

OPEN UP! OPEN UP! OPEN UP! CREATIVE PLACEMAKING CREATIVE PLACEMAKING FESTIVAL 2015 FESTIVAL 2015 December 2-3, December 2-3, Pilsen and Prague Pilsen and Prague

*“We shape our tools and
they in turn shape us”*

Marshall McLuhan

CONCEPT

Creative placemaking and sustainable urban development are currently among the most intriguing social challenges. We will discuss questions such as:

- How can designers, urban planners, architects, cultural entities and individuals contribute to these processes?
- What new role can abandoned industrial sites play in towns and cities? How could new technologies be employed in cities' development and transformation? What are the new forms of financing?
- How can various models of engaging citizens and attracting tourists help (re)create cities, towns and localities, and make them a better place?
- How should cities implement cultural strategies and involve entrepreneurs, artists, citizens and politicians?

The aim of this year's festival is to debate culture driven urban development among all stakeholders: policy makers, artists, representatives of cultural and creative entrepreneurs and institutions, architects, designers, developers and the general public.

WEDNESDAY, DECEMBER 2

Venue: DEPO2015, Pilsen



11:00–11:30

Welcome and Keynote

Tomas Diez Ladera, Fab Lab Barcelona

11:30–12:30

Virtual in the Service of the City

Digital technologies for civic engagement, mapping, and city planning

Speakers:

- Jakub Deml, Hidden City
- Michal Lehečka, Anthropictures
- Levente Polyak, KÉK - Hungarian Contemporary Architecture Center
- Luděk Slouka, MasterCard

Chair: TBC

12:45–13:45

The Policy of Innovation – Cooperation of the Public, the Private Sector, and the Individual

The strategic development of cities, economic and culture-driven development

Speakers:

- Michal Hladký, Creative Industry Kosice
- Katja Lucker, Musicboard Berlin (TBC)
- Hana Třeštíková, Councilor for Culture, Prague 7
- Representative of Amsterdam Economic Board (TBC)

Chair: David Kašpar, k r e p - support of culture and creative industries in Prague

14:45–15:45

Modern Cultural Institution

Creative industries, the conversion of post-industrial infrastructure, and community involvement

Speakers:

- Agata Etmanowicz, Fabryka Sztuki Lodz
- Peter Radkoff, Tabačka Košice
- Jiří Sulženko, Pilsen 2015 / DEPO2015
- Kim Tuin, NDSM Amsterdam

Chair: Zora Jaurová, Creative Industry Forum

16:00–17:00

Innovative Financing:

Eroding Traditional Funding Schemes?

Crowd-related tools, sharing economy, multi-source financing

Speakers:

- Michael Badics, Ars Electronica Solutions
- Štěpán Kubišta, Játka 78
- Lucie Tvarůžková, Zonky

Chair: Martin Leskovjan, Fair Art

Organized in cooperation with the Representation of the European Commission in the Czech Republic within the Debate YOUrope series.

19:00 – 21:00

OPEN APP! THE NIGHT

Presentations by the finalists of the Open App! Competition and the announcement of the winner

From 21:00

OPEN UP! THE PARTY

Informal networking and DJ

THURSDAY, DECEMBER 3

Venue: Centre for Contemporary Art DOX, Prague



11:30–17:00

WORKSHOPS (invitation-only)

Four parallel workshops

- **Virtual in the Service of the City**
- **The Policy of Innovation - Cooperation of the Public, the Private Sector, and the Individual**
- **Modern Cultural Institution**
- **Innovative Financing: Eroding Traditional Funding Schemes?**

**DRAFT
AGENDA**