

FOSTERING CREATIVITY WITHIN CITIES
PLAYTIME IS OVER

invitation Thursday October 21st 2010



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OCTOBER 21st 2010

In 2002 Richard Florida published "The Rise of the Creative Class", a book that stresses the importance of creativity for economic growth. Since its publication many cities and regions have experimented with tools and measures to foster creativity. Kortrijk has also worked actively on creative clusters and innovation in recent years.

But how do you move forward, how do you draw up a coherent creativity policy and what are the success factors of such a policy? With this conference the Interreg IVB North Sea project "Creative City Challenge" and the Eurotowns network bring together experts, companies and cities and want to inspire and challenge **cities and regions with creative ambitions**. The conference falls within the scope of the "Innovation Festival".

PROGRAMME

9:00-9:30 AM
INTRODUCTION

- *Filip Santy, Chairman of Intermunicipal Association Leiedal and Alderman responsible for housing and welfare, administrative simplification and volunteer policy of the City of Kortrijk (BE)*
- *Prof. Walter Leal, lead partner of the North Sea project "Creative City Challenge" (DE)*
- *Alain Jordà, president of the Eurotowns network (ES)*

9:30-10:20 AM
CREATIVITY POLICY AT CITY
LEVEL

Lever for cities to stimulate innovation. Testimony of a successful creativity policy by a local authority and impact of the policy on the city.

Keynote speakers:

- *Lasse Paananen, Director of the Creative Tampere programme (FI)*
- *Gerard Marlet, Atlas voor gemeenten (NL)*

10:20-10:50 AM
PECHA KUCHA'S*

Creative projects in the Kortrijk region

10:50-11:20 AM
BREAK

11:20-12:00 AM TESTIMONIES OF CREATIVE COMPANIES

Push and pull factors for creative companies when choosing a place of business and company expectations towards local authorities.

Keynote speakers:

- Ian Small, Head of Public Policy and Corporate Affairs, BBC Scotland (UK)
- Benjamin Vandorpe, Aluci (BE)

12:00-12:30 PM PECHA KUCHA'S*

Creative projects from the Eurotowns network and the "Creative City Challenge" project

12:30-1:45 PM LUNCH

1:45-3:15 PM THE BUDAFABRIC

Creativity policy in practice

Various cities put space at the disposal of creative companies. With the "Budafabric" Kortrijk also wants to create a physical place in the city that forms a bridge between art, culture and economy. But how can such a spot make the difference for creative companies? Testimony of a creative

company and inspiration from cities with similar strategies.

- Wim Vanseveren, Culture Intendant of the City of Kortrijk (BE)
- Steven Dehollander, Pili Pili (BE)
- Testimonies of Venlo (NL), Groningen (NL) and Göteborg (SE)

3:15-3:45 PM BREAK

3:45-4:15 PM PECHA KUCHA'S*

Creative projects from the Kortrijk region

4:15-4:30 PM

Speech by Stefaan De Clerck, Mayor in title of the city of Kortrijk and President vzw Designregio Kortrijk.

4:30-5:30 PM EUROPEAN CREATIVE CITY CHALLENGE AWARD

8:00 PM OFF-PROGRAMME BUDA LIBRE

Monthly one night pub open to anyone who is active in a creative and enterprising way.

VENUE

CONCERTSTUDIO, CONSERVATORIUMPLEIN 1 KORTRIJK, BELGIUM

400m walk from the Kortrijk station
- Parking Appel (Magdalenastraat)
& Schouwburgplein

CONTACT

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Presentations in English.
Translation to Dutch. Free
entrance, registration required.

REGISTRATIONS

www.leiedal.be/ccf-conference
Eurotowns-partners:
katrien.vercruysse@kortrijk.be

MORE INFO

www.creative-city-challenge.net/
kortrijk
www.eurotowns.org

** pecha kucha is a creative presentation technique where speakers have exactly 6 minutes and 40 seconds to give a presentation of 20 slides. Each slide is shown for exactly 20 seconds. This forces speakers to be brief, creative and to the point.*

Examples of pecha kuchas: MyMachine – creative project awarded with the United Nations World Summit Award and the Design Management Europe award • Innovation Festival – a celebration of innovation and creativity across six European cities • Buda Island – Creative and artistic centre of the city of Kortrijk and the Kortrijk region • Kortrijk Congé, a new kind of summer festival of the artistic and cultural centres in Kortrijk • Spikkerelle, daring architecture in a rural town • Humin, cross-fertilisations between companies and the design world • creative projects from CCC- and Eurotowns-partners

Organised by



The European Regional Development Fund



designregio kortrijk



In cooperation with

ORGANISERS

Creative City Challenge is an Interreg IVB North Sea Region project that aims at enhancing the competitiveness and innovation capacity of cities and regions in Europe. The project focuses amongst others on creative industries as catalysts of economic development, on co-operation between authorities, companies and education institutes, and on creative zones in the city. www.creativecitychallenge.net

The Eurotowns network was established in 1991 as the Europe-wide network for towns and cities with populations between 50.000 and 250.000. Towns and cities of this size play a significant part in the economic and social life of Europe.

Eurotowns wants to help these medium sized cities to accomplish their European agendas by creating a forum for partnership working, collaboration and exchange of good practices, by organising a programme of activities and by facilitating access to funds for network activities. The network focuses on the knowledge economy, innovation, competitiveness and sustainability.

There are currently 21 towns and cities in membership of Eurotowns. www.eurotowns.org

This conference is being organised in the framework of the Innovation Festival, from 8 until 25 October 2010. During the festival, Kortrijk and the region will be under the spell of design, creativity and innovation. At the meeting point you'll find a varied programme: the exhibition "Yes, we're open" van Thomas Lommée, "What IF..." expo, demo's with robots, workshops, etc. This Innovation Festival is part of the programme under the Belgian Presidency of the EU. Programme: www.innovationfestival-kortrijk.be