



# EUROPEAN CREATIVITY AND INNOVATION DAY 2011

Friday, 27<sup>th</sup> May 2011



# Content

1. Background
2. Aims
3. Activities

**3.1 Howest - Industrial Design Center- INNOWIZ & Play,Mate! training**

**3.2 Freihafen 3 - Creative Harbour**

**3.3. Kulturetage - Film Documentary of the Urban Development and Creativity: Open Air Movie Premiere of the Movie “People Shape Cities”**

**3.4 Art Galery Holzhauer Hamburg - Exhibition of a Gallery**

**3.5 Marziart International Art Gallery and Painting School – Exhibition of European Artists**

**3.6 Wilhelm Wagenfeld House – Design in the Center- Long Night of Museums**

**3.7 Delft University of Technology - Place Qualities: The ‘Forgotten’ Dimension in the Agenda of the Knowledge Region Rotterdam-Delft**

**3.8 Northern Institute of Thinking - Workshop of the Projejt “AeroMare” – Branding for Innovation**

**3.9 Klangwerft Oldenburg - LICHT/ KASERNE A Presentation of Music Projects by Alexander Goretzki in the Kaserne Donnerschwee**

**3.10 HAW Hamburg- Creative City Challenge (CCC) Workshop: From Endless Discussions to Efficient Meeintgs**

**3.11 HAW Hamburg- A Specialist Seminar “Creativity and Innovation in Europe: Towards Synergies and Partnerships”**

**3.12 TILLT Gothenburg-Breakfast Seminar “Creative Innovation-How Artistic Competence can Boost Your Organization”**

## Background

Creativity and innovation are central to the social and economic development of Europe. The creative sector, which encompasses the music industry, films, the arts, television/radio, software and games among others, is responsible for over 1 million jobs across the EU and is vital to the cultural life of European cities. The innovation sector, another pillar of the European economy, has greatly supported the economic growth of European countries by creating new products, developing new approaches or methods, which were only dreams yesterday (e.g. mobile phones, wireless connections or wind energy) but which are reality today. In 2000, the Lisbon Strategy, the EU's overarching programme focusing on growth and jobs, recognized that knowledge and the innovation it sparks are the EU's most valuable assets, particularly in light of increasing global competition. Together, the creativity and innovation sectors are among the main determinants of European competitiveness and economic growth.

Despite the value of creativity and innovation to Europe and towards its attempts to meet the goals set in the Lisbon and Gothenburg strategies, there is a perceived need to further raise awareness about the relevance of and the need for creativity and innovation in Europe. It is for this reason that the »European Creativity and Innovation Day« is being organized, as an activity of the Interreg IVB (North Sea) Project »Creative City Challenge« and involving institutions, organizations and projects from across Europe.

The first »European Creativity and Innovation Day 2011« is organized under the Patronage of Prof. Jerzy Buzek, President of the European Parliament.



Foto: European Parliament

## Aims

### The »European Creativity and Innovation Day« aims to:

- I foster creativity and innovation in the North Sea Region and beyond by showcasing the potential of creativity and innovation in cities, represented by business, economic development agencies, education institutions and local government and disseminate their activities;
- II promote activities in creativity and innovation as tools towards territorial integration in a transnational way, increasing the sustainability and competitiveness of the North Sea and other European regions;
- III offer participant cities an opportunity to showcase what they are doing and how governments, educational institutions and private businesses may work together to foster the cause of creativity and innovation in Europe. A further objective of the »European Creativity and Innovation Day« is to provide a sound basis for further communication, interaction, future joint initiatives and encourage new investments.

## Activities

### The European Creativity and Innovation Day is a transnational event, with manifold activities, which include:

- exhibitions
- workshops
- seminars
- concerts and shows
- guided visits

These, and many other activities, are all part of the spectrum of options available during this special day.



## Howest - Industrial Design Center

Address: Marksesteenweg 58 – 8500 Kortrijk  
on the 26 & 27 of May

Country: Belgium

Contact Person: Becky Verthé

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Tel.: ++32 56 24 12 68

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Title of the Activity: **INNOWIZ & Play, Mate! training – 26 & 27<sup>th</sup> of May 2011**

Training and knowledge exchange event for higher education teams  
Try-out of creative games and creativity tools for more design thinking in higher education systems

An educational job is never finished. Education switches along with societal changes and fast information flows. Teachers have to detect new competencies required by companies from new graduates. Courses, educational curricula and teaching methods must therefore continually be the subject of scrutiny. Design thinking is a set of design processes, methodologies and creative tools that designers use to optimize existing products or invent new products and services. Design thinking is also an ideal base for educational reform. INNOWIZ is a philosophy and web tool reducing complex challenges to a simple 4-step-plan. Creative tools and techniques can support higher educational teams in order to solve complex educational challenges - especially when you practice those creative tools in their physical Play, Mate! form.

