

Asia Europe Creative Industries Network Programme 2014, The Netherlands

18-19-20-21 October 2014, Amsterdam, Eindhoven, Rotterdam

Creative industries for society: talent, technology and trade

CREATIVE INDUSTRIES

Societal progress depends on innovation, new ideas, and solutions for the major problems of our time. The start of the 21st century has required Asia and Europe to employ development strategies to foster human creative potential to respond to the cultural, economic, social, and technological shifts taking place. Creative industries use culture to provide new insights and new solutions to both social and economic problems. The creative economy is part of the world economic and development agenda. Adequately nurtured, creativity fuels culture, infuses human-centred development, and is a key ingredient in job creation, innovation and trade, while at the same time contributing to social inclusion, cultural diversity, and environmental sustainability.

Many countries have a clear place for the creative industries within their cultural policy agenda, and are facing similar challenges: how to create links between different creative entrepreneurs and between entrepreneurs in creative and “non-creative” sectors; how to make education/science interact with creative industries; and how to make these developments filter down at regional and city level.

National policy needs to reflect on the best way of fostering creative talent. A clear link should be made between the creative industries and the social goals that they can help achieve. This requires recognition of the value of the creative industries for competitive advantage. Innovation does not come through technological advancement per se: technological advancement can be traced back to imagination, creativity and craftsmanship.

PROGRAMME OUTLINE NETWORK PROGRAMME

18 th October: Saturday	Arrival, meet up & dinner in Amsterdam Welcome the participants 7th ASEF Public Forum on Creative Industries in Asia and Europe: Enabling Crossovers. Panel programme and introduction programme workshops.
19 th October: Sunday	Workshop sessions on location <ul style="list-style-type: none">• Creative Skills: Playful Cities, Amsterdam• Cities: Entrepreneurship & Creative Crossovers, Rotterdam• Creative Cities: Quality of life, Eindhoven• Creative Cities: Sustainability, Amsterdam Evening: dinner Van Abbemuseum Eindhoven
20 th October: Monday	Workshop sessions on location <ul style="list-style-type: none">• Creative Skills: Playful Cities, Amsterdam

	<ul style="list-style-type: none"> • Cities: Entrepreneurship & Creative Crossovers, Rotterdam • Creative Cities: Quality of life, Eindhoven • Creative Cities: Sustainability, Amsterdam
21nd October: Tuesday	Closing session with the ASEM ministerial group in Rotterdam; presentation results workshops & lunch

AGENDA

To elaborate on the theme and enhance the dialogue, the following topics have been proposed for the Asia Europe Creative Industries Network Programme: Creative Skills: Playful Cities, Cities: Entrepreneurship and Creative Crossovers, Creative Cities: Sustainability and Creative Cities: Quality of life. More detailed information on the themes can be found below. The network programme will focus on the themes with more detailed topics, hands-on sessions and best practices addressed by the field and participants in the meeting.

A connection between the ASEM ministerial meeting and the ASEM network will be established by a mapping document from the ASEF and the introduction given by four keynotes at the start of the Asia Europe Creative Industries Network Programme. The keynote speakers will contextualize the policy outlines in relation to the field and the network. There will also be room in the ASEM ministerial meeting to engage the keynote speakers in the conversations. At the end of the session the outcomes will be presented at the ministerial meeting in Rotterdam.

Creative Cities: Quality of Life for an Ageing Population

2014

Location: Eindhoven

Coordinator: Tim Vermeulen and team

The concept of 'creative cities' is based on the belief that culture can contribute substantially to urban renewal. Many cities call themselves 'creative', though this notion is not well defined and may differ from case to case. An emerging aspect of the concept of 'creative cities' is the desire to improve quality of life. This year's Dutch Design Week in Eindhoven will place a special emphasis on design, health and elderly people. It will include work by people like the late Madeline Gins and Shusaku Arakawa, both architect and artist, whose work focused on encouraging people to remain active and stay on the move as a strategy to counteract the physical consequences of ageing. Arakawa and Gins founded the Reversible Destiny Foundation.

The ASEM network group working in Eindhoven will be invited to participate in a design thinking process called Nieuw Oud (New Old), a two year programme initiated by Het Nieuwe Instituut and regional partners: City of Eindhoven, Dutch Design Week (Capital D), Eindhoven University of Technology and the Design Academy Eindhoven.

The processes that are going on in contemporary society are to a large extent determined by two basic phenomena that are changing the way people live, work and play: globalization and metropolization.

