



CULTURE + CREATIVE INDUSTRIES

EUNIC Conference & Workshops

27 — 28 November 2012

DOX Centre for Contemporary Art
Poupětova 1, Prague 7

Workshop Venues

DOX Centre for Contemporary Art

Poupětova 1, Prague 7

MeetFactory

Ke Sklárně 15, Prague 5

Czech Centre Prague

Rytířská 31, Prague 1

Culture + is a series of projects, debates and conferences organized by EUNIC Cluster Czech Republic, aiming to explore ways in which culture contributes to wider agendas. Following the first **Culture + Public Diplomacy** conference organized in April 2012, the **Culture + Creative Industries** conference focuses on creative industries and their potential to contribute to Europe 2020 goals for sustainable growth, jobs and social cohesion.

By bringing together policymakers and successful creative entrepreneurs from different European countries, the conference aims to discuss current core issues in Europe's creative industry sector, with special emphasis on Creative Europe 2014-2020, the new EU programme dedicated to the cultural and creative sectors, whose proposal is currently under discussion in the Council of EU Ministers and the European Parliament.

PROGRAMME / EUNIC CONFERENCE

Tuesday, 27 November 2012

9:30 – 10:00

Registration

10:00 – 10:30

Introduction + Opening Remarks by Mrs. **Marta Smolíková**, Executive Director, Václav Havel Library

10:30 – 12:30

Panel I

Creative Europe 2014-2020:

Support programme for Europe's cultural and creative sectors

Why consider culture within the context of the economy and beyond? What is the role of the creative industry in the EU, and what are its key policy drivers and support schemes for successful promotion of a creativity-based economy?

Panelists

- Mr. **Pascal Brunet**, Director of Relais Culture Europe, France
- Mr. **Guillermo Escribano**, Head of the Department of Cultural Cooperation and Promotion, AECID, Ministry of Foreign Affairs, Spain
- Mr. **Jan Michal**, Head of Representation, European Commission Representation in the Czech Republic
- Mr. **Jorma Sarv**, Head of the Development Department, Ministry of Culture, Estonia
- Mr. **Radek Špicar**, Executive Director, Aspen Institute in Prague, Vice-President responsible for Economic Policy and Competitiveness, Confederation of Industry of the Czech Republic, Czech Republic
- Mrs. **Renilde Steeghs**, Ambassador for Cultural Cooperation, Ministry of Foreign Affairs, The Netherlands

Chaired by:

- Mrs. **Marta Smolíková**, Executive Director, Vaclav Havel Library

12:30 – 13:30

Lunch

13:30 – 16:30

Panel II

Creative Entrepreneurship: Sharing best practices

Panelists

- Mr. **Jérôme Delormas**, General and Artistic Director, La Gaîté Lyrique, France
- Mr. **Alberto Fesser**, Partner of La Fábrica and Director of the Fundación Contemporánea, Spain
- Mr. **Štěpán Kleník**, Creative Director, BRAINZ.cz and Mr. **Bob Tetiva**, Managing Partner, Brainzmobile, Czech Republic
- Mr. **Bart Tunnissen**, Director Project Development and Legal, Waag Society–Institute for Art, Science and Technology, The Netherlands

15:00 – 15:30

Coffee Break

- Mr. **Andrej Boleslavský**, Artist and Researcher, CIANT–International Centre for Art and New Technologies, Czech Republic
- Mr. **Juhani Tenhunen**, Project Manager, Aalto University Media Factory, Finland
- Mr. **Ricardo O'Nascimento**, Artist and Researcher, Popkalab–Experimental Lab, The Netherlands

Chaired by:

- Mrs. **Maria Staszkievicz**, Deputy Executive Director, Aspen Institute Prague

16:30 – 17:00

Concluding Remarks

PROGRAMME / EUNIC WORKSHOPS

Wednesday, 28 November 2012

Creative Industries vs. Creative Open Source Emmanuel Rodrigues, Visual Artist, France

French artist Emmanuel Rodrigues, currently a resident of the Meet-Factory artistic programme, will hold a workshop on 3D Printing and the Open Source concept of free sharing of technological information. The workshop is open for beginners or amateur practitioners and aimed at developing ideas and using professional research in new technologies.

Date and time: 28 November 2012, 10:30 and 14:00

Venue: MeetFactory, Ke Sklárně 15, Prague 5

Duration: 1.5 hours

Capacity: 10 persons each workshop

Registration: stagiaire@ifp.cz

Freedom of Operation + (responsibility for) the quality of what you do Laur Kaunissaare, Dramaturg NO99 Theatre, Estonia

The term "creative industries" seems to have acquired a magical quality, almost like looking for the Holy Grail or like chrysopoela in alchemy. Therefore it fairly often brings with it books that nobody really reads or that read like pages full of gibberish. In their work the artists from NO99 Theatre have found the "formula" of creative success to be surprisingly simple. The simplicity of implementing the "formula" is, however, quite another matter. Based on this "formula", NO99 Theatre has been able to have considerable influence on public debate in Estonia and on the country's image abroad – both achievements seem to have influenced Estonian society in a positive way.

Date and time: 28 November 2012, 13:00

Venue: MeetFactory, Ke Sklárně 15, Prague 5

Duration: 2.5 hours

Capacity: 30 persons

Registration: embassy.prague@estemb.cz

Introduction to Wearable Technology Ricardo O'Nascimento, Artist and Researcher Popkalab, The Netherlands

Artist Ricardo O'Nascimento will first introduce this universe through examples and demonstrations of wearable projects. Participants will be shown techniques for creating flexible circuitry and together with the artist will develop a small soft circuit. They will then brainstorm and develop a working wearable piece addressing issues like usability, function and meaning.

Free material kits will be provided: conductive thread, conductive fabric, wire, textile, thread, piano toy, soldering iron, scissors, needles, foam, fabric glue, Alligator clips

Date and time: 28 November 2012, 14:00

Venue: DOX Centre for Contemporary Art, Poupětova 1, Prague 7

Duration: 3 hours

Capacity: 10 persons (beginners)

Registration: pra-pcz@minbuza.nl

The Soft Power of the Art Market Presentation and Debate

Cosmin Nasui, Curator and Art Critic, Romania

Analyzing systems that are now in charge of producing art reveals the challenges faced by contemporary art as a soft power. The aesthetics and technologies of the 21st century lead to quick timing and large quantities, thus to an unexpected anonymity, creating collective types of artwork. Case studies from Romania and the Czech Republic will form the starting point for the presentation and debate.

Date and time: 28 November 2012, 16:00

Venue: Czech Centre Prague, Rytířská 31, Prague 1

Duration: 2 hours

Capacity: 30 persons

Registration: rumunskyinstitut@seznam.cz

Organizers:



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