



CreativeCities®

(IV) Conference kreanta Foundation

The Impact of culture on the territory and the Economy of cities

24th, 25th and 26th November 2011
Madrid

CentroCentro. Palacio de Cibeles
Plaza de Cibeles, 1
28014 Madrid

www.kreanta.org
www.centrocentro.org
Blog www.ciudadescreativas.org

Kreanta Foundation and CentroCentro of the City Council of Madrid are organizing the Fourth International Conference on Creative Cities. A three day event for professionals to discuss and reflect about creativity, innovation and culture in the cities.

PROGRAM

Thursday 24th of November

8:30h - 9:00h

Accreditations and documentation

Morning Session

9:00-9:30

Conference Presentation

Field: **CULTURE, UNCERTAINTY AND DIVERSE CITIES**

FIRST PART

Presentations

9:30h - 10:00h

The culture of uncertainty

Josep Ramoneda. *Director of the Center of Contemporary Culture of Barcelona, Spain.*

10:00h - 10:30h

Inclusive diversity, dialogue and innovation

Ali Madanipour. *Professor of Urban Design at Newcastle University, UK.*

10:30h - 11:15h

Debate-Discussion with the speakers

Moderator: Carlos Baztán. *General Coordinator of Culture and Cities. Arts areas, City Council Madrid.*

11:15h - 11:45h

Coffee Break

SECOND PART

Presentations

11:45h - 12:15h

Living culture: the politics of common good

Celio Turino. *Leader of Pontos de Cultura Program and former Secretary of Brazilian Culture Department, Brazil.*

12:15h - 12:45h

Urban Palimpsest

Juan Luis Mejía. *Vicechancellor of EAFIT University of Medellín, Colombia.*

12:45h - 13:30h

Debate-Discussion with the speakers

Moderator: Carlos Alberdi. *Director of cultural and scientific relations of the Spanish Agency of State for International Cooperation.*

13:30h - 15:30h

Lunch

Evening session

Field: **SCIENCE, INNOVATION AND SOCIAL ENTREPRENEURSHIP**

FIRST PART

Presentations

15:30h - 16:00h

Museums of science as a tool for social change

Jorge Wagensberg. *Professor in the Theory of Irreversible Processes at the Faculty of Physics at the University of Barcelona, Spain.*

16:00h - 16:30h

Co-cities

Alfons Cornella. *Founder and president of Infonomia, Spain.*

16:30h - 17:00h

Debate-Discussion with the speakers

Moderator: Rubén Gutiérrez del Castillo. *Advisory Board Member of the Creative Cities Conference. Studies and Research Coordinator of the Autor Foundation.*

17:00h - 17:15h

Break

SECOND PART

Presentations

17:15h - 17:45h

New territories for art are new languages for policy

Inés Sanguinetti. *Co-Founder and President of Crear vale la pena (To Create is Worthwhile). Coordinator of the Latin American Network for Social Transformation Art.*

17:45h - 18:15h

Innovative social entrepreneurs: a force for change. Everyone a Changemaker... an achievable dream

Maria Zapata. *International Operations Director of Ashoka Social Entrepreneurs and Co-Chair of Ashoka Globalizer Program, Spain.*

18:15h - 19:00h

Debate-Discussion with the speakers

Moderator: Félix Manito. *Co-director of the Creative Cities Conference. President of Kreanta Foundation.*

19:30h - 21:00h

Field: **CREATIVE MADRID**

Visit to Matadero Madrid, Center for Contemporary creation

Friday 25th of November

Field: **DIGITAL SOCIETY**

AND OPEN CULTURE

FIRST PART

Presentations

9:00h - 9:30h

Hacking Education. Creating persuasive devices beyond the broadcast paradigm.

Alejandro Piscitelli. *Professor of Buenos Aires University and expert in social networks, Argentina.*

9:30h - 10:00h

Digital culture, smart citizens and open cities.

Juan Freire. *Professor University of A Coruña and managing partner of Trend Lab, Spain.*

10:00h - 11:00h

Debate-Discussion with the speakers.

