

CREATIVE GYM

2015.
09 JULY
9.00 - 15.20

PROGRAM

9.00 - 9.20

REGISTRATION

9.20

WELCOME

Viktoría Szepvolgyi HU, Anthropolis / Antonia Silvaggi IT, meltingPro

NEW WAYS OF COMMUNICATION AND INSTITUTION STRATEGIES IN THE 21ST CENTURY CULTURAL AND CREATIVE SECTOR

9.30

CONNECTING AUDIENCES *tendencies of arts marketing in Europe*

Raúl Ramos SP, Arts Marketing conference

10.00

SUSTAINABLE MUSEOLOGY *reflections on Sustainability and Curating in the 21st Century Modern Art Museums*

Irene Campolmi DK, Louisiana Museum of Modern Art

ENTREPRENEURSHIP AND EMPLOYMENT CONCEPTS FOR THE SUCCESSFUL OPERATION OF CULTURAL AND CREATIVE PLAYERS

10.30

INNOVATION IN DEVELOPING THE CREATIVE INDUSTRIES *mentoring and incubation for the success of the creative and cultural businesses*

Krisztina Csala HU, Design Terminal

10.50

CREATIVE & CULTURAL SKILLS: PROGRESSION THROUGH COLLABORATION *activities in Building a Creative Nation and the process of motivation with internships*

Sarah Mair Hughes UK / Madeleine Lund UK, Creative & Cultural Skills and National Skills Academy for Creative & Cultural

11.20

Coffee break

11.40

WHEN ARTS MANAGEMENT INFLUENCE ENTREPRENEURSHIP *integrating entrepreneurship within the development of creative practices*

Gerald Lidstone UK, Institute for Creative and Cultural Entrepreneurship, Goldsmith





NEW PERSPECTIVES IN AUDIENCE STRATEGIES

12.10

'THE MEMORY OF BEAUTY' - ACCESSIBILITY FOR NEW AUDIENCES
working with specific target groups for outreach activities

Susanne Meurer IT, Galleria Nazionale d'Arte Moderna

12.40

Sandwich lunch

13.20

AUDIENCE DEVELOPMENT BETWEEN ENGAGEMENT AND PARTICIPATION
creation of social learning spaces

Niels Righolt DK, Danish Centre for Arts & Interculture (DCAI/CKI)

ACTIVE INVOLVEMENT OF AUDIENCIES FOR EMOTIONAL ENGAGEMENT

13.50

EMOTIONAL ENGAGEMENT THROUGH STORIES
Digital Storytelling technique for the outreach of museums, theatres and for emotional involvement of new audiences

David Ban HU, Anthropolis

14.10

WORKSHOP
mapping local challenges and inventing potential perspectives inspired by the discussions of the day

15.10

Closing remarks

