

ABOUT THE CONFERENCE

For several years urban researchers and practitioners have studied the cultural and creative industries – a sector which has evolved from an object of research and a decorative ornament into an element of practical urban and regional economic development. Although discourses and policies have been mainly concentrated on metropolitan areas and big cities, in recent years debate and support programmes have also addressed peripheral areas and smaller towns and cities.

The EU project URBAN CREATIVE POLES is an example of a programme aimed at nurturing the cultural and creative industries in medium-sized cities. The project is going to be finalized in December 2013. The results of the project will be presented at the final conference “Potentials and Challenges of Cultural and Creative Industries in Medium-Sized Cities” and allow a dialogue between researchers and practitioners to share their knowledge and experience regarding the handling of the cultural and creative industries in medium-sized cities.

DETAILS

The conference language is English. German translation will be provided. The participation in the conference is for free. Please register until October 28, 2013 / 28.10.2013: http://www.amiando.com/UCP_finalconference.html



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University of Technology
Cottbus - Senftenberg

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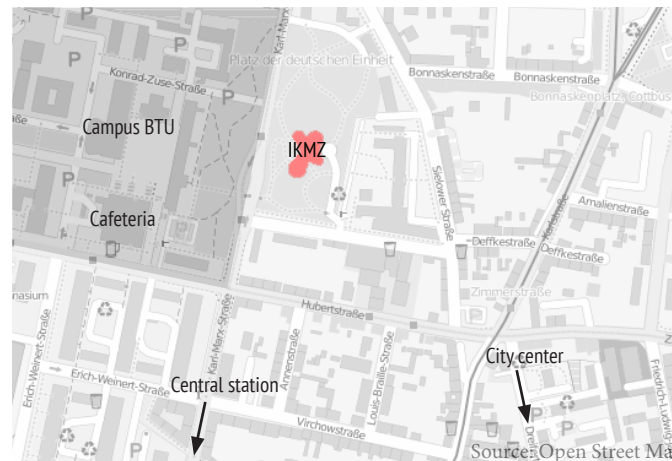


EGC

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Venue:

Information, Communication and Medi Centre (IKMZ),
BTU Cottbus-Senftenberg, Platz der deutschen Einheit 2, 03044 Cottbus



Potentials and Challenges of Cultural and Creative Industries in medium-sized Cities

URBAN CREATIVE POLES PROJECT
Final Conference

Date:
07.11.2013
(Thursday)

Venue:
Information,
Communication and Media Centre
(IKMZ),
BTU Cottbus-Senftenberg,
Platz der deutschen Einheit 2,
03044 Cottbus

Further information:

www.creativepoles.eu
<https://www.facebook.com/pages/Urban-Creative-Poles-project/254108637941170>



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Ministerium für Wirtschaft
und Europaangelegenheiten

UCP FINAL CONFERENCE

Programme

Thursday, November 7th 2013

Venue: Information, Communication and Media Centre (IKMZ),
6th and 7th floor

09:00 - 09:30

Registration

09:30 - 09:50

Welcome

- Dr. Birger Hendriks, Commissioner of Brandenburg University of Technology Cottbus – Senftenberg (BTU)
- Frank Szymanski, Lord Mayor of the City of Cottbus / Holger Kelch, Mayor of the City of Cottbus
- Prof. Dr. Silke Weidner, Head of Chair of Urban Management, BTU Cottbus – Senftenberg

09:50 - 10:10

Introduction to programme/conference

- Marc Altenburg, Nadja Riedel, Chair of Urban Management, BTU Cottbus – Senftenberg
- Eleni Vasileiadou, Entwicklungsgesellschaft Cottbus mbH

10:10 - 11:20

Key notes: Thesis Input

- Prof. Dr. Joan Ganau, University of Lleida, Spain
- Dr. Tom Fleming, TF creative consultancy, London
- Ralf Ebert, stadttart, Dortmund

11:20 - 12:00

Strategies on state and federal level to foster the creative industries

- Christoph Kober, The Federal Government's Centre of Excellence for the Cultural and Creative Industries, Berlin
- Katja Dietrich-Kröck, Brandenburg Economic Development Board, Potsdam

12:00 - 13:15

Lunch Break at Cafeteria of BTU Cottbus-Senftenberg

13:15 - 14:45 / Parallel panels

Panel 1 – Urban development – Strategies and Placemaking

Presentation and Discussion

- Antonella Bruzzese PhD, Politecnico di Milano
 - Ebru Kerimoglu PhD, Istanbul Technical University
 - Nadine Kuhla von Bergmann, Technical University of Berlin
 - Martynas Marozas, director of MMAP urbanize company, Lithuania
- Moderator: Marc Altenburg
Commentator: Prof. Dr. Joan Ganau

Panel 2 – City branding with CCI and cooperation and networks

Presentation and Discussion

- Sebastian Topp, University of Hamburg
 - Dr. Jana-Cordelia Petzold, Cottbus
 - Heléne Bäckström, East Sweden Region (UCP)
 - Sławomir Kotylak PhD; Magdalena Dalecka PhD, University of Zielona Góra (UCP)
- Moderator: Christian Rost
Commentator: Dr. Tom Flemming

14:45 - 15:00

Coffee break and UCP poster exhibition at 7th floor of IKMZ

15:00 - 16:30 / Parallel panels

Panel 3 – Urban development – Mapping of Cultural and Creative Industries

Presentation and Discussion

- Maria Koutsari, National Technical University of Athens
 - Laura Gaskell, University of Nottingham
 - Miriam Močková, University of Žilina
 - Nadja Riedel, BTU Cottbus - Senftenberg
- Moderator: Marc Altenburg
Commentator: Ralf Ebert

Panel 4 – Creative business generator and economic development of CCI

Presentation and Discussion

- Annabelle Peauveau, European Department of Grand Angoulême
 - Heidi Pinkepank, Institut für Neue Industriekultur, Cottbus
 - Noémi Causse, Josephine Hage, Brandenburg University of Applied Sciences
 - Külli Hansen, Tartu Centre for Creative Industries (UCP)
- Moderator: Christian Rost
Commentator: Dr. Tom Flemming

16:30 - 16:50

Coffee break and UCP poster exhibition at 7th floor of IKMZ

16:50 - 17:30

Experiences from the 5 UCP cities - Lessons learned in UCP and today, official signing of UCP Charter

Discussion with representatives from Cottbus, Zielona Gora, Tartu, Klaipeda and Linköping
Moderator: Prof. Dr. Silke Weidner

17:30

Final Discussion and Closing Words

With Moderators and Keynoters

Moderators: Marc Altenburg, Christian Rost

18:15

Get-together with finger food and drinks at 7th floor of IKMZ

19:30

Possibility of joint visit of Film Festival Cottbus

www.filmfestivalcottbus.de