

# 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:



MINISTRY OF CULTURE  
RUSSIAN FEDERATION

**b.creative**

**10/12**  
ONLINE

**12.30**

#### Welcome words

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

**12.40**

#### Inspirational speech

**Jon Stever**, Co-Founder and Managing Director at Innovation for Policy Foundation

**13.00**

#### Plenary session: panel discussion

**“Cultural and creative sectors as change-makers for 21<sup>st</sup> 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:**

**Arthur Le Gall**, B.CREATIVE Treasurer/Director of 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.

**MODERATION: Külli Hansen**, Project manager, Tartu Centre for Creative Industries

#### **WORKSHOP 2: Finding common grounds for collaboration between museum and creative communities**

Starting from participants' successful and unfruitful experiences we will draw together a common possible path between creatives and museums: what are the challenges, how can we improve the communication and the relationships?

**MODERATION: Clémentine Daubeuf**, Associate Director at KEA

## 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**, Chairperson of the Board of Directors of the Finnish National Gallery

**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
<b>11.50</b>	<b>Matchmaking</b> 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.	<b>Break</b>
<b>12.30</b>	<b>Break</b>	
<b>13.00</b>	<b>Parallel online workshops</b> <b>WORKSHOP 1: Creating interactive content for museums</b>  <b>Special hands-on Augmented Reality Art workshop with Artivive (2 hours).</b> 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.  <b>MODERATION: Sergiu Ardelean, Artivive (AT)</b>	<b>WORKSHOP 1: Innovating narrative in museums: tips and tricks</b>

	ONLINE	ONSITE
	<p><b>WORKSHOP 2: Innovative exhibition in museums: tips and tricks with Toyno</b></p> <p>MODERATION: <b>Roberta Mansur / Mariana Cardos</b></p> <p>[1,5 hours]</p>	<p><b>WORKSHOP 2: Art performance in museums: new ways to share visual art</b></p>
<b>14.40</b>		Break
<b>14.40</b>   <b>16.00</b>	<p><b>Virtual showcase</b></p> <p>Interested to promote your project or get future partners on board? Apply for a showcase of your organization or project in virtual booths (contact: <a href="mailto:laila@helve.eu">laila@helve.eu</a>)</p>	
<b>15.00</b>	<p><b>Workshop wrap-ups, Closing of the Online Forum</b></p>	<p><b>Virtual tours of museums (presentations)</b></p>
<b>17.00</b>		Cultural program

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