



EUROCITIES CULTURE FORUM
LIVING CULTURE - EUROPEAN CITIES
TOWARDS THE FUTURE
13 - 16 MARCH 2013 | FLORENCE
DRAFT AGENDA (VERSION: 12 MARCH 2013)

All working documents useful for the meeting will be available on Friday 8 March
<http://www.eurocities.eu/eurocities/events/EUROCITIES-Culture-Forum-Florence->

Check all meeting places on our map
<https://maps.google.com/maps/ms?ie=UTF&msa=0&msid=213205238277370422639.0004d364dc38fc9fd6127>

For more information on Florence <http://en.comune.fi.it/>

Contact persons:

Florence

Mirta Mazzucco mirta.mazzucco@comune.fi.it

Elisa Molino elisa.molino@comune.fi.it

Bologna (Forum Chair)
EUROCITIES

Giorgia Boldrini giorgia.boldrini@comune.bologna.it

Julie Hervé Julie.herve@eurocities.eu Mob: 00 32 4 92 73 10 99

Wednesday 13 March

Creative Industries Working Group (part 1) and welcome reception

Venue: Conventino - via Giano della Bella, 20/1 - bus 6, 12, D - bus stop Piazza Tasso

The Conventino - SAM - Space Arts and Crafts - is a multifunctional space of more than 3500 square meters located in the Oltrarno and dedicated to arts and crafts. Arts and crafts are an important subsector of the Italian creative industries. In 'Conventino' the city, the province, the chamber of commerce and private partners joined forces to support arts and crafts.

1:30	Participants' registration
2:00 - 5:30	<p>Creative Industries Working Group (part 1) Focus on local traditional arts and crafts</p> <ul style="list-style-type: none"> ▪ Enrica Maria Paoletti - Director of Fondazione Artigianato Artistico - "The Old conventino, an innovative incubator for arts and crafts" ▪ Simone Tani - Director of Economic Development of Comune di Firenze - Local policies in the creative industries field ▪ Linda Loppa - Director of Polimoda - Presentation of Polimoda International Institute of Fashion Design & Marketing - Momenting the Memento - Building Bridges ▪ Contributions from Working Group members <p>Please note that the Creative Industries Working Group will continue on Thursday and will focus on ICT and technology related initiatives.</p> <p>→ WD 03 - Documents for Creative Industries Working Group meeting</p>

Venue: Conventino

5:30 - 6:30 | Steering group meeting (steering group members only)

Venue: Oblate library terrace - via dell'Oriuolo, 26

7:30 | **Welcome reception (open air venue with sheltered area)**
 Opening by Cristina Giachi - Deputy Mayor for Tourism, Youth, University and equal opportunity

Thursday 14 March

Plenary session and Working Group meetings

Venue: Palazzo Vecchio - Sala dei Duecento

Please note that this session will be webstreamed: <http://159.213.248.109:8090/streaming>

8:30 | Participants' registration and welcome coffee

9:00

Culture and innovation- The cultural city of the future

In this session we would like to approach the forum priority 'culture and innovation' from two perspectives and to discuss how cities deal with this issue. In particular we would like to discuss how cities use innovative solutions in their cultural policies and activities. These can be technological or non technological innovation, including for example social innovation, new forms of funding or governance.

Opening and keynotes discussion

Welcome by Cristina Giachi - Deputy Mayor for Tourism, Youth, University and equal opportunity and Matteo Lepore, new Chair of the EUROCITIES Culture Forum, Bologna

→ WD 02 - Minutes of the Munich meeting (October 2012)

Keynotes speeches - Two different perspectives on innovation in culture:

- Sergio Givone, vice mayor of Florence in charge of culture, philosopher and professor of aesthetics
- Prof. Alberto Del Bimbo, Director of MIIC (Media Integration and Communication Centre) - Relationships between cities, culture and digital innovation

Reaction by Antonio Scuderi, president of capitale cultura, a business accelerator focused on the ecosystem of cultural and creative industries and projects.

