

DRAFT PROGRAMME

First Research Seminar

Creative workers in creative cities

Creative Regions in Southern Europe: challenges and opportunities

5th -6th May 2011

GRC Creativity, innovation and urban transformation, Faculty of Economics and Business, Universitat de Barcelona, Barcelona

Information: Creativeregions.network@gmail.com or visit

www.regional-studies-assoc.ac.uk & www.creative-regions.eu

The Regional Studies
Association Research
Network

Creative Regions in
Europe: Challenges
and Opportunities

www.creative-regions.eu





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The First Research Seminar

The first seminar will focus on two key themes. One key theme will be exploring the relationship between creative workers and creative cities. Speakers will present papers on case studies and investigations of the relationship between individuals working in the creative economy and their location and environments. The second key theme of the workshop will be the development of **creative economies in different geographical context in Europe, with special focus on Southern Europe**. The range of papers will cover both theoretical perspectives and practical examples of the issues and challenges faced by researchers in trying to understand the connections and interrelation between cultural heritage and the creative economy as well as perspective and issues in creative cities and regions in Southern Europe.

The first seminar will be held on **5-6th May 2011**

**GRC Creativity, innovation and urban transformation, Faculty of Economics and Business,
Universitat de Barcelona, Barcelona**

Presentations and relevant information will also be made available electronically at www.creative-regions.eu and further outlets for publication and dissemination are also going to be planned.

We are looking forward to meeting with you in Barcelona.

The organisers

- Dr Montserrat Pareja Eastaway, GRC Creativity, innovation and urban transformation, Faculty of Economics and Business, Universitat de Barcelona, Spain
- Dr Caroline Chapain, Centre for Urban and Regional Studies, University of Birmingham, UK
- Dr Roberta Comunian, School of Arts, University of Kent, UK
- Dr Nick Clifton, Cardiff School of Management of the University of Wales Institute, Cardiff, UK

**The Regional Studies Association Research Network
"Creative Regions in Europe: Challenges and Opportunities"
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Ph.D. and Young Researchers Workshop

5th May (1:00pm – 6pm) Sala de Juntes, Facultat d'Economia i Empresa, Edifici 696, Avinguda Diagonal, 08034 Barcelona

13.00 -13.30 **Arrival & Registration**

13.30 – 13.45 **Introduction and Welcome**

Caroline Chapain, University of Birmingham and Roberta Comunian, University of Kent, *Creative Regions in Europe*

13.45-15.15 **Session I**

Chair: Caroline Chapain, University of Birmingham

13.45 – 14.15 Jean Byrne, Universidad de Barcelona **“Creative Cities: Good for creative workers? Good for cities?”**

14.15 – 14.45 David Zajtmann, Institut Francais de la Mode **“The relationship between creative workers and localised professional institutions: the case of the Parisian ‘haute couture’. A longitudinal study (1973-2010)”**

14.45 – 15.15 Peter Campbell, University of Liverpool **“Creative Entrepreneurs in a European Capital of Culture: a question of value?”**

15.15 – 15.30 **Coffee Break**

15.30– 17.00 **Session II**

Chair: Roberta Comunian, University of Kent

15.30 – 16.00 Carla Sedini, University of Milan Bicocca **“Creative workers in creative cities.”**

16.00– 16.30 Juliana Borowczyk Martins, University College London **“The extended workplace: urban settings for creative production in ‘Silicon Roundabout’, London.”**

16.30 – 17.00 Daniel Sanchez-Serra, Autonomous University of Barcelona/OECD **“Talent and creative economy in French local labour systems”**

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17.00 -17.30 Lorraine Warren, University of Southampton and Fátima São Simão, PINC, Creative Industries Centre of the University of Porto's Science and Technology Park (UPTEC) ***“Developing creative contexts: the challenge of articulating values”***

17.30 – 17.45 **Coffee Break**

17.45 – 19.15 **Session III**

Chair: Montserrat Pareja Eastaway, Facultat d'Economia i Empresa
Departament de Teoria Econòmica Universitat de Barcelona

17.45 – 18.15 Elisabete Tomaz, ISCTE University of Lisbon, Catarina Selada and Iñes Vilhena da Cuhna, INTELI – Intelligence in Innovation, Innovation Centre ***“Creative-based strategies in small and medium-sized cities in European intermediate regions: the case of Portugal”***

18.15 – 18.45 Eleonora Celano and Stefania Chirico, University of Milan ***“Industrial archaeology and creativity for the restoration of abandoned areas.”***

18.45 – 19.15 Ondrej Chwaszcz, Tomas Bata University in Zlin ***“3T model transformation towards comparison of creative centres within the EU.”***

20.30 **Dinner (Optional) at Carmelitas**, doctor dou, l.carme, 42 el raval 08001, Barcelona (more info at: <http://www.carmelitas.biz/eng/cocina.htm>)