Researchers and teachers at Howest's Industrial Design Center organize this event to celebrate the completion of an internal Howest research project called PWO Play, Mate!. Howest departments and external, transnational educational partners of Howest Industrial Design Center will be invited for this two-day training/knowledge exchange event (the official language is Dutch).

## Freihafen 3

Address: Freihafen 3 e.V.i.G.,  
Stauereii – Cuxhavener Str. 7, 28217 Bremen,  
on the 27 of May

Country: Germany

Contact Person: Ana Santos

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Title of the Activity: **Freihafen 3 – Creative Harbour**

On May 27th we open the doors of our coworking office in Bremen's Überseestadt to you! Our office is located in the harbour of Bremen and it is just a few meters away from the School of Arts. As a result, there is a very special atmosphere that inspires us all.

Currently the Freihafen 3 crew has six sailors and in the backstage we have a wonderful team of navigators, who help us sail our ship through the waters of the Creative Industries.

Freihafen 3 has place for different forms of creation. Opening our doors to you means that some of us will display digital work such as videos and/or a multimedia installation, carried out by our dear Art Curator, Susanne Hinrichs, or conceived by our ingenious Media Designer, Stefan Ziebach. Others will exhibit analogue objects like the hand-made fashion accessories in filz fabric created by Carolin Linge and Susanne Graue, or the colorful ceramic objects brought to us from Portugal by the Designer, Ana Santos.

During this open-house event, our Marketing and Innovations Manager, Jan-Peter Bruns, will be very happy to share with you not only his knowledge and experience, but also to provide you with guidance in marketing strategy.

## Kulturetage



Address: Bahnhofstr. 11– 26122 Oldenburg  
Country: Germany  
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Tel.: ++49 4419248028 / ++49 17664839924  
Fax: ++49 64930024  
Venue: on the future „Kulturplatz im Bahnhofsviertel“  
(Behind the Kulturetage Oldenburg),  
Time: on the 27 of May around 22:00 after it is getting dark  
Language: German

Title of the Activity: **Film Documentary of the Urban Development and Creativity:  
Open Air Movie Premiere of the Movie “People Shape Cities” on the 27 of May**

The film documentary „People Shape Cities“ is a portrait of an ignored city district in Oldenburg. The diverse ways of life of the people, companies, initiatives as well as the voices of town planners, investors and the city social life are documented.

The movie shows what creativity means for a region. Furthermore the movie issues what urban development in a certain region means. Statements of 35 people regarding creativity and urban development are given in the film assembly. Various opinions, attitudes, visions, plans, inputs, fears and lived lifes are presented. The movie offers surprising insights in the inner life. The movie is generated as a cooperation between the “Sein im Schein Film Production and the Kulturetage Oldenburg.”

## Art Gallery Holzauer Hamburg

Address: Borselstr. 9, 22769 Hamburg, on the 27 of May  
Country: Germany  
Contact Person: Angela Holzauer  
Tel: ++49 40 18884552  
Fax: ++49 40 18884553  
E-Mail: galerie@holzauerhamburg.de

Title of the Activity: **Exhibition of a Gallery**

Artists like Nietzsche paint over the motifs of the big artists of the art history. Those redesigned art pieces are integrated in complex wall, furniture and space situations. On the 27<sup>th</sup> May the artist himself will offer visitors a guided tour through this unique exhibition. The Exhibition takes place in an old factory in Ottensen/Hamburg.



**Marziart**

Marion Zimmermann

## Marziart International Art Gallery and Painting School

Address: Eppendorfer Weg 110-112, 20259 Hamburg,  
on the 27 of May, 19:00-22:00

Country: Germany

Contact Person: MS Zimmermann

Tel: ++4940 23518894

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E-Mail: info@marziart.com

Title of the Activity: **Exhibition of European Artists**

The Marziart International Art Gallery and Painting School will offer a guided tour through an exhibition of European artists. Furthermore the painting school will open its doors to visitors and gives the opportunity to paint in its art studio. In the evening the vernissage of the current exhibition will take place on the 27 of May from 19-22h and the artists will be there to explain their works to the visitors:

Loz Verney, England

Arian Rexhepi, Kosova

Maria Luisa Persson, Sweden

Anny Plageman Aalbers, Netherlands

Nizara Sabovic, Bosnia-Herzegovina

Teresa Riera, Spain

Everybody is welcome to be a part of the audience!





