

Cultural Impact on the Territory and Economy of Cities

25 and 26 November 2010
ZARAGOZA

Centro de Historia de Zaragoza
Plaza San Agustín, 2
Zaragoza
www.kreanta.org

The Kreanta Foundation and the City of Zaragoza are organising the Third International Conference on Creative Cities, a two-day event for professionals to discuss and reflect on creativity, innovation and culture in cities.

AIMS

To bring together people who work in cultural industries, urban planning and economic promotion to exchange ideas and good practices on cultural action at the local level.

To discuss the impact and relationship between cultural and creative industries, territory, economy and city competitiveness.

To promote dialogue and discussion between the cultural sector and the urban planning and local economic-development sectors.

To stimulate the development of creativity and innovation on local cultural agendas.

To strength the role of culture within local policies.

PARTICIPANTS

The Conference is aimed at people who work in cultural management in the public and private sectors as well as non-profit organisations.

It is also open to professionals whose work is related to cultural development in cities, both in terms of urban planning and economic promotion.

Finally, the Conference is addressed at researchers and professors who specialize in local cultural, territorial and economic policies.

CONTENT

The third Creative Cities Conference is structured into four thematic areas:

CULTURAL INDUSTRIES AND THE CREATION OF CULTURAL EMPLOYMENT: PRACTICES, POLICIES AND FINANCING

Cultural industries and the cultural economy are making a significant contribution to the reformulation of growth models and constitute an important basis of employment creation. The objectives of this topic are to promote critical reflection on the generation of cultural employment in the contemporary economic context and to analyse the practices of the creation of culture-related jobs in the cultural and creative-industries sectors in different countries and their impact on local development. This thematic area has been arranged into the following topics: local policies, internationalisation and financing and promotional mechanisms.

Speakers: Xavier Greffe, Professor of the University of Paris 1; José Ruiz Navarro, Chair of Business Organisation and head of the Entrepreneurs Department at the University of Cadiz, Spain; Germán Rey, Cultural consultant, Colombia; Giep Hagoort, Professor of Art and Economics at the University of Utrecht, Netherlands; Maravillas Rojo, Secretary General for Employment at the Ministry of Labour and Immigration, Spain.

Coordinator: Pau Rausell, Professor of the Department of Applied Economics at the University of Valencia, Spain.

NEW SPACES FOR CREATIVITY: CULTURAL CENTRES IN THE 21st CENTURY

The transformation of old or disused industrial spaces into new spaces for cultural production is one of the central issues on local cultural agendas today. These spaces, as well as promoting the cultural industries of cities and their creators, have a strong impact on the urban regeneration of the territories where they are located, promoting cultural participation and social cohesion in their environment, reinforcing the singularity and dynamism of the area and encouraging the sustainable use of urban spaces. Work in this area will focus on knowledge in relation to project types, functional programmes and management models.

Speakers: Fabrice Lextrait, Former director of the *Friche la Belle de Mai*, Marseille, France; Danilo Santos da Miranda, Director of SESC São Paulo,



(II) conference Kreanta Foundation

Brazil; Jaap Schoufour, Head of the Bureau Broedplaatsen, Amsterdam, Netherlands; Tere Badia, Director of Hangar, Barcelona, Spain; Cristina Conde, *El Matadero*, Madrid, Spain; Ricardo Ramón, Director of the Centro Cultural de España in Buenos Aires, Argentina.

Coordinator: Miguel Zarzuela, General Manager for Culture at Zaragoza City Council, Zaragoza, Spain.

CULTURE AND URBAN DEVELOPMENT: CULTURAL DISTRICTS, HISTORIC CENTRES, EVENTS...

The itineraries for which the common ground between territorial planning, cultural planning and city marketing has been developed can be expressed in different ways. Culture has become a key element in urban development policies and programmes, whether associated with heritage resources (historic centres or collections of historic buildings) or clusters of artistic production and creation (cultural districts), as well as the organisation of cultural events, whether culture-specific (cultural capitals) or associated with other types of forums, or simply promoting cultural resources as a public space.