Research Seminar - Creative workers in creative cities/ Creative Regions in Southern Europe: challenges and opportunities

6th May 2011 (9.00am –6pm) – Sala de Juntes, Facultat d'Economia i Empresa, Edifici 696, Avinguda Diagonal, 08034 Barcelona

8.30-9.00	Arrival, Coffee & Registration
9.00 – 9.15	<p>Introduction & Welcome to Barcelona</p> <p>Montserrat Pareja Eastaway, GRC Creativitat, innovació i transformació urbana, Facultat d'Economia i Empresa Departament de Teoria Econòmica Universitat de Barcelona</p>
9.15 – 10.15	<p>Session I: Creative Places</p> <p>Chair: Montserrat Pareja Eastaway, Facultat d'Economia i Empresa Departament de Teoria Econòmica Universitat de Barcelona</p> <p>Miguel Rivas, Grupo TASO, URBACT project on Creative clusters <i>“From creative industries to the creative place : refreshing the local development agenda in small and medium-sized cities”</i></p> <p>John Willsteed, Queensland University of Technology, Brisbane <i>“View from a bridge: What makes a musical city?”</i></p>
10.15 – 10.30	Coffee Break
10.30 – 11.45	<p>Keynote speakers</p> <p>Claire-Lyse Chambron, Policy Officer, DG Culture and Education, European Commission, <i>“Contribution of culture to local and regional development in the European context: What is new?”</i></p> <p>Reinhard Büscher, Head of Unit, Support for Industrial Innovation, DG Enterprise and Innovation, European Commission <i>“Creative industries as a catalyst for smart, sustainable and inclusive growth: the transformative power of creativity.”</i></p>



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11.45 – 13.15	<p>Session II: Governance for the creative industries in cities and regions</p> <p>Chair: Roberta Comunian, University of Kent</p> <p>Pedro Costa and João Seixas, Lisbon University Institute “Creativity and urban governance: some learnings and strategic policy guidelines for the Lisbon case”</p> <p>Lauren Andres and Caroline Chapain, University of Birmingham “Integrating cultural and creative industries into local and regional development strategies in Birmingham and Marseille: Towards a more inclusive governance?”</p> <p>Lena Maüsezahl, Kulturwirtschaft Nord, Germany “Dialog Kulturwirtschaft: Mediating between culture and economy in Schleswig-Holstein.”</p>
13.15 – 14.00	<p>Lunch</p>
14.00 – 16.00	<p>Session III: Creative sectoral and spatial approaches</p> <p>Chair: Dave Harte, Birmingham City University</p> <p>Julio Lucchesi Moraes, University of Sao Paulo “The triumph and fall of movie palaces in Sao Paulo: a spatial economic analysis”</p> <p>Sandrine Emin and Dominique Sagot-Duvaouroux, University of Angers and Nathalie Schieb-Bienfait, LEMNA, University of Nantes “Forms of cooperation in the heart of a creative cluster : The example of the Alstom Hall in Nantes (France)”</p> <p>Andrew Bullen, Cap Digital, Paris “Unity within diversity in the European creative industries – Myth or realities? The scalability of cultural production in Europe: a case study of the European street design challenge within the International Futur en Seine Festival”</p> <p>Pedro Costa, Cristina Latoeira and Ricardo Lopes, Lisbon University Institute “Appropriation, use conflicts and public space production in three creative districts: a photographic approach to Bairro Alto (Lisbon), Gracia (Barcelona) and Vila Madalena (Sao Paulo).”</p>



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16.00 - 16.15	Coffee Break
16:15 – 17.45	<p>Session IV: Looking at the creativity processes with various lenses</p> <p>Chair: Caroline Chapain, University of Birmingham</p> <p>Dave Harte, Birmingham City University “Connecting creative workers – the importance of ‘weak ties’ for university knowledge transfer partnerships”</p> <p>Arianna Mazzeo, Citilab, Barcelona “<i>Young people as cultural producers and consumers</i>”</p> <p>Miguel Angel Pesquera, Pablo Coto-Millán, Pablo De Castro and Pedro Casares Hontañon, Universidad de Cantabria “Serempathy: a new approach on innovation and its application to European Union countries.”</p>
17.45	Concluding Remarks

Participation costs

Participation to the PhD and Young Researchers on May 5th and to the main Research Seminar on May 6th is subject to a small registration fee of €25.00 to cover catering expenses (coffee breaks and lunch).

Dinner on the 5th at the Carmelitas Restaurant is not included in the registration fee. If you wish to attend, please indicate so when registering for the seminar so a table can be booked for the appropriate number of participants (information about the food and menus offered at the restaurant can be found at: <http://www.carmelitas.biz/eng/cocina.htm>).

To register visit www.creative-regions.org.uk or write to Creative.Regions@soton.ac.uk

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