## Wilhelm Wagenfeld House – Design in the Center

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Country: Germany  
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E-Mail: [andrea\\_kuhfuss@wfb-bremen.de](mailto:andrea_kuhfuss@wfb-bremen.de)

Title of the Activity: **Long Night of Museums (28. May 2010 as part of the ECID)**

The 'Long Night of Museums' will offer a great possibility to visit various museums in Bremen during the Long Night of Museums on the 28<sup>th</sup> of May and most of all a great opportunity to visit not only the exhibition "Ein Stoff für alle Fälle - Kunststoffdesign im 20. Jahrhundert" which deals with the 20<sup>th</sup> century's development of design related synthetic materials, but also lectures and readings. Treat yourself with design highlights from private collectors at our Design Stock Exchange.

## Delft University of Technology

Address: Delft University of Technology, OTB Research Institute for the Built Environment, Jaffalaan 9, 2628 BX Delft, 27 of May

Country: The Netherlands

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### Title of the Activity: **Place Qualities: The 'Forgotten' Dimension in the Agenda of the Knowledge Region Rotterdam-Delft**

Local authorities and universities in Rotterdam and Delft repeatedly express their intention to intensify the existing cooperation between both cities, in order to establish a more effective regional innovation system. The OECD also stressed the importance of cooperation between the two cities in its 2010 report on the role of higher education in the development of the Rotterdam region.

OTB Research Institute for the Built Environment will organize a workshop around the above theme in the framework of the European Creativity and Innovation Day 2011. Invited guests will include representatives of the municipalities of Delft and Rotterdam, Delft University of Technology, Erasmus University Rotterdam, and other relevant organizations.

The workshop will focus on ways the intended cooperation between Delft and Rotterdam may be taken a step further. Taking the OECD analysis as a starting point, the workshop will address important aspects such as the presumed complementarities of both cities' knowledge and innovation infrastructure, and the possible role of various place qualities in the regional innovation system.

## Northern Institute of Thinking

Address: Hafenstrasse 20, 26316 Varel, 27 of May  
Country: Germany  
Contact Person: Joerg Wilke  
Tel: ++49 1739360502  
E-Mail: info@joergwilke.de

Title of the Activity: **Workshop of the Project “AeroMare” –  
Branding for Innovation**

The new brand “AeroMare” is set up to initiate joint actions for innovation to promote specific technical knowledge in the field of aeroplane and maritime industries, including port and logistic companies and windmanufacturing sector as well. A strong network with interactions of knowledge transfer should be build up. Furthermore the Wesermarsch region will contribute best practice examples of technology transfer from company to company showing how highly industrialized regions over Europe will identify the most suitable instruments for facing structural and socio – economic change.

Workshop participants: stakeholders of science institutions, universities and specialized representative companies (shipbuilding, port and aeroplane, windindustry manufacturing companies)

Max. 15 people,

Estimated outcome: strategic papers for set up of technology transfer from company to company.



## Klangwerft Oldenburg

Address: Kriegerstraße 10, 26123 Oldenburg (Oldb)  
Country: Germany  
Contact Person: Alexander Goretzki  
Tel: ++49 441 200 5678  
E-Mail: goretzki@klangwerft.com  
Venue: In the building of the Jugendkulturarbeit e.V.  
Kranbergstraße 55 (Entrance Schlieffenstraße) 26125  
on the 27 of May from 8.00 to 20.00 o'clock

Title of the Activity: **LICHT/ KASERNE A Presentation of Music Projects by Alexander Goretzki in the Kaserne Donnerschwee**

The Donnerschwee barracks is a historical place which reminds of the militaristic history in Germany, including the inhumane time of National Socialism... Since 2009, the society "Jugendarbeit e.V." uses a small part of the barracks for international youth projects. Here in cooperation with partners in Poland, Latvia, Spain, Great Britain, the Netherlands, Italy, France and South Africa bi- and tri-national theater projects with young people are realized. Thus, the military and nationalist aspects of this place are transformed into international understanding, intercultural exchange, reprocessing of past and reflection on the questions of the present and the future. Utopia is a recurrent motif of productions, which are realized in this "historically unpleasant place". In this context transformation means: history is not reversed, forgotten or converted into a fashionable area. Instead it is a goal to find an active and courageous approach for the past with the new power to get new perspectives

and visions which can be drawn for the future.