Speakers: Paz Fernández Felgueroso, Mayor of Gijon, Spain; Roberto Miguel Lifschitz, Mayor of Rosario, Argentina; Barbara Wendling, Zollverein Foundation (European Capital of Culture 2010), Essen, Germany; Allen J. Scott, Professor of the Department of Geography at the University of California, Los Angeles (UCLA), United States; Benedetta Tagliabue, Architect, EMBT studio, Barcelona, Spain; Patrizia di Monte, Architect, Zaragoza Vivienda, Zaragoza, Spain.

Coordinator: Montserrat Pareja-Eastaway, Professor of the Faculty of Economics and Business at the University of Barcelona and Co-director of the Creative Cities Conference, Barcelona, Spain.

ART, TECHNOLOGY AND CITY: ARTISTIC PRACTISE, CULTURAL PRODUCTION AND PUBLIC ACCESS

This area aims to analyse the intersection between the arts, digital technologies and cultural practice and consumption in cities. Digital technologies are changing artistic practice, cultural production and public access to the cultural offer. A look at this process of cultural transformation in cities is proposed. What potential does this process have with regard to urban cultural development? What strategies must be promoted from the cultural sector? What is the role of local public and private agents?

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Speakers: George **Yudice**, Professor of the Department of Modern Languages and Literature at the University of Miami; Josep Miquel **Piqué**, CEO of 22@ de Barcelona, Spain; Agustín **Serra Bosquet**, Professor of Audiovisual Communication at the European University of Madrid (EMU) and General Manager of Videar, Zaragoza, Spain; Ricardo **Cavero**, Director-General for Science and Technology at Zaragoza City Council.

Coordinator: Rubén **Gutiérrez del Castillo**, Coordinator of Studies and Research at the Autor Foundation.

GOOD PRACTICES

The third Conference presents a new section dedicated to the promotion of good practices in the areas addressed. Selected experiences will be considered during the conference, as well as in the blog, on the website and in the book to be published afterwards. To participate in this section please email: bmarbella@kreanta.org.

BLOG, WEBSITE AND SOCIAL NETWORKS

The Conference has a specific blog (www.ciudadescreativas.org) containing information on the Conference speakers and content. Further content and videos from the 1st and 2nd Conference are also available on the Kreanta Foundation website (www.kreanta.org). Finally, the Conference is present on Facebook.

ORGANIZING COMMITTEE

Management: Félix Manito, Montserrat Pareja-Eastaway and José Ramón Insa.

Board of Advisors: Lluís Bonet; Javier Brun; Jesús Cantero; Xavier Cubeles; Jose Ramon Insa; Ferran Mascarell; Eduard Miralles; Pau Rausell; Fina Sitjes; Fernando Vicario; Ramon Zallo.



Content Coordination: Carme Molero (Kreanta Foundation). **Communication:** Julia López Madrazo (Zaragoza City Council). **Technical Secretariat:** Beatriz Marbella (Kreanta Foundation) and Patricia Shelly (Zaragoza City Council). **Technical secretariat:** Beatriz Marbella (Kreanta Foundation).

FEES AND REGISTRATION PROCEDURE

- July to 20 September: 100 Euros (VAT included)
- 21 September to 24 October: 120 Euros (VAT included)
- 25 October to 24 November: 150 Euros (VAT included)

The registration fee covers admission to the work sessions, the books from the 1st and 2nd Conferences, coffee breaks and material to be handed out during the Conference. In addition, participants will receive a certificate of attendance by email after the Conference.

The conference working language will be Spanish, with simultaneous translation into English.

Travel expenses, accommodation and meals shall be met by Conference attendees.

Space is limited.

CONFERENCE SCHEDULE

25 and 26 November 2010
9.00 a.m. to 2.00 p.m. and 3.30 p.m. to 7.30 p.m.

REGISTRATION PROCEDURE

Complete the online registration form available on the Kreanta Foundation's website (www.kreanta.org) or e-mail a request to: ciudadescreativas@kreanta.org

CREATIVE CITIES CONFERENCE SECRETARIAT

Kreanta Foundation:

- Information: Telephone +34 934 301 427
- Registrations: e-mail: ciudadescreativas@kreanta.org - web: www.kreanta.org

Zaragoza City Council:

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