One of the biggest changes faced by societies in both Asia and Europe is the ageing of its population. It is a change that will affect us all. We will live longer, work longer and preferably do so in good health. Staying healthy longer has rightfully been one of the main focuses in a lot of current research. But quality of life is more than health alone, it is also about the meaningful activities we engage in, our interaction with others and our ability to engage in society. In this workshop we will work on establishing a vision about what a future ageing society (in 2050) might look like, through combining both factual studies and visualizing possible futures by artists and designers. This will be the starting point from which we will bring the future back in 5 year steps – outlining scenarios to arrive at this point. A key ingredient in these scenarios are ways to engage the public, society, groups of people and citizens to participate actively and co-initiate innovation in relation to the quality of life for our ageing population.

The city of Eindhoven has an international reputation for design thinking and an approach that combines design and policy. This setting will be a platform to invite designers, healthcare specialists and architects to work together, share best practices and exchange ideas.

Profile workshop participants: Workshop participants play an active role in either ageing research, innovation in health in combination with technological and social innovation, social innovation through design research, design thinking or co-creation; or research in the above fields. The workshop participants should be a mix of practitioners (artists, designers, architects) academics and initiators.

Lead: Tim Vermeulen, Het Nieuwe Instituut

Creative Skills: Playful Cities

Location: Amsterdam Freedomlab Campus, Amsterdam Smart Cities

Coordinator: Jeroen van Mastrigt, Freedomlab / WeLoveYourWork

The proliferation of smart devices and the rise of the 'Internet of things' will increasingly connect the physical world of atoms to the virtual world. All over the world city leaders are exploring and deploying smart technologies in order to face the big challenges cities will face in the upcoming decades (mobility, sustainability, healthcare, education, safety, social, programmes, etc.).

The discourses surrounding the rise of the 'Smart City' focus on the promise of smart systems and big data to make processes in our cities more efficient, controllable, transparent, safe, etc.

Playful Cities in the ASEM workshop

The concept of the Smart City will be explored from a more human centred approach, focusing on the use of smart technologies in combination with creative design and game design thinking to create meaningful city experiences for citizens, an open, creative and generative city culture and trust. 'Playful Cities' is proposed as an alternative way to look at smart cities and 'game design thinking' and an alternative way to look at urban issues in relation to systems design.

Profile participants: the workshop will bring together leading creative entrepreneurs, designers, game designers, engineers, artists, architects, urbanists, and scientists from around the world who have been working on merging the real and virtual in a playful manner.

Playful Cities Manifesto

The purpose of the Playful Cities workshop is to come up with a Playful Cities manifesto. This will offer a vision for the potential and importance of the application of creativity, game design thinking and game technology in relation to creating human, meaningful smart city experiences, and a creative-generative smart city culture. It will also try to formulate initiating actions needed from city leaders, creative entrepreneurs and (education, r&d) organizations to make the future Playful City happen, addressing questions such as: How can cities, companies, organizations, adopt a more human, creativity and meaning centred (playful centred) approach in relation to smart technologies and smart cities. What kind of design and development methods would stimulate and facilitate the emergence of playful cities? What skills are needed to stimulate the emergence of playful cities? What kind of ecosphere is needed to stimulate and facilitate the emergence of playful cities? What initiating actions can governments, entrepreneurs and organizations take to stimulate the creative industries to effectively contribute to the emergence of playful cities? In order to answer these questions we will use Freedomlabs Mindstorm methods to facilitate the process.

Lead: Jeroen van Mastrigt (NL), Arjan Postma (NL) with help from: Kars Alfrink (NL): Michiel de Lange (NL).

About Freedomlab: Campus The FreedomLab Campus, in the centre of Amsterdam, is a transdisciplinary meeting point, working space and crossover innovation lab for experts from diverse backgrounds ranging from neuroscientists to artists and from philosophers to game designers. These experts work together on 'wicked problems': the extreme, complex issues the contemporary world is facing.

Cities: Entrepreneurship & Creative Crossovers**Location: Rotterdam****Coordinator: Leo van Loon and team**

Creative entrepreneurs are viewed as the backbone of the creative industries, and much government policy for the creative industries focuses on creating the proper conditions for creative entrepreneurs to develop their potential. Moreover, it is widely felt that tapping the full potential of creative talent requires the development not just of artistic capabilities, but entrepreneurial and leadership skills as well. The creative entrepreneur must be able to lead change, do business, and work with people (team, board, governance).

Many countries in Asia and Europe face the challenge of an ageing population and experience difficulties in realizing the full potential of young people. The inclusive society is the ideal, but the reality is often different. This workshop focuses on three concrete ways to create an inclusive and innovative society tomorrow:

- Increase entrepreneurship amongst youngsters to raise the level and amount of new businesses, as well as the growth & internationalization of existing companies;
- Stimulate creative crossovers between cultural and creative industries and other sectors to spur innovation;
- Strategies for creative hubs/centres/factories to develop into focal points for entrepreneurship and innovation.