The Oldenburg's composer, artist and project performer Alexander Goretzki has such an understanding of culture. The artist is visiting the society "Jugendarbeit e.V." on the European Creativity and Innovation Day and will provide an exhibition of his art work. The music of Alexander Goretzki which has been created for theaters, concerts, readings and films will be combined with the dark atmosphere of the location so that audio installations can be experienced. Furthermore Alexander Goretzki will also perform as a singer of songs and mantras from various holistic civilizations. In addition to that the artist will also give spontaneous live-lectures on various issues and will be available for conversations for the visitors.

LICHT / KASERNE

Bringing light into the dark - a sound, a thought, a landscape, a chant.

Creativity and innovation grow in the rootedness, too.

In the ground of being conscious of what lies behind us - what we want to release and transcend.

This activity is kindly supported by Alexander Goretzki

For further information go to:

[www.klangwerft.org](http://www.klangwerft.org)

[www.klangwerft.blogspot.com](http://www.klangwerft.blogspot.com)

[www.licht-kaserne.blogspot.com](http://www.licht-kaserne.blogspot.com)

## HAW Hamburg (Hamburg University of Applied Science)

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Lohbruegger Kirchstraße 65, 21033 Hamburg,  
Room 1.07, 27<sup>th</sup> of May, 16:00-19:00

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Title of the Activity: **Creative City Challenge (CCC) Workshop:  
From Endless Discussions to Efficient Meetings**

As a part of the European Creativity and Innovation Day 2011 the HAW-Hamburg is presenting a CCC-workshop "From Endless Discussions to Efficient Meetings" on the 27 of May. It will be a follow up of the successful workshop "From the Creative Idea to the Strategic Concept" presented last year. Creative entrepreneurs/ employees are invited to participate in this event.

The motivation for this workshop were research result which indicated that many creative small-scale enterprises are very talented in their creative output but have some deficits in strategic and organizational skills.

Intended audience:

People working in the following sectors:

Music, literature, art/art market, theatre, dance film, broadcasting, design (product, fashion, graphic and communication design)

Please do not forget to register for the workshop!

## HAW Hamburg (Hamburg University of Applied Science)

Address: Hamburg University of Applied Science,  
Lohbruegger Kirchstraße 65, 21033 Hamburg,  
Room 1.07, 27<sup>th</sup> of May, 08:30-15:00

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Title of the Activity: **A Specialist Seminar “Creativity and Innovation in Europe: Towards Synergies and Partnerships”**

Various creative and innovation projects are undertaken in Europe and it is believed that much could be gained by providing a platform via which information about approaches, methods and project activities could be exchanged and more synergies and inter-project partnerships between Interreg-funded projects could be achieved. It is for this reason that the specialist Seminar »Creativity and Innovation in Europe: towards synergies and partnerships« is being organized. This way a dialogue between Interreg projects will be fostered and opportunities for synergies will be explored. An additional objective of the seminar is to provide a sound basis for further communication, interaction between projects and encourage joint future initiatives.

## TILLT, artistic interventions in working life (Gothenburg)

Address: Packhusplatsen 2, 41113  
Country: Sweden  
Contact Person: Anna Grzelec  
Tel: ++46 31 712 80 50  
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Title of the Activity: **A BREAKFAST SEMINAR – Creative Innovation in Action**

Shopping center NK and dancer/choreographer Victoria Alarik have recently engaged in a development project and they will tell us more about how artistic competence can boost an organisation!

Creative Innovation is a result-oriented method for creative Product and Service Development, by which an artist is spending one day a week at a workplace during four and a half months. The purpose of the artist's presence is to offer support and new perspectives in the creative development processes and to strengthen the innovation capacity in relation to existing and future challenges.

Victoria Alarik, and Marcus Anderhell, Department Manager at RNB Retail and Brands, who is the major player at NK Gothenburg and Stockholm, shares their experiences. Both of them will be interviewed by TILLT, who was the Project Manager, and a discussion will be held. All of this will of course be accompanied by a breakfast.

The European Creativity and Innovation Day is organized by the FTZ-ALS', Hamburg University of Applied Science.

## Contact:

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