

HOW DOES IT WORK?
CREATIVE INDUSTRIES MEET SCIENCE

Invitation Thursday November 24th 2011



CREATIVE CITY CHALLENGE CONFERENCE IN BREMEN

How does it work? – Creative Industries meet Science

What happens when researchers, developers or scientists mingle with designers, writers or project developers? How does the development of a RFID technology become a toy for children that is economically successful? How could a robotic seal become an important tool in the health care industry?

The conference "How does it work? – Creative Industries meet Science" is not only questioning the creative and innovative processes between cultural and creative industries and science, but tries also to identify the framework requirements that have to be provided for a fertile cooperation between the different stakeholders.

Both, the creatives and scientists want to discover, to understand, to create and to develop sustainable ideas. In the daily events of economical needs and scientific research it is not always easy to take advantage of this driving force. Furthermore, the creative scene is usually acting in different live-work environments compared to the actors of scientific work at universities or institutes.

How can interaction, exchange and development of ideas be usefully combined for creative and in the end innovative processes?

How does it work?
Come and find out!



What? Where?

PECHA
KUCHA

BRAINSTORM
SESSION

BEST COLLABORATION
AWARD 2011

CREATIVE
BOOST

CREATIVITY
SHOCK

KLUB DIALOG
EXPEDITION

NORDMEDIA
TALK

SPEICHER XI
ÜBERSEESTADT BREMEN

Nucleus for the Creative Industries

During the last years "Überseestadt Bremen" has witnessed a terrific development. Here business companies and freelancers are finding optimal conditions for the establishment of office space and for the formation of alliances and co-operations. With the "Hochschule für Künste" (University of the Arts) in Speicher XI (Warehouse XI) a real nucleus for the creative industries has sprung up in situ with an enormous reservoir of well qualified young professionals.

PROGRAMME

NOVEMBER 24TH

Master of Interaction:
Cyriel Kortleven

- 09.30 – 10.00 **Gathering of Audience at Speicher XI**
- 10.00 – 10.30 **Opening**
Dr. Heiner Heseler/State Secretary at the Senator of Economy, Labour and Ports
Prof. Dr. Rolf Drechsler/Deputy Head of the University Bremen
- 10.30 – 11.00 **Creashock – The Forgotten Part of Innovation (BE)**
Keynote by Dirk De Boe/Innovation Manager Philips Consumer Lifestyle
Dirk De Boe is stimulating out of the box thinking, open innovation, idea generation and organizes yearly an innovation event. He is convinced that there is a need of a “creativity shock” in Western Europe to be able to compete with the upcoming growing countries and to secure welfare and happiness.
- 11.00 – 11.20 **Creative Industries meet Science – Pecha Kuchas**
The Arnhem Fashion Connection (NL)
The Director of the Arnhem Fashion Factory Pieter Jongelie will speak about the Arnhem Fashion Connection as an educational innovation project focussing on the local production cycle of the fashion industry in Arnhem.
Coming Generations as Makers of Creative Cities – Our TechKreativ Approach (DE)
Handling technology creatively and discovering new ways of learning and of shaping technology proactively is the focus of Prof. Dr. Heidi Schelhowe from the University Bremen. She presents the work of the digital media research group.
- 11.20 – 11.45 **Break**
- 11.45 – 13.15 **Best Collaboration Award Ceremony**
The award is dedicated to best collaborations between Creative Industries and Science. Awards handed on by Carsten Westerholt, North Sea Region Programme Secreteriat.
- 13.15 – 14.15 **Lunch at PORT**

14.15 – 14.30

KLUB DIALOG Expedition

This summer the KLUB DIALOG Expedition is mapping creative Europe. Ina Jäger will give a short overview about the KLUB DIALOG and the Expedition.

14.30 – 15.00

Creative Industries meet Science – Pecha Kuchas

Manufacturing of the Future – Possibilities of Additive Manufacturing (DE)

Claus Aumund-Kopp from the Fraunhofer Institute Bremen (IFAM) will show a selection of current possibilities of additive manufacturing techniques and its products.

Artist + Employee = Innovation (SE)

Anna Grzelec from TILLT will speak about what happens when employees collaborate with artists and about the power art has to bring out creativity in the work place.

Flexipix – Media Facades (DE)

From the National Acquatics Centre in Beijing via the Art Center College of Design in Pasadena to the Eden Project in Cornwall – Vector Foiltec is realising fascinating and innovative architectural projects. The media artist Olaf Arndt is Head of the project group “Flexipix” at Vector Foiltec and will present his work.

15.00 – 15.15

Break

15.15 – 16.45

How does it work? – Creativity meets Participants

Mega Brainstorm Session
During this session, professional facilitators give your brain a creative boost using the INNOWIZ brainstorm method and the Play, Mate! creativity toolbox, powered by Howest Industrial Design Center. We will generate loads of new ideas to stimulate collaboration.

17.00 – 18.30

nordmedia Talk “Science and Creative Industries in the North Sea Region”

Moderated by Jochen Coldewey
Subsequent get-together with fingerfood and refreshments.

Master of Interaction: Cyriel Kortleven

Cyriel gives support to people and organisations on their road to creation, innovation and change.

Partners

North Sea Screen Partners www.northseascreen.eu
KLUB DIALOG www.klub-dialog.de

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Design and Illustration

STATION – Atelier für Gestaltung
www.die-station.de

Registration

from 1. October 2011 to 12. November 2011 at:
www.creative-city-challenge.net/bremen2011

Location

“Roter Salon”
Above the Restaurant PORT
Speicher XI 1
28217 Bremen



European Union



The European Regional Development Fund



creative city challenge