The City of Rotterdam will present two EU projects (in which it participates) aimed at achieving these three goals. One project is called the Creative Spin: aimed at developing best practices for creative crossovers, and a second project called MyGeneration, aiming at creating an inclusive society making full use of the skills and entrepreneurship of young people.

Direction: Two concepts of creative entrepreneur.

Should we look at an artist as a creative entrepreneur who deals both with the creative idea as well as the transformation of this idea into a practical product, or should we look at the creative entrepreneur as a vital link in the whole creative process?

Role of government

- Is there a role for government – as commissioning body, as regulator or as funding agency – with regard to stimulating and supporting the creative entrepreneur, and if so, on what areas should government policy concentrate and how compelling and forceful should government policy in this area be?
- Providing tools to help artist to develop as a creative entrepreneur
- To what extent can or should government educational policy contribute to the development of artists as creative entrepreneurs (e.g. leadership programmes, commercial skills, multidisciplinary cooperation, funding in microcredits)?

Profile participants

The workshop is targeted at cluster managers who want to internationalize their creative industry and players who are at the forefront of stimulating internationalization through incubators, network events and innovation programmes.

Early adopters, entrepreneurs, thinkers in the field of creative incubators and networks, managing creative programmes within cities / regions or creative development agency.

Lead: Leo van Loon, PopVox / Creative Business Network & Creative Factory.

Creative Cities: Sustainability: performative spaces

Location: Naval base, Amsterdam City Centre

Coordinator: Liesbeth Jansen

‘Sustainability is a way of thinking about how to improve the living environment and wellbeing of citizens and communities driven by the development of cultural vitality, social equity, environmental sustainability and economic prosperity. This development is a constant learning process based on the richness and diversity of cultural organizations across the globe, rooted in their local environment with a global perspective.’

(Trans Europe Halles on sustainability)

For decades, cultural organizations have played a crucial role in the development of cities and, especially more recently, in the redevelopment and re-appropriation of industrial areas and wastelands, transforming them into cultural, creative and social spaces. These have often acted as models for broader urban development since they are usually interdisciplinary and often cross-sectoral. They include artist and citizen-driven initiatives, cultural and creative incubators, as well as alternative social and education driven initiatives. Rooted locally, most of them operate internationally.

Since the start they have been eco-systems for innovation and transformation, and ‘engines’ for developing the sustainable life of cities. The value and importance of culture as a key driver for sustainable development in both urban and rural environments is widely recognized, yet there are few examples of regions and cities that actually fully incorporate and support this in their strategies. What is their role in a changing societal, economic and cultural reality? What are the best and worst case studies to exemplify these issues?

Purpose of the workshop

Cultural and creative organizations feature alternative and innovative models with regards to organization, economy and architecture as well as inspiring sustainable methodologies. This workshop features case studies from Asia and Europe and facilitates knowledge exchange between cultural initiators, creative entrepreneurs and thinkers to increase their expertise and provide the ground for increased future collaboration.

The workshop will address the following questions:

- How do we change mindsets so that the power of culture incorporated in these initiatives is recognized? What are the prerequisites and conditions to foster and maintain such organizations, and how can we ensure their sustainability?

- What are the current and developing organizational structures and to what extent will they meet the needs of the future?
- What kind of policy environment and urban planning is needed for culture initiatives to play a key role in sustainable (urban) development?

The outcomes of this meeting will be carried forward to allow for a continuous and longer-lasting discourse about these issues. This will be done by organisations including Trans Europe Halles via the NEMO (The Network of European Museum Organizations) 'Meeting for sustainable societies and urban life' (www.ne-mo.org) in Milan from 7-9 November 2014, and the 'Third Space' Conference / TEH Meeting 79 at Manifatture Knos in Lecce (IT) in April 2015.

Profile participants

Leading cultural professionals from independent culture and creative entrepreneurs, culture network coordinators, architects, thinkers in the field of creative incubators and culture. We strive for a mix of practitioners (cultural workers, artists, architects), academics and thinkers.

In relation to the focus on the creative city and the theme of sustainability several layers are recognised for creating awareness about urban renewal, the initiation of creative processes in already existing spaces and revitalizing and re-using buildings encourages sustainable development and sense of place in communities. Invitation for the workshop in Amsterdam will be addressed to key players related to performance field / industrial heritage sites / creative entrepreneurs.

Lead: Liesbeth Jansen - founder of Westergasfabriek, DCR board member, currently developer of the Naval base in Amsterdam's city centre.