

# Innovation @ Creative Industries

## European Creative Metropolises Conference 2009

### DATE & PLACE:

Mon 29 June 2009, 9:00 to 18:00

Berlin, [Radialsystem](#), Holzmarktstraße 33, 10243 Berlin-Friedrichshain

Conference language: English

Admission free, Registration required

### THEME AND FRAMEWORK:

Creativity and innovation are of key importance for the economic and social well-being of Europe's cities. At this, creative industries play an important role due to many reasons: They are a major source of innovative ideas. They offer services and products which contribute to the innovative activities of other entrepreneurs within and outside the creative industries. And by being intense technology users and fast trend follower they often demand even more new developments. Yet, the high impact of creative and cultural workers on the cities' innovation performance is often not widely known.

Therefore, the international and high profile conference „Innovation @ Creative Industries“ brings together 200 creative workers, artists and key stakeholders from public, private and NGO sectors around Europe to reveal the benefits of the booming creative industries and approaches to stimulate their contribution to innovation capacity of regions.

The conference will be opened by programmatic background information on the concept and importance of innovation from philosophical, political and industrial view points. It will be followed by interactive panel sessions on “Urban Spaces for Innovation” and “Innovation Development” in creative sectors. Various approaches will be presented and discussed by partner cities from the European project CREATIVE METROPOLES – amongst them Amsterdam, Birmingham, Helsinki, Vilnius and Berlin.

Business leaders in cultural, creative, media and IT industries as well as high-ranking officials from governments and regulatory agencies will debate the relationship of creativity and innovation, the role of creative industries for ICT industries and technological developments, and further fields of action in politics, economy, culture and urban planning. The conference programme includes keynote lectures, speed slides, interactive sessions, expert panels, and networking roundtables.

### POSTER EXHIBITION:

There will be an accompanying poster exhibition on “Creativity across Europe” in the conference venue. Partner cities of the European CREATIVE METROPOLES project will display their city's manifold creativity and creative industries.

### ORGANISERS:

The conference is organised by the [Senate Department for Economics, Technology and Women's Issues Berlin](#) and is the biggest contribution of the city to the [European Year of Creativity and Innovation 2009](#) (EYCI). The event is hosted in close collaboration with Berlin's government initiative [Projekt Zukunft](#) as well as the European INTERREG IV C project [CREATIVE METROPOLES](#) and is co-financed by the European Regional Development Fund (ERDF).

### FURTHER INFORMATION:

A conference website is available on [www.projektzukunft.berlin.de](http://www.projektzukunft.berlin.de) where registration for the conference and annual reception is possible until 22nd June 2009.

City of Berlin, Senate Department for Economics, Technology and Women's Issues  
Division Communication, Media, Creative Industries / State Initiative Projekt Zukunft  
Martin-Luther-Str. 105, D-10825 Berlin  
E-Mail: [katrin.tobies@senwtf.berlin.de](mailto:katrin.tobies@senwtf.berlin.de)

## PROGRAMME:

### Sun 28 June 2009

16:00 **Creative Spaces Tour:** "Districts, Architecture & Urban Development for Creative Industries"  
For international guests there will be a creative two-hour sightseeing tour in Berlin offered by INPOLIS GmbH to give participants from abroad a first taste of the conference theme.  
Please register for accreditation via e-mail until 15th June: [katrin.tobies@senwtf.berlin.de](mailto:katrin.tobies@senwtf.berlin.de)

### Mon 29 June 2009

09:00 *Registration*

## PART I: Background – Concept of Innovation & Innovation Policies for Creative Industries [Theory]

Moderation: Ares Kalandides, Managing Director INPOLIS GmbH and Create Berlin Design Network

9:30 Welcome address

**Ingrid Walther**, Head of Communication, Media and Creative Industries, Senate Department for Economics, Technology and Women's Issues, Berlin

9:45 Keynote

**Dr. David Nordfors**, Founding Executive Director, VINNOVA-Stanford Research Center of Innovation Journalism, Stanford University, USA  
"**Survival of the Fittest?**" – About Creativity in Science, Business, Politics and Innovation

10:00 **Dr. Dirk Ahner**, General Director Regional Policy, European Commission, Brussels  
"European Commission's Approach on Innovation and Creative Industries within the Current and Future Cohesion Policy"

10:15 **Harald Wolf**, Mayor and Senator for Economics, Technology and Women's Issues, Berlin  
"Boosting the Regional Innovation Impact of Creative Industries"

10:30 Expert Dialogue

**Prof. Dr. Gesche Joost**, Head of Design Research Lab, Deutsche Telekom Laboratories, Berlin  
**Dr. David Nordfors**, VINNOVA-Stanford Research Center of Innovation Journalism, USA  
About the Concept of Innovation, Creative Industries (CI) in Innovation Process, Open Innovation, Creative Thinking in Technology Development, Design as Driver for Innovation, Innovation Policy

11:30 *Coffee break*

## PART II: Case Study Sessions – Approaches to Boost Innovation [Praxis]

Moderation: **Ares Kalandides**, Managing Director INPOLIS GmbH and Create Berlin Design Network

**Good Practices** of programmes and projects from public authorities and business leaders around Europe which foster innovative surroundings, design thinking and non-technological innovation. Interactive sessions will demonstrate how creative sectors – especially design, art and culture – are supported and integrated into urban and innovation strategies and how they contribute to the innovation growth of companies and regions. The openly discussed showcases cover:

- SWOT analysis of the programmes/projects
- What are positive and negative effects?
- What are do's and don'ts and lessons learnt?
- Which solutions are suitable to overcome threats and weaknesses?

12:00 **Session I “Urban Spaces for Innovation”**

Short presentations followed by investigative Q&A panel

- **Keynote “Creative Clusters as Motor for Innovative Urban Strategies”**  
Berlin: Maria Krautzberger, State Secretary for Urban Development
- **“Bureau Broedplaatsen – Affordable Working & Living Space for Innovative Artists”**  
Amsterdam: Jaap Schouffour, Head of Bureau Broedplaatsen
- **“Arabianranta – Creative District and Living Labs for Innovation”**  
Helsinki: Kari Halinen, CEO, Art and Design City Helsinki Ltd,  
Helsinki: Janne Orava, Process Manager, Helsinki Living Lab
- **“Republic of Užupis – Autonomic Community for Creativity and Social Innovation”**  
Vilnius: Vytautas Ratkevicius, Užupis Information Minister, Sheriff

13:30 *Lunch break*

14:30 **Session II “Innovation Development”**

Speed Slides followed by interactive Q&A sessions

- **“Library of Materials – Inspiration for Innovation, Design and Product Development”**  
Stockholm: Sara Lönnroth, Konstfack University College of Arts, Crafts and Design
- **“Academic Design for Manufacturing Innovation – Transfer Partnership for Rotadex Ltd”**  
Birmingham: Jon Hickman, Interactive Cultures Research Center at Birmingham School of Media, Birmingham University
- **“Funky Reflector Fabrics for Night Sight – The Young Innovator’s Story behind”**  
Tallinn: Karoli Hindriks, Textile Designer, Europe’s Young Entrepreneur 2007 and CEO of the Design Bureau Heatuju Maaletooja
- **“Joint Visitor Survey for Cultural Institutions – Innovating the Marketing of Culture”**  
Berlin: Volker Heller, Head of Directorate - Cultural Affairs, Senate Chancellery
- **“Classical Concerts at Cafés – Innovating the Promotion of Classical Music”**  
Oslo: Aksel Kolstad, Pianist, Composer and Inventor of Café de Concert

16:00 *Coffee Break*

**PART III: Discussion – Future Visions for Innovation Development in Creative Industries [Action]**

16:30 **Expert panel:** Network managers and business leaders from the creative industries across Europe will critically discuss the approaches presented in Part I and Part II. Based on that they will develop creative future visions and discuss the needs of action to support an overall innovation development in and by creative industries, including design as innovation driver:

- How suitable are the presented approaches from the users’ view point?
- What challenges need to be solved next? Which barriers hinder innovation development?
- How could the future support model look like – in fantasy and reality?
- How can the potentials of creative industries and design be more displayed and used to boost innovation?

**PART V: Conclusion – Findings about Innovation and Creative Industries [Insight]**

17:45 “Conference Summary, Highlights and Fields of Action”

**Prof. Dr. Dieter Haselbach**, Managing Director ICG culturplan Consulting and Researcher of Creative Metropolises, Berlin

18:00 *Refreshment Followed by Annual Reception of Projekt Zukunft*

#### PART IV: Specific Working Groups – Exchange & Internationalisation [Praxis & Action]

Five **Collaboration Roundtables** running in parallel all day.

11:00 – 17:30 Five Collaboration Roundtables

Looking for cooperations or participation in matchmaking, presentations, fairs or festivals in Berlin or abroad? Interested in participation of Arts & Business projects? Meet network, platform managers or business leaders from Berlin and other European Cities in small working groups to exchange best practices and build collaboration between cities.

Participants' accreditation via mail until 15<sup>th</sup> June 2009: [tanja.muehlhans@senwtf.berlin.de](mailto:tanja.muehlhans@senwtf.berlin.de)

11:00 – 12:00 **Presentation Art & Business Pilot Project**, Creative Forum Copenhagen  
Creative Forum Copenhagen/ Artlab: **Gerda Hempel** [www.artlab.dk](http://www.artlab.dk)  
City of Copenhagen: **Michael Ryan Anderson**

Seeking for cooperation on artist, business and organisations level in Berlin and other European Cities. Start of project is scheduled for September - November 2009.  
Purpose: Exchange of cases and experiences of use of artists in companies, methods for quality development in cooperation with companies and ways of optimising the competence development within this area. Participants should be artists, business people and institutions/organisations.

12:00 – 13:00 **Design:** Short Presentations of Networks and Platforms & Get Together  
DMY International Design Festival Berlin: **Jörg Suermann** [www.dmy-berlin.com](http://www.dmy-berlin.com)  
Create Berlin Network: **N.N.** [www.create-berlin.de](http://www.create-berlin.de)  
IDZ International Design Center Berlin: **Cornelia Horsch** [www.idz.de](http://www.idz.de)

Looking for a presentation during an International Design Festival or for partners in organizing design presentations or joint workshops abroad, this session gives the opportunity to get to know important organizers in design sector.

13:00 – 14:00 **Fashion:** Short Presentations & Get Together  
Create Berlin Network: **Ulrike Möslinger** [www.create-berlin.de](http://www.create-berlin.de)  
Fashion Week Showroom-Mile, Cafe Palermo: **Mark Fiedler** [www.cafe-palermo.de](http://www.cafe-palermo.de)  
Showfloor Berlin: **Karl von der Ahé**  
Berlin Fashion Network: **Lennart Jondral** [www.berlinfashionnetwork.com](http://www.berlinfashionnetwork.com)  
BerliNORDIK Cooperation: **Kirsten Jurchen** [www.inpolis.de](http://www.inpolis.de)

Looking for presentations during Berlin Fashion Week or partners to organize fashion presentations or workshops abroad, this session gives the opportunity to get to know important organizers in fashion sector.

14:30– 15:30 **Media/ Games/ Film:** Presentation Matchmaking Format “Get in Touch with the Dutch”  
media.net berlinbrandenburg: **Andrea Peters** [www.medianet-bb.de](http://www.medianet-bb.de)  
AHP: **Stefan Peikert** [www.ahpkg.de](http://www.ahpkg.de)  
Creatives Loop: **N.N.** [www.creativeloop.org](http://www.creativeloop.org)

Presenting a new matchmaking format for filmmakers, animation and digital media productions, starting in October 2009 in Amsterdam to strengthen cooperations between independent companies in Amsterdam and Berlin interested in co-productions. Be part of the kick-off-meeting in Berlin!

15:30– 16:30 **Urban Screens/ Digital Art:** Project Presentation & Get Together

Media Facades Festival – Experiences/ Milestones

Public Art Lab: **Susa Pop**

Realities United: **Jan Edler**

Wall AG/ Leiter Digital Outdoor: **Christian Vogel**

[www.publicartlab.org](http://www.publicartlab.org)

[www.realities-united.de](http://www.realities-united.de)

[www.wall.de](http://www.wall.de)

In 2007 outdoor advertising companies, artists, media designers and architects started to work together and experienced the cultural potential of commercially used urban screens. In 2008 the first Media Facades Festival took place in Berlin. Actually the initiator – Public Art Lab – is planning a Europe wide network which will start in 2010 to connect European cities through joint events. Public Art Lab will present experiences and milestones in realising the first Media Façade Festival between companies and artists and tell more about the next steps of European enlargement of their network. Interested?

16:30 – 17:30 **Music:** Short Presentations & Get Together

Berlin Music Commission: **Stephan Rombach**

Popkomm: **Katja Gross**

Womex: **Bettina Schasse de Araujo**

Association of Independent Music Companies (VUT): **Nils Eismann**

[www.berlin-music-commission.de](http://www.berlin-music-commission.de)

[www.popkomm.de](http://www.popkomm.de)

[www.womex.com](http://www.womex.com) / [www.piranha.de](http://www.piranha.de)

[www.vut-online.de](http://www.vut-online.de)

The conference is support by:



# IT meets Creative Industries

## Annual Reception of Projekt Zukunft 2009

### DATE & PLACE:

Mon 29 June 2009, 18:00 to 23:00

Berlin, [Radialsystem](#), Holzmarktstraße 33, 10243 Berlin-Friedrichshain

Admission free, Registration required

### PROGRAMME:

The evening of the conference will be highlighted by the annual reception 2009 of Projekt Zukunft with an expert summit of two well-known German key ambassadors of the European Year of Creativity and Innovation (EYCI).

18:00 *Registration*

18:30 Welcome address

**Harald Wolf**, Mayor and Senator for Economics, Technology and Women's Issues, Berlin  
"IT and Creative Industries in Berlin and Forthcoming Projects"

Expert Summit of IT and Creative Industries Representatives:

- **Prof. Dr. Erik Spiekermann**, Creative Director Edenspiekermann Berlin, Typographer and Designer, EYCI Ambassador
- **Prof. Dr. Karlheinz Brandenburg**, Director Fraunhofer Institute for Digital Media Technology (IDMT) Ilmenau and Inventor of mp3, EYCI Ambassador
- Moderation: **Harald Asei**, Cultural Journalist, Inforradio rbb, Berlin

*Get Together*