Moderator: José Ramón Insa. *Co-director of the Creative Cities Conference Coordinator of projects and international culture networks of Zaragoza City.*

11:00h - 11:30h

Coffee Break

SECOND PART

Presentations

11:30h - 11:50h

Culture is an infinite palimpsest

Pedro Jiménez. *Coordinator of Zemos 98, Spain.*

11:50h - 12:10h

ColaBoraBora. An unexplored paradise around the commons

Ricardo Antón. *Co-director of Amasté, España.*

12:10h - 12:30h

Medialab-Prado and business collaboration. A Project

Juan Carrete Parrondo. *Director of Medialab-Prado, Spain.*

12:30h - 12:50h

Technology: medium and channel for a more just and sustainable world

Alberto Gimeno. *Cachirulo Valley project, Spain.*

13h:00 - 14:00h

Debate-Discussion with the speakers.

Moderator: José Ramón Insa. Co-director of the Creative Cities Conference Coordinator of projects and international culture networks of Zaragoza City.

14:00h - 15:30h

Lunch

Evening session

Field: CITIZENSHIP, CULTURE AND TERRITORY

Presentations

15:30h - 16:00h

From local to global: the relevance of the neighborhood in an era of globalization and mobility

Ronald van Kempen. *Urban Geography Professor of Utrecht University, Netherland.*

16:00h - 16:30h

The creative city and knowledge city: Milan and the cultural economy

Silvia Mugnano. *Professor of Sociology and Social Research of Milan-Bicocca University, Italy.*

16:30h - 17:00h

La Casa Encendida: in Community

José Guirao. *Director of La Casa Encendida of Madrid, Spain.*

17:00h - 17:45h

Debate-Discussion with the speakers

Moderator: Montserrat Pareja Eastaway. Co-director of the Creative Cities Conference. Professor of Economics at the Autonomous University of Barcelona.

17:45h - 18:00h

Closing

19:00h - 21:00h

Field: CREATIVE MADRID

Visit to La Casa Encendida

Saturday 26th of November

9:30h - 14:00h

Field: CREATIVE MADRID

Knowledge of three equipments and relevant projects in Madrid, through the development of creativity and cultural innovation.

9:00h

Visit to CentroCentro. Palacio de Cibeles

11:00h

Visit to Medialab Prado

13:00h

Visit to Studio Banana Cultural

GOOD PRACTICES

The fourth Conference preserves the section of the promotion of good practices in the areas addressed. Selected experiences are already available in the blog, on the Offprint and the book to be published in 2012.

BLOG, WEB AND SOCIAL NETWORKS

The Conference has a specific blog (www.ciudadescreativas.org) containing information on the Conference speakers and content. Further content and videos of the 1st, 2nd and 3rd Conference are also available on the Kreanta Foundation website (www.kreanta.org). Finally, the Conference is present on Facebook (www.facebook.com/ciudadescreativas) and Twitter (@JornadasKreanta).

ORGANIZING COMMITTEE

General Coordination: Félix Manito, Montserrat Pareja-Eastaway, Cristina Conde de Beroldingen and José Ramón Insa. **Board of Advisors:** Lluís Bonet, Javier Brun, Jesús Cantero, Xavier Cubeles, Ferran Mascarell, Eduard Miralles, Rubén Gutiérrez del Castillo, Jordi Pascual, Josep Ramoneda, Pau Rausell, Fina Sitjes, Fernando Vicario, Ramón Zallo. **Contents management:** Carme Molero (Kreanta Foundation), Pilar de Navascués (CentroCentro) and María Jesús de Andrés (CentroCentro). **Communication:** Cristina Rodríguez (Kreanta Foundation) and Sandra Blanch (CentroCentro). **Technical secretariat:** Beatriz Marbella (Kreanta Foundation) and Ester Rodríguez (CentroCentro).

FEE: 150 € (VAT included)

The registration fee covers admission to the work sessions, the books from 1st, 2nd, and 3rd Conferences, coffee breaks and material to be handed out during the Conference. In addition, participants will receive a certificate of attendance by email after the Conference. The Conference working language will be Spanish, with simultaneous translation into English.

Travel expenses, accommodation and meals shall be met by Conference attendees.

Space is limited.

CONFERENCE SCHEDULE

24th and 25th November 2011

9.00 a.m. to 2.00 p.m.

and 3.30 p.m. to 7.00 p.m.

26th November 2011

9.30 a.m. to 2.00 p.m.

REGISTRATION PROCEDURES:

Complete the online registration form available on the Kreanta Foundation's website (www.kreanta.org) or e-mail a request to: ciudadescreativas@kreanta.org

CONFERENCE SECRETARIAT

Kreanta Foundation:

- **Information: Telephone +34 934 301 427**

- **Registration e-mail:**

ciudadescreativas@kreanta.org

or web www.kreanta.org

Institutions collaborating:

Organized by:

