



URBACT THEMATIC NETWORK  
CREATIVE CLUSTERS IN LOW DENSITY URBAN AREAS

***THEMATIC WORKSHOP***

**“CREATIVE CLUSTERS: DIVERSIFYING LOCAL ECONOMIC BASE AND  
OPPORTUNITIES TO YOUNG PEOPLE”**

*White House, Ploiesti-Mizil, Romania, October 29-30, 2009*



*Sponsored by URBACT Programme, Creativity and Innovation European Year 2009,  
Mizil City Council, Prahova County Council and Carol I National Defence University*



## ***FINAL PROGRAMME***

WHITE HOUSE PLOIEȘTI  
2-4 Republicii Bldv., Ploiesti, Romania

### **Thursday, 29 October URBACT thematic workshop**

09.00 - 09.30 REGISTRATION

09.30 - 10.00 **OPENING SESSION**

- Welcome words and presentation of the workshop by Emil Proșcan, Mayor of Mizil
- Introduction to the URBACT Network on Creative Clusters in low density urban areas by the city of Óbidos as lead partner
- Introductory note on the workshop theme by Miguel Rivas, URBACT lead expert.
- Official opening by Mircea Cosma, President of Prahova County Council

*SESSION 01* **CREATIVITY AND THE ACTIVATION OF NEW GROWTH POTENTIALS IN MATURE INDUSTRIES**

Chair: Brett Wilson, Barnsley Development Agency

10.00 - 10.15 **Creativity-based strategies to re-think an industrial district on furniture manufacturing: Paredes Design City [Portugal]**

*Catarina Selada, Head of Policy and Research, INTELI.*

10.15 - 10.30 **Clustering as a tool to foster local productive realities: ceramics in Hódmezővásárhely [Hungary]**

*Anikó Varga, Municipality of Hódmezővásárhely*

10.30 - 10.45 **Dealing with mature industries in Mizil [Romania]: challenges and strategies**

*Petronela Sturz, Municipality of Mizil*

Discussant: Nicola Bigi, University of Modena and Reggio Emilia

10.45 - 11.15 General discussion

11.15 - 12.00 Coffee-break

**SPREADING THE “DECLARATION OF ÓBIDOS”: SUPPORTING CREATIVITY AS A DRIVER FOR MIDDLE-SIZED TOWNS IN EUROPE**

- Reading of the Declaration of Óbidos.
- Official signature by Romanian local authorities.
- Press conference.

*SESSION 02* **RE-THINKING TOURISM IN THE FRAMEWORK OF CREATIVE LOCAL STRATEGIES.**

Chair: Florin Cintic, University of Iasi, Department for Cultural Affairs of Iasi County.

- 12.00 - 12.15 **Beyond the resort: the Óbidos [Portugal] strategy as a tourist destination**  
*José Santos, Óbidos Tourism Association*
- 12.15 - 12.30 **Re-freshing the sun&beach urban destination: strategies in Viareggio [Italy]**  
*Franco Allegretti, Town Planning Manager, Municipality of Viareggio*
- 12.30 - 12.45 **New drivers for stimulating a destination in eco-tourism: Enguera and the Caroig area [Spain]**  
*José Morán, Consultant and Expert in Local Development*
- 12.45 - 13.00 **Challenges and strategies for tourism in the city of Sinai [Romania]: an introduction to the study trip**  
*Lucia Nedelcu, Municipality of Sinaia*
- Discussant: Miguel Silvestre, Óbidos City Council.
- 13.00 - 13.30 General discussion
- 13.30 - 14.30 Lunch buffet
- SESSION 03 FOSTERING NEW EMERGENT PRODUCTIVE REALITIES**
- Chair: Arto Lepistö, Deputy Mayor Education and Culture, Jyväskylä City Council.
- 14.30 - 14.45 **The wellness cluster in Jyväskylä [Finland].**  
*Pirkko Korhonen, R&D manager, Jyväskylä City Council*
- 14.45 - 15.00 **Building a cluster on creative activities. A strategy from Reggio Emilia [Italy]**  
*Nicola Bigi, University of Modena and Reggio Emilia*
- 15.00 - 15.15 **Cultivating a creative hotbed: experiences from UK**  
*Patrick Murphy, Creative Barnsley.*
- 15.15 - 15.30 **Culture centered business networks: a perspective for the in-between-city**  
*Dietmar Wiegand and Sanja Mesic, Vienna Technical University*
- Discussant: Codruta Cruceanu, AICA, independent consultant on arts, creativity and education.
- 15.30 - 16.00 General discussion
- 16.00 - 16.15 Coffee-break
- SESSION 04 COMPREHENSIVE PERSPECTIVES IN EASTERN EUROPE.**
- Chair: Doru Mladin, Mizil City Council
- 16.15 - 16.30 **Fixing young people in towns: a challenge for EU transitional economies.**  
*Constanta Bodea, Academy of Economic Studies Bucharest*  
*Toma Plesanu, National Defense University "Carol I" Bucharest*
- 16.30 - 16.45 **From creative industries to the creative place: case studies from Eastern Europe**  
*Codruta Cruceanu, AICA, independent consultant, arts, creativity and education. Former Project Manager Arts and Creativity, British Council Romania.*
- 16.45 - 17.00 **Mapping creative industries in Iasi [Romania]**  
*Florin Cintic, University of Iasi, Department for Cultural Affairs of Iasi County.*
- Discussant: Dietmar Wiegand, Vienna Technical University
- 17.00 - 17.30 General discussion
- 17.30 - 17.45 **CLOSING SESSION**

## Friday, 30 October URBACT study trip

### **STUDY TRIP: AT THE HEART OF TRANSYLVANIAN ALPS: SINAIA TOURISM DEVELOPMENT**

- 11.30 – 13.00 Bus transfer from Ploiești to Sinaia.
- 13.00 – 14.30 Visit to Peles Castle - a German creation in a Romanian landscape.
- 14.30 – 15.30 Lunch in Cutitu' de argint ["silver knife"] restaurant.
- 15.30 – 16.30 Presentation of "Carmen Sylva" Cultural Centre and projects developed in the field of creativity.
- 16.30 – 17.00 Coffee break at the Old Nick Pub.
- 17.0 – 18.00 Sinaia: a tourism cluster. A short walk along the city centre.
- 18.00 – 19.30 Bus transfer from Sinaia to Ploiești.
- 20.30 – 22.30 **Farewell dinner in Ploiesti**

## Saturday, 31 October Optional visit to Bucharest

- 08.30 – 10.00 Transfer Ploiești – Bucharest.
- 10.00 – 12.00 Visit to the House of People, a sample of megalomaniac creativity?
- 12.00 – 13.30 Walk through the old city (Lipscani area): urban re-vitalisation works
- 14.00 – 15.00 Village Museum, a sample of traditional creativity

## **FURTHER INFORMATION AND REGISTRATION.-**

Participation in the URBACT thematic workshop is free although registration is mandatory. Contact the local organization desk to ask for a registration form.

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Registration includes participation in all the workshop sessions, workshop materials, coffee breaks and lunch buffet on October 29.

Translation facilities English-Romanian will be provided.

For those coming from abroad a transfer service will be provided to/from the Bucharest international airport.

Check conditions with the local organization desk in case you are interested in the study trip to Sinaia.

Further information on the URBACT Creative Clusters in Low Density Urban Areas: [www.urbact.eu](http://www.urbact.eu)

## **ACCOMMODATION IN PLOIESTI**

Special rates have been arranged with Central Hotel in Ploiești. 1 Republicii Blvd. Ploiești (Prahova); tel. +40-244-526641; fax: +40-244-526643; web site: [www.thr.ro](http://www.thr.ro).

For reservations please contact previously the local organization desk.