



EUROCITIES CULTURE FORUM
LIVING CULTURE - EUROPEAN CITIES TOWARDS
THE FUTURE
13-16 MARCH 2013 | FLORENCE
DRAFT AGENDA (VERSION: 11 FEBRUARY 2013)

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

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Wednesday 13 March Creative Industries Working Group (part 1) and welcome reception

Venue: Conventino

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.

2:00 - 5:30

Creative Industries Working Group (part 1)
Focus on local traditional arts and crafts

- 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

Please note that the Creative Industries Working Group will continue on Thursday and will focus on ICT and technology related initiatives. As for all Working Group meetings a detailed agenda will be circulated by the end of February.

Venue: Conventino

5:30 - 6:30

Steering group meeting (steering group members only)

Venue: Oblate library terrace

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

8:30

Participants' registration and welcome coffee

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.

9:00	<p>Opening and keynotes discussion Welcome by Matteo Lepore, new Chair of the EUROCITIES Culture Forum, Bologna</p> <p>Keynotes speeches - Two different perspectives on innovation in culture: - Sergio Givone, vice mayor of Florence in charge of culture, philosopher and professor of Aesthetics - Andrea Granelli, Leading Italian expert on cultural city innovation strategies</p> <p>Reactions and discussion moderated by Matteo Lepore</p>
10:30-11:00	Coffee break
11:00-12:30	<p>Case studies from your cities We would like to hear from you: please answer our call for contributions before Friday 20 February http://www.surveymonkey.com/s/2RQWD77</p>
12:30-1:00	Conclusions
1:00	Lunch at palazzo Vecchio

Working Group Meetings in parallel
Detailed agenda will be circulated by the end of February

From 3pm on	<p>Cultural Access and Entitlement Venue: Oblate public library www.bibliotecadelleoblade.it 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.</p>
From 3pm on	<p>Young People and Culture Venue: Palazzo Giovane youth center 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.</p>
From 3pm on	<p>Resources for Culture Focus on cultural tourism (TBC) Venue: New tourist information office The new tourist information office is not only a traditional tourist information office but also a visitor center which offers to tourists more services including the projection of a 3D film on the city. It is a hub of a new digital strategy between Florence and tourists. The meeting will include a presentation from Cristina Acidini, Superintendent of Polo Museale Fiorentino.</p>
From 3pm on	<p>Mobility of Artists Venue: Fondazione Kennedy (RFK) at Le Murate The RFK CENTER's core 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.</p>

From 3pm on

Creative industries (part 2)
Focus on technology and innovation

Venue: Le Murate

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.

- Lorenzo Petretto - Director of School of Industrial Technologies
"WG meets Startups"
- Antonio Scuderi - Founder and head of "Capitale Cultura"
"ICC, enterprises networks and accelerators"
- Contributions from Working Group members

8:00 Official dinner
Palazzo Vecchio, Sala d'arme

Friday 15 March
Plenary session and Culture Forum business

Culture in the future cities and European policies

Venue: Le Murate

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 from the EUROCITIES network

Reaction by Prof. Maria Luisa Catoni, professor of Culture Management, IMT Lucca

11:15 - 11:45

coffee break

11:45 - 12:30

Breakout sessions - Themed and moderated group discussions linking up to the keynote speeches, including: How to make our cities and citizens closer to Europe? How to involve local politicians in the European debate? Other themes TBC

12:30 - 1:00

Discussion and conclusions

1:00 - 2:00

Lunch

2:00 - 4:00	EUROCITIES business session <ul style="list-style-type: none"> - Connecting to the EUROCITIES network - 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 (Autumn 2013) and call for host cities for 2014
4:00 - 5:00	Steering group meeting (steering group members only)

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
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Saturday 16 March Optional cultural visits

9:30 - 11:00	Tour 1: Exclusive visit of the "Opera house ", Nuovo Teatro dell'Opera, new house of Maggio Musicale Fiorentino
10:30 - 12:00	Tour 2: Guided tour of Palazzo Vecchio
12:30 - 14:00	Tour 3: Guided tour of Palazzo Vecchio
9:30- 12:30	Tour 4: Walking guided tour of Florence