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.
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
A) CREATIVE INCUBATORS AND CREATIVE INDUSTRIES
Chair: Petr Návrat, Founding Partner at ONplan - Oh & Návrat 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 Sill, 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