

International Conference

CREATIVE INDUSTRIES – CULTURE, BUSINESS, INNOVATIONS organized by Lodz Art Center

18-19 June 2009 Lodz, Poland

Creative industries are perceived as a forerunner of new economic forms: dynamic and mobile industries are organized in networks in order to manufacture products with the support of high-tech solutions and whose central point is creativity. In the process of changing the industrial society into the knowledge society, creativity has become a significant factor of competitiveness. Therefore, a large growth potential is attributed to the creative industry in a political and economic aspect. Every year, the Polish creative industry has been increasingly strengthening and marking its place and value on the domestic economic market; the creators' activity is one of the elements in building an new brand and economic strategy.

2009 has been declared by the European Commission the European Year of Creativity and Innovation. Since European Union is aspiring to achieve the position of the most competitive economy based on knowledge, skills should be developed in those fields, which are aiming to build a knowledge-oriented society.

Creativity and innovation constitute one of the knowledge society's key skills and they can be defined as:

- demonstrating inventiveness and original concepts at work,
- developing and implementing new ideas in practice and sharing them with others,
- remaining open and tolerant to other ways of thinking,
- engaging in innovative activities, which may bring a sustained and measurable effect.

The "Creative industries" conference is going to be an element which promotes the activity of the European Year of Creativity and Innovation. 2009 should not be a year of thinking, but the time of actual and creative activity, ready solutions and implemented projects, which will help to set new standards of activity both in business and culture and education. We would like to invite approximately 15 lecturers from Poland and abroad to take part in the conference. Currently, we are endeavouring to invite Mr Ján Figel, European Commissioner for Education, Training, Culture And Youth.

The scope of our conference's programme is going to focus on three subject areas:

1. presentation of good practices, modern management of culture within inter-sector cooperation between public administration, non-governmental organizations and entrepreneurs (panellists from Poland and abroad),
2. defining the concept of culture industries and building the image of the cultural sector as a significant field of economy,
3. incubators, technology parks as a place of creating business processes and developing cultural activities, promoting towns and regions.

Conference date:

18th and 19th June 2009

18 June – presentations and discussion panel

Sylvain Pasqua – Policy Officer European Commission - Directorate General for Education and Culture Directorate - Culture and Communication Unit - Culture,

Peik Suyling - Amsterdam Creativity Exchange,

Colin Mercer – Creative Industries Advisor,

John Fitzgerald – Trans Europe Halles, Great Britain,

Jan Runge – KEA European Affairs,

Ewa Gołębowska – The Silesian Castle of Art and Enterprise,

Maciej Trzebeński – Factory of Art,

Maciej Mazerant – Purpose – enterprise in culture,

Discussion panel will be conducted by **Agata Etmanowicz** (Adam Mickiewicz Institute).

19 June – workshops

The workshop part will be conducted by **Monika Dzięgielewska-Geitz** (Łódź Intergrated Restoration Institute Agency) and **Agnieszka Wlazeł**.

Subject of a workshop:

"The Making of Creative City Process"

1. How to start a Creative City Process?
2. Creative Class
3. Creative Audit
4. Creative Economy and Creative Industry - How to conduct sector analysis, mapping and integration?