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# b.creative

## Programme

14/15 November 2017  
Shanghai (China)



Co-funded by the  
European Union



In association with:

**KEDGE** CREATE  
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*Creative*  
INDUSTRIES  
& CULTURE  
EXPERTISE

中央美术学院  
Central Academy of Fine Arts

# Day 1. 14 Nov.

Venue: Guesthouse Xi Jiao 580 QingXi Road,  
Changning District, Shanghai

会场：上海长宁区青溪路580号西郊宾馆

## 10.00 - 18.00

China – EU High-Level People  
to People Dialogue (HPPD)  
Seminar on Culture and Urban  
Development: Cooperation and  
Sustainability Panel for Cultural  
Professionals

中欧高级别人文交流对话文化  
与城市发展研讨会：合作  
与可持续性发展  
文化产业专业人士小组

Cultural professionals from 13  
European Capitals of Culture will  
share experiences with 10 Culture  
Cities from East Asia.

Seminar hosted by the Ministry of  
Culture of the People's Republic of  
China.

来自欧盟13个不同文化之都的文化  
产业专业人士将与来自东亚10  
个不同文化城市的专业人士进行  
经验分享

该研讨会由中华人民共和国文化  
部主办

### Moderators 主持人:

- Prof. Chen Shenglai
- Dr. Ulrich Fuchs

## 19.00

Dinner 晚宴

# Day 2. 15 Nov.

Venue: 1099, No.2 South Huanhu Road,  
Nanhui Xincheng, Pudong New District, Shanghai

上海市浦东新区南汇新城镇环湖南二路1099号

## 9.00 - 9.30

Registration/Welcome注册/欢迎

## 9.30 - 9.50

Welcoming Speeches 致欢迎辞

## 10.00 - 10.50

Keynote: Design to Confront  
Urban Challenges

主旨发言：设计以面对城市  
的挑战

- Pauline Marchetti - Sensual City  
Studio, France
- Song Xiewei - School of Design,  
Central Academy of Fine Arts,  
China  
宋协伟\_中央美术学院设计学院  
院长、教授

### Moderator 主持人:

- Philippe Kern - KEA, Belgium

## 10.50 - 11.50

Panel: Mobilising Cultural  
Resources to Address Urban  
Challenges

小组讨论:

调动文化资源，解决城市面  
临的挑战

Followed by Q&A Session  
接问答环节

- Tere Badia - Hangar, Spain
- Mario Husten - Das Eckwerk,  
Germany
- Jon Stever - The Office, Rwanda

### Moderators 主持人:

- Prof. Anne Gombault - Kedge, France
- Prof. Yu Ding - CAFA, China

### 11.50 - 12.15

#### Break 中间休息

### 12.15 - 12.45

#### Creative Tracks interactive platform

#### Status and What's Next?

#### Creative Tracks 互动平台: 现状和下一步是什么?

[www.creativetracks.org](http://www.creativetracks.org)

- Clémentine Daubeuf - KEA, Belgium
- Marko Radenković - Nova Iskra, Serbia

### 12.45 - 14.00

#### Lunch break 午餐休息

### 14.00 - 15.30

#### Panel: Urban Transformation and Community Involvement 小组讨论: 城市改造和社区 参与

#### 案例展示

- Emma Gould - Round House, UK
- Airan Berg - Artistic Advisor, Austria
- Susa Pop - Public Art Lab / Connecting Cities Network, Germany
- Zheng Peiguang - Shanghai Redtown Cultural Development Co., Ltd., China  
郑培光\_上海市红坊文化产业园区创始人

### 15.30 - 16.00

#### Break 中间休息

### 16.00 - 16.30

#### Presentation Winner of the b.creative challenge 为b.creative 挑战赛获奖者授 奖

To present the Award 颁奖人:

- Tibor Navracsics - European Commissioner for Education, Culture, Youth and Sport  
教育、文化、青年和体育委员
- Sana Ouchtati - Cultural Diplomacy Platform  
比利时文化外交平台

To winner 获奖人:

- Aris Papadopoulos - LATRA, Greece 希腊

### 16.30 - 17.30

#### Panel: the Future of International Networking 小组讨论: 国际人际关系网 络的未来

- Jani Joenniemi - EARS, Finland
- Edouard Meier - Creatis, Belgium
- Liz Kilili - Creatives Garage, Kenya
- Zhao Rong - Design Society of China Merchant Shekou Holdings/ Shekou Design Museum, China  
赵蓉 深圳招商局设计互联 / 海上世界文化艺术中心助理馆长

### 17.30 - 18.00

#### Wrap up - Closing Speech - Officials

#### 总结——闭幕致辞——官员

A disruptive view on the day 今日  
颠覆性观点

- Yves Mettler - Artist, Entrepreneur, Switzerland  
艺术家、企业家, 德国

[www.bcreativetracks.com](http://www.bcreativetracks.com)

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