



Cultural Impact in the Territory and the Economy of the Cities

26th and 27th of November of 2009
Auditorium. Imagina Building.
22@ Barcelona District
Av. Diagonal 177
Barcelona
www.kreanta.org

CreativeCities

(II) conference Kreanta Foundation

Aims:

To bring together professionals on culture, urban planning and economic promotion from Spain to exchange ideas and good practices on the cultural action at the local level.

To debate on the impact and the relationship between culture and creative industries, territory, economy and the competitiveness of cities.

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

To stimulate the development of creativity and innovation in the local cultural agenda.

To strength the role of culture within the local policies.

Participants:

The conference is aimed at cultural managers, both from the public and private sectors, as well as from the third sector from Spain. The conference is also opened to other professionals linked to cultural development in the cities, urban planning as well as economic promotion. Finally, the Conference is also addressed to researchers and professors specialized in cultural, territorial and economic policies.

Content:

The Conference is structured into five thematic areas:

Creative industries and territory: new actors and new strategies

The contribution of creative/industries to competitiveness and strategic development of the cities. New stakeholders to stimulate the creative city. The development of territory strategies based on quinary services. Cultural sector, technology and science parks. The role of social networks sites.

Education, cultural diversity and creativity: from talent to tolerance

What is the existing relationship between education and its innovation capacity? The development of creativity within the educational system. Cultural diversity, competitiveness, citizenship and social cohesion. Local policies to generate, attract, and retain talent. Building the knowledge society in the local agenda.

The creative sector in barcelona: private initiative and public policies

Barcelona is a city with a growing creative sector. The responsible of

this transformation are companies, creators, entrepreneurs, entities, etc. Where does the city stand in the global economy? Which are the impacts of the public policies? Which is the basis of the Barcelona model? Dialogue and debate with cultural agents.

City, crisis and innovation: an opportunity for reinvention?

The transformation of cities is facing a new challenge: to maintain the innovative leadership in a context of crisis. An outlook from the territory to the practices developed around city and culture. The future opportunities of the city as a cultural container, the city as a cultural producer, and the city as a citizen's cultural project.

Learning from latin america: creative economy for development

Transfer of knowledge from the Latin-American development experiences. The projects carried out and its originality are valuable to renew ideas and projects. A contribution to strength the culture and development linkages.

Speakers:

Nancy **Barrett**. Coordinator of the Project "Creative Partnerships" in Manchester. England (*Centre for Urban Education, Manchester Metropolitan University*). Gonzalo **Caràmbula**. Coordinator of the Metropolitan Agenda (Area of Montevideo. Uruguay). Caroline **Chapain** Researcher of *Centre for Urban and Regional Studies School of Public Policy University of Birmingham*. England. Xavier **Cubeles**. Culture Laboratory, Barcelona Media - Innovation Centre. Xerardo **Estévez**. Architect and city planner. Former Mayor of Santiago de Compostela. Jorge **Fernández** León. Vice-Minister of Cultural Promotion and Linguistic Policy of the Government of Principality of Asturias Elisabet **Guillemat**. Director of Intercultural Program of Kreanta Foundation. Coordinator of the area "Education, cultural diversity and creativity". Ana Carla **Fonseca**. Economist, public and consulting manager. Garimpo of Soluções-Economy, Culture and Development. Brazil. Josep M. **Llop**. Architect-City Planner. Director of International Program UIA-CIMES. Coordinator of the area "City, crisis and innovation". Jose Antonio **Marina**. Philosopher, sociologist and writer. Alfons **Martinell**. Head of UNESCO Chair on Cultural Policies and Cooperation of the University of Girona. Ferran **Mascarell**. Managing director of RBA Publishing Holding company S.A. Josep **Mayoral**. Mayor of Granollers. Jorge **Melguizo**. Secretary of Social Development of Medellín City Council. Colombia. Eduard **Miralles**. President of Interarts Foundation. Coordinator of the area "Learning from



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Latin America". Joaquim **Nadal**. Minister of City and Country Planning and Public Works. Government of Catalonia. Montserrat **Pareja**. Professor of the Department of Economic Theory at the University of Barcelona. Coordinator of the area "Cultural industries and territory". Ernesto **Piedras**. Economist. Director of the consulting The Competitive Intelligence Unit. Mexico. Josep **Ramoneda**. Director of the Center of Contemporary Culture of Barcelona (CCCB). Lluís Recoder. Mayor of Sant Cugat del Vallès. Fina **Sitjes**. Art historian and cultural manager. Coordinator of the area "The creative sector in Barcelona ". Ramon **Zallo**. Professor of Audiovisual Communication of the University of the Basque Country.

Organizing committee

Director: Félix Manito. **Coordinators of thematic areas:** Elisabet Guillemat (Education, cultural diversity and creativity); Josep M. Llop (City, crisis and innovation); Eduard Miralles (Learning of Latin America); Montserrat Pareja (Cultural industries and territory); Fina Sitjes (The creative sector in Barcelona). **Advisory Council:** Lluís Bonet; Javier Brun; Jesus Cantero; Xavier Cubeles; Jose Ramon Insa; Ferran Mascarell; Eduard Miralles; Jordi Pascual; Pau Rausell; Sitjes Dies; Fernando Vicario; Ramon Zallo **Contents coordination:** Carme Molero. **Technical coordination and communication:** Laura Trabal. **Technical secretariat:** Beatriz Marbella.

Fees and registration procedure

In advance:

From July until October 15: 120 Euros (included VAT)

Normal:

From October 16 until November 21: 170 Euros (included VAT)

The inscription fee provides admission to attend the sessions and materials that will be handed out during the Conference and free access to the on-line contents of the sessions. Registration fee also covers tea/ coffee breaks.

Participants will receive a certificate of attendance of the Public Administration School of the Government of Catalonia.

Working language will be Spanish.

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

Space is limited. Early registration is strongly encouraged.

Registration procedure

Fill out the on-line registration form at the Kreanta Foundation's web page (www.kreanta.org) or send an e-mail of request to the following e-mail address: jornadas@kreanta.org

Secretary of the creative cities conference

Fundación Kreanta

Tel. +34 93 4301427

E-mail: jornadas@kreanta.org

www.kreanta.org



Organizer Institution:



Sponsoring Institutions:



Collaborating Institutions:

