



International conference  
**“CULTURAL AND CREATIVE CROSSOVERS”**

*Partnering culture with other sectors to maximize  
creativity, growth and innovation*

March 11 – 12 Riga, 2015, Riga

## PROGRAMME DRAFT

**Moderators:** Latvian experts and Ragnar Siil (Estonia)

The working language is English. Translation in Latvian and French will be provided.

### TUESDAY 10 MARCH 2015

19:00 – 21:00 **RECEPTION AT THE LATVIAN CONTEMPORARY DESIGN EXHIBITION**

*Location: Museum of Decorative Arts and Design (10/20 Skārņu Street, Old Town)*

### WEDNESDAY 11 MARCH 2015

09:00 – 09:30 *Registration at the National Library of Latvia (3 Mūkusalas Street)*

09:30 – 10:15 **OPENING STATEMENTS** by

**Dace Melbārde**, Minister of Culture of the Republic of Latvia

**Xavier Prats Monné**, Director-General of the Directorate General for Education and Culture, European Commission

10:15 – 11:30 **SETTING THE TONE**

CULTURE AS THE SOUL OF NATIONS

**Vaira Vīķe-Freiberga**, Former President of Latvia, President of the World Leadership Alliance Club of Madrid (Latvia)

MAKING CULTURE AND CREATIVITY PART OF THE SOLUTION – WHY CROSSOVERS MATTER?

**Bernd Fesel**, Chair of the European Creative Business Network, Senior Adviser at the European Centre for Creative Economy (Germany)

HOW TO MAKE CROSSOVERS HAPPEN – DESIGN THINKING AS A POWERFUL TOOL

**Marco Steinberg**, Founder of Snowcone & Haystack (Finland)

11:30 – 12:00 *Coffee break*

12:00 – 13:15 **SESSION I: CULTURAL AND CREATIVE CROSSOVERS TO INNOVATION**

CULTURE TO GIVE MEANING TO INNOVATION – LESSONS LEARNT FROM THE KIICS AND CREATIVE SPIN PROJECTS

**Philippe Kern**, Founder and Managing Director, KEA European Affairs (Belgium)

CREATIVE INDUSTRIES INNOVATING HEALTHCARE SYSTEM

**Johanna Bolhoven**, Senior Strategy Executive, Creative England, Interactive Healthcare Fund (UK)



Pecha Kucha. Best practice presentations on the topics:

CREATIVITY+ACCESSIBILITY

DESIGN + RECYCLING

GAMING + EDUCATION + SCIENCE

13:15 – 14:30

*Lunch break*

14:30 – 15:45

## **SESSION II: CULTURAL AND CREATIVE CROSSOVERS TO ECONOMY**

ARTISTIC INTERVENTIONS AND THE ROLE OF CULTURE IN REACHING BUSINESS GOALS

**Nikky Smedley**, Partner and Communication Guru, Changing Cultures (UK)

Pecha Kucha. Best practice presentations on the topics:

CREATIVE CROSSOVERS + FUNDING

CREATIVITY + TECHNOLOGY + INNOVATION

15:45 – 16:15

*Coffee break*

16:15 – 17:45

## **GOOD PRACTICE SHOWCASE**

CREATIVITY + EDUCATION: Creative partnership project **RaPaPro**, Ministry of Culture and Latvian music, art and design schools (Latvia) (tbc)

DANCE + SOCIETAL CHANGES: **Fern Potter**, Head of Development and Strategy, Dance UK – how dance can facilitate changes in societies and build stronger communities (UK)

TECHNOLOGY + BUREAUCRACY REDUCTION: **App “Futbols”**, on the use of technology to reduce bureaucracy (Latvia)

DESIGN + SUSTAINABILITY: **Reet Aus**, PhD, Founder of Aus Design – how upcycling can significantly lower the waste produced by textile industries (Estonia) (tbc)

MUSIC + ENVIRONMENTAL AWARENESS: **Nature Concert Hall** on symbiosis of nature, music, science, video art and drama (Latvia) (tbc)

20:00 – 22:00

## **CREATIVE FUSION: the real taste of Latvian creative industries**

*Dinner reception. Mix of fashion, installations and musical performances.*

Location: Railway Museum, Riga (2-4 Uzvaras boulevard)

The event will be organized specially for participants of the conference to give them a real taste of Latvian creative industries: Latvian traditional cuisine, Latvian musicians, as well as insight in significant Latvian creative industries sectors using video projections.



## THURSDAY 12 MARCH 2015

09:00 – 09:30 *Registration at the National Library of Latvia (3 Mūkusalas Street)*

09:30 – 10:45 **SESSION III: CULTURAL AND CREATIVE CROSSOVERS TO URBAN AND REGIONAL DEVELOPMENT**

TRANSFORMATIVE POWER OF CULTURE AND CREATIVITY IN MAKING OUR CITIES BETTER PLACES TO LIVE

**Tom Fleming**, Director of Tom Fleming Creative Consultancy (UK)

CREATING SOCIAL DESIGNS THAT EXPLORE THE RELATION BETWEEN PEOPLE, TECHNOLOGY AND SPACE

**Daan Roosengarde**, artist and founder of Studio Roosengarde (the Netherlands) (tbc)

Pecha Kucha. Best practice presentations on the topics:

DESIGN + QUALITY OF LIFE + AGEING POPULATION

CULTURE + URBAN REGENERATION + INNOVATION

10:45 – 11:15 *Coffee break*

11:15 – 13:45 **SESSION IV: LOOKING FORWARD - EUROPE, CULTURE, CREATIVITY**

**BACK TO THE FUTURE**

What would inspire and help us to think about culture and creativity differently?

**POLICYMAKERS ROUNDTABLE: SUPPORTING CULTURAL AND CREATIVE CROSSOVERS – FROM LOCAL, NATIONAL AND EUROPEAN PERSPECTIVE**

**Dace Melbārde**, Minister of Culture the Republic of Latvia;

**Tibor Navracsics**, the European Commissioner for Education, Culture, Youth and Sport;

High-level representatives from the **European Commission** – Directorate General for Education and Culture, Directorate-General for Regional and Urban Policy and Directorate for Enterprise and Industry; high-level experts of national and local governments.

13:15 – 14:15 *Lunch*

14:15 – 17:00 **EXPLORE THE FIELD** (*parallel sessions; the place will be announced*)

Workshop 1: **Culture and Sustainability** – cultural and creative crossovers to environment and sustainable development

Workshop 2: **Practical design thinking workshop with design professionals** – effective design thinking methods to find solutions to different challenges.

Field trip: **Contemporary and historic architecture of Riga** – special guided route to discover the interaction between contemporary architecture and heritage.

**A detailed programme to follow.**