Reactions and discussion moderated by Matteo Lepore

10:30-11:00

Coffee break

11:00-12:30

Case studies from your cities

- **Berlin - Nadine Barthel**
Cross Innovation - How creative industries foster innovation - 'Cross innovation' is a European project involving cities promoting policies and supporting measures that enable cross innovation and creative spill overs between the creative sector and other industries <http://www.cross-innovation.eu>
- **Belfast - Christine O'Toole**
Literary Belfast and Belfast Music: innovative promotion - Christine will present an innovative approach to the promotion of Belfast's rich literary heritage and music scene using GPS, live events information and video to fit visitors preferences.
- **Gothenburg - Kerste Broberg**
Creative clash - Transforming organisations with the arts - Creative Clash is a European platform for advocating increased policy support for artistic interventions in organisations <http://www.creativeclash.eu/>
- **Ljubljana - Saša Ogrizek**
Innovative approaches to cultural heritage and archaeological parks - The City of Ljubljana will present how it uses cutting-edge technology and innovative tools to revitalize the local heritage including archaeological parks.

12:30-1:00

Conclusions

1:00

Lunch at Sala d'Arme - ground floor

Working Group Meetings in parallel

Detailed agenda will be circulated a week before the meeting

From 3pm on	<p>Young People and Culture Venue: Palazzo Giovane youth center - Vicolo S. Maria Maggiore, 1 Palazzo Giovane is a youth center. It is home to a Youth Information Office, Europe Direct, a web radio, a cafeteria and many events. The Youth Information Office provides information and guidance in the following areas: training courses, employment, exchanges in Europe, volunteer work, and recreation. → WD 04 - Documents for Young People and Culture Working Group meeting</p>
From 3pm on	<p>Mobility of Artists Venue: Le Murate - Piazza Madonna della Neve Le Murate is a fully renovated building designed for cultural activities as well as for residential and touristic uses. It is aimed at supporting artistic and cultural activities with several infrastructures and facilities for technological and cultural productions, on the view that the technology and cultural industry should develop as a sector which might have a great economic impact. Visit of the RFK CENTER, whose programme focuses on the power of the individual, working through alliances and organizations, to generate change. Through its offices in Florence RFK EUROPE extends its human rights education and advocacy programmes across Europe, raising awareness and igniting change. → WD 05 - Documents for Cultural Access and Entitlement Working Group meeting</p>
From 3pm on	<p>Cultural Access and Entitlement Venue: Oblate public library www.bibliotecadelleoblate.it - via dell'Oriuolo, 26 Oblate is a public library and a meeting place. It connects the library to the territory and to different types of users through a continuous cultural programming. → WD 06 - Documents for Cultural Access and Entitlement Working Group meeting</p>
From 3pm on	<p>Resources for Culture Focus on cultural tourism Venue: Le Murate - Saloncino Anci - Piazza Madonna della Neve Le Murate is a fully renovated building designed for cultural activities as well as for residential and touristic uses. It is aimed at supporting artistic and cultural activities with several infrastructures and facilities for technological and cultural productions, on the view that the technology and cultural industry should develop as a sector which might have a great economic impact. The meeting will include a presentation from Cristina Acidini, superintendent of Polo Museale Fiorentino.</p>

From 3pm on

Creative industries (part 2)**Focus on technology and innovation**

Venue: Le Murate - Piazza Madonna della Neve

Le Murate is a fully renovated building designed for cultural activities as well as for residential and touristic uses. It is aimed at supporting artistic and cultural activities with several infrastructures and facilities for technological and cultural productions, on the view that the technology and cultural industry should develop as a sector which might have a great economic impact.

