

NDPC Cultural Forum

meets

b.creative

Reaching New Horizons: Creative Entrepreneurship and Museums

PROGRAMME

10/12/2020

at 12.30–16.00 CET ONLINE

11/12/2020

at 10.00–15.00 CET ONLINE

(10.00–20.00 CET ONSITE)

THE FORUM IS ORGANIZED BY:

the Northern Dimension Partnership on Culture (NDPC),
Ministry of Culture of the Russian Federation and
b.creative network.

10/12

ONLINE

12.30

Welcome words

- Ministry of Culture, Russian Federation
- NDCP Secretariat
- B.CREATIVE network Secretariat

12.40

Inspirational speech

13.00

Plenary session: panel discussion

“Cultural and creative sectors as change-makers for 21st century challenges”

Museum professionals and creative entrepreneurs will bring in their experience to put in perspective and discuss the contribution of cultural and creative sectors in the backdrop of global challenges, including the pandemic, preservation of the environment, social cohesion and new technologies.

PANELLISTS:

Ineta Zelča-Sīmansone, Museologist, Head of Creative Museum think-tank

Elena Zelentsova, Vice President, the Director of Urban Environment Development, Skolkovo Foundation

Jani Joenniemi, Founder of EARS

Tere Badia, Secretary General of Culture Action Europe

MODERATOR:

Philippe Kern, B.CREATIVE President/Founder and MD KEA

14.00

Matchmaking

Spontaneous 'dates' between participants (peers, cultural and creative industries' representatives, speakers and organizations from all around the region) according to their interest and availability.

14.30

Break

14.45

Parallel workshops

WORKSHOP 1: Creative ecosystems

Bring in your experience and discuss with other delegates and speakers from creative, business and policy backgrounds what defines a creative ecosystem and what can be done to drive change in the places we live in.

WORKSHOP 2: Stimulating a cross-disciplinary innovation culture

The value of cross disciplinary working cannot be unleashed just by grasping a handful of people from different disciplines and putting them in a room. An energising hands-on workshop to design together the ways we can create optimum conditions to solve complex issues in creative organisations and further.

15.45

Workshop wrap-ups

16.00

Closing the first day

11/12

ONLINE &
ONSITE

10.00

Opening and panel discussion

“Innovating inside and outside the museum”

How can the museum adapt to new social, environmental, technological and now sanitary context? What are the opportunities? With speakers on the verge of design, art and technology, this panel casts a new light on both the role of the museum as a social and creative space and relations with its local or international community and the wider cultural and creative sector.

PANELLISTS:

Riitta Kaivosoja, Director General, Department of Art and Cultural Policy, Ministry of Education and Culture of Finland

Tarja Halonen, Director of the Finnish National Gallery

Elena Kalnitskaya, General Director of the Museum-Reserve Peterhof

Zuzanna Stanska, Founder of DailyArt

Sergiu Ardelean, Co-founder and CEO at Artivive

Other panelists TBC

MODERATOR:

Alla Manilova, the State Secretary - Deputy Minister of Culture of the Russian Federation

11.30

Inspirational speech

Making your museum digital

Ott Sarapuu, Partner at exhibition design production company MOTOR, CEO of Proto Invention Factory

	ONLINE	ONSITE
11.50	Matchmaking Continuation of spontaneous ‘dates’ between participants (peers, cultural and creative industries’ representatives, speakers and organizations from all around the region) according to their interest and availability.	Break
12.30	Break	
13.00	Parallel online workshops WORKSHOP 1: Creating interactive content for museums Special hands-on Augmented Reality Art workshop with Artivive (2 hours). With this workshop you will learn what Augmented Reality Art is, how you can use it to build a narrative, and how people interact with it. MODERATION: Sergiu Ardelean , Artivive (AT)	WORKSHOP 1: Innovating narrative in museums: tips and tricks WORKSHOP 2: Art performance in museums: new ways to share visual art

	ONLINE	ONSITE
15.00	Workshop wrap-ups, Closing of the Online Forum	
14.40	Visits of virtual booths Interested to promote your project or get future partners on board? Apply for a showcase of your organization or project in virtual booths (contact: laila@helve.eu)	Break
15.00	Virtual showcases (1 hour)	Virtual tours of museums (presentations)
17.00		Cultural program

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