle vacant buildings and mitigate social problems.**

The Festival offers several events that engage various groups and focus on different aspects of placemaking:

- Expert conference that will introduce the concept and reflect on the cultural, touristic, economic, social, and political aspects of creative placemaking.
- OPEN UP THE NIGHT: an evening full of ideas, projects, and experience sharing topped with a concert by Android Asteroid, all taking place in the magnificent premises of an old paper manufactory.
- Expert sessions devoted to the practice of four creative placemaking aspects, primarily meant for professionals, activists, local governments but also for interested members of the public.
- Move Up! Competition of Alternative Mobility proposals dealing with specific needs and problems of Pilsen.

# DAY 1

**CREATIVE PLACEMAKING CONFERENCE**  
**DOX, Centre for Contemporary Art**  
**Poupětova 1, 170 00 Prague**

- 10:00 – 10:10**      **Welcome**  
Radek Špicar, Executive Director, Aspen Institute Prague  
Jiří Suchánek, General Director, Pilsen 2015
- 10:10 – 10:30**      **INTRODUCTION TO CREATIVE PLACEMAKING**  
Opening lecture  
Ann Markusen, Director, Arts Economy Initiative, University of Minnesota, United States
- 10:30 – 12:00**      **DEFINITION BY POINTING: EXAMPLES OF PLACEMAKING**  
This panel outlines the concept of creative placemaking by pointing to concrete projects such as creative incubators, art in public spaces, smart tourism and business models.
- Panelists:  
Han Bakker, advisor in the field of cultural strategies, The Netherlands  
Petr Koudela, Executive Director, The Lower Area Vítkovice Association, Czech Republic  
Andy Robinson, Director, Head of Cambridge Office, Futurecity, United Kingdom  
Martin Sturm, Director, O.K Centre for Contemporary Art, Linz, Austria  
Jiří Sulženko, Program Director, Pilsen 2015, Czech Republic
- Chair: Osamu Okamura, Program Director, reSITE, Czech Republic
- 12:00 – 13:00**      **LUNCH**
- 13:00 – 14:30**      **HOW TO CREATE A SPACE: ASPECTS OF THE PLACEMAKING PROCESS**  
Successful placemaking requires the involvement of various actors and the application of different perspectives. Strategies, policies, branding, and financing are dealt with here.
- Panelists:  
Juan Carlos Belloso, Founder, Future Places, Spain  
David Kašpar, senior consultant in cultural policy, cultural manager, Czech Republic  
Daniel Latorre, Founder, The Wise City, United States  
Ann Markusen, Director, Arts Economy Initiative University of Minnesota, United States  
Ragnar Siil, Managing Partner, Creativity Lab, Estonia
- Chair: Igor Marko, Founder and Creative Director, Marko and Placemakers, United Kingdom
- 15:30**              **TRANSFER TO PILSEN**
- 20:00 – 22:00**      **OPEN UP THE NIGHT!**  
Papírna Club  
Zahradní 173, Pilsen
- Power presentations by selected urban activists introducing their projects:  
Marek Adamov, Director, Stanica Žilina-Záriečie, Cultural Nod, Slovakia  
Juan Carlos Belloso, Founder, Future Places, Spain  
Daniel Latorre, Founder, The Wise City, United States  
Jakub Mareš, public space activist, K světu, Czech Republic  
Igor Marko, Founder and Creative Director, Marko and Placemakers, United Kingdom  
Andy Robinson, Director, Head of Cambridge Office, Futurecity, United Kingdom  
Marek Sivák, Founder, Pěstuj prostor, Czech Republic  
Matúš Vallo, Partner, Vallo Sadovský Architects, Co-Founder, Urban Interventions, Slovakia
- 22:00 – 24:00**      **CONCERT – Android Asteroid**  
Papírna Club  
Zahradní 173, Pilsen



# DAY 2

**THE PRACTICE OF CREATIVE PLACEMAKING EXPERT SESSIONS**  
Peklo Culture Center  
Pobřežní 2220/10, 301 00 Pilsen

- A) CREATIVE INCUBATORS AND CREATIVE INDUSTRIES**  
Chair: Petr Návrát, Founding Partner at ONplan - Oh & Návrát Joint Planning Laboratory, Czech Republic
- Local expert:**  
Michaela Mixová, Creative Industries Manager, Pilsen 2015, Czech Republic
- Expert observers:**  
Han Bakker, advisor in the field of cultural strategies, The Netherlands  
Ragnar Siil, Managing Partner, Creativity Lab, Estonia
- B) NEW INSTRUMENTS OF MULTI-SOURCE FINANCING OF CULTURE**  
Chair: Marta Smolíková, Executive Director, Václav Havel Library, Czech Republic
- Local expert:**  
Ondřej Kašpárek, Manager for digital media, Everfund, Pilsen 2015, Czech Republic
- Expert observers:**  
Ann Markusen, Director, Arts Economy Initiative University of Minnesota, United States
- C) SMART TOURISM**  
Chair: Christian Potiron, Deputy Programme Director, Pilsen 2015, Czech Republic
- Local expert:**  
Jakub Deml, Manager, Hidden City, Kvas o.s.
- Expert observers:**  
Juan Carlos Belloso, Founder, Future Places, Spain  
Martin Sturm, Director, O.K Centre for Contemporary Art, Linz, Austria
- D) PUBLIC SPACE AND CREATIVE PLACEMAKING**  
Chair: Igor Marko, Founder and Creative Director, Marko and Placemakers, United Kingdom
- Local experts:**  
Alexandra Brabcová, Project Manager, Pilsen 2015, Czech Republic  
Marek Sivák, Foster the City, Pilsen 2015, Czech Republic
- Expert observers:**  
Matúš Vallo, Partner, Vallo Sadovský Architects, Co-Founder, Urban Interventions, Slovakia  
Daniel Latorre, Founder, The Wise City, United States
- 10:00 – 11:30 EXPERT SESSIONS I**
- 11:30 – 13:00 LUNCH**
- 13:00 – 14:30 EXPERT SESSIONS II**
- 14:30 – 14:45 COFFEE BREAK**
- 14:45 – 15:30 PUBLIC WRAP-UP SESSION**  
Summary of working group discussions by their chairs
- 16:30 – 17:30 MOVE UP! COMPETITION OF ALTERNATIVE MOBILITY**  
Public presentation of alternative mobility projects  
and announcement of the winner