- Simone Tani - Director of Economic Development of Comune di Firenze - Local policies in the creative industries field
- "WG meets Startups"
- Antonio Scuderi - Founder and head of "Capitale Cultura" "ICC, enterprises networks and accelerators"
- Contributions from Working Group members

7:45 Palazzo Vecchio**Salone dei Cinquecento** - short show of "Venti Lucenti", with reductions opera sung by children**Sala d'Arme - Official dinner**
Friday 15 March
Plenary session and Culture Forum business
Culture in the future cities and European policies**Venue: Le Murate - piazza Madonna della Neve**

9:15 - 11:15

Introduction to the session - the European context by Paul Bevan, EUROCITIES Secretary General

Keynote speech by Silvia Costa, Member of the European Parliament, member of the CULT committee and rapporteur on Creative Europe. Mrs Costa will reflect on culture in the next generation of European funding programmes (2014-2020) and on the role of culture in local development.

Panel discussion with politicians moderated by Paul Bevan: Cristina Giachi (Florence), Ian Ward (Birmingham), Matteo Lepore (Bologna) and Nawel Rafile-Elmrini (Strasbourg)

- WD 10 - Latest developments on culture
- WD 11 - Creative Europe update
- WD 12 - Briefing note politicians discussion

Keynote intervention: Maria Luisa Catoni, professor of Culture Management, IMT Lucca - **The city as a Laboratory of Complexity: educational models and multidisciplinary approaches**

11:15 - 11:45

coffee break

11:45 - 12:30	<p>Breakout sessions - Themed and moderated group discussions linking up to the keynote speech and the political discussion:</p> <ol style="list-style-type: none"> 1. Connecting our cities and citizens to Europe 2. Connecting cities to the European agenda for culture 3. Looking forward: Culture in cities in 2020 <p>→ WD 08 - Breakout sessions - Culture in future cities and European policies - Indicative questions for discussion</p>
12:30 - 1:00	Discussion and conclusions
1:00 - 2:00	Lunch at Murate and celebration of the first anniversary of the Urban Park of Innovation
2:00 - 4:00	<p>EUROCITIES business session</p> <ul style="list-style-type: none"> - Connecting to the EUROCITIES network and latest developments on culture at EU level - Working Group reports - Working Group chairs' interviews - Your space - Space for various announcements from members. Should you wish to do so please contact Julie.herve@eurocities.eu - Next Culture Forum in Gdansk (2-5 October 2013) and call for host cities for 2014 <p>→ WD 09 - EUROCITIES Network update → WD 10 - Latest developments on culture at EU level</p>
4:00	Short performance "Suddenly Dante: 100 cantos for Florence"
4:15 - 5:00	Steering group meeting (steering group members only)
4:00 - 5:30	<p>EUROCITIES Working Group European Neighbourhood Policy and Enlargement (Members of the Culture Forum are welcome to join the meeting)</p> <p>The working group agenda spans from policy work to developing and strengthening links with partner cities from its Eastern neighbours (mainly from Armenia, Belarus, Georgia, Moldova and Ukraine).</p> <p>→ Working group agenda in your working documents package</p>
Evening programme	
8:00	Informal dinner at participants' costs (à la carte or fixed price menu € 30.00 pp) Osteria Caffè Italiano, Via dell'Isola delle Stinche 11/13r

Saturday 16 March
Optional cultural visits

9:30 - 11:00	<p>Tour 1: Exclusive visit of the “Opera house “, Nuovo Teatro dell’Opera, new house of Maggio Musicale Fiorentino - Meeting point at the Theatre - viale Fratelli Rosselli, 1 (tram 1 - first bus stop from the station)</p>
10:30 - 12:00	<p>Tour 2: Guided tour of Palazzo Vecchio - Meeting at the ticket office (infopoint) in Palazzo Vecchio</p>
12:30 - 14:00	<p>Tour 3: Guided tour of Palazzo Vecchio - Meeting at the ticket office (infopoint) in Palazzo Vecchio</p>
9:30- 12:30	<p>Tour 4: Walking guided tour of Florence - Meeting point at 9:20 at Palazzo Vecchio - via dei Gondi entrance</p>
From 13:00 on	<p>Free tickets for Uffizi Gallery available at the ticket office (door 1) of the Gallery upon presentation of the Eurocities Culture Forum badge</p>