

Digitalisation and Creativity

Date: 14th of November

Time: 08.30 – 17.30 (Cocktail reception at Vienna House at 19.00)

Venue: Representation of the European Region Tyrol-South Tyrol-Trentino, Rue de Pascale 47, Brussels

08.30 Registration and coffee

09.00 Welcome

Vesna Caminades, Head of the Liaison Office Brussels of the Autonomous Province of Bozen/Bolzano - South Tyrol
ERRIN Design & Creativity Working Group Leaders
Susanne Strohm, Vienna Business Agency, Head of Brussels Office

09.10 EU Priorities and Vision

Barbara Stacher, Creative Economy Expert, European Commission, DG for Education, Youth, Sport and Culture

Theme 1: Boosting Business

09.30 Supporting Digital Creativity

Ute Stadlbauer, Program Manager for Creative Industries, Vienna Business Agency
Christina Alge, Program Manager for Creative Industries, Vienna Business Agency

09.50 Sprint:Digital – Designing an Effective Way Towards Digital Transformation

Aase Højlund Nielsen, Head of Development, D2i Cluster

10.10 Designer in Residence: Innovation in Digital Cluster Imaginove

Laurent Vacheresse, Project Manager of Cité du Design

10.30 Coffee Break

Theme 2: Innovative Collaborations

11.00 Co-designing a Smart Object Together with Children

Dr. Seçil Uğur Yavuz, Research Fellow, Free University of Bozen-Bolzano, Faculty of Design and Art

11.20 Cluster Analysis: How Can Designers and the National Bureau of Statistics Work Together in a City?

Vera Winthagen, Strategic Designer, City of Eindhoven
Niky van Geffen, Policy Researcher, Central Bureau of Statistics of the Netherlands

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- 11.40 Augmented Urbans: Enhancing Openness of the Urban Planning Process via XR and Service Design**
Päivi Keränen, Project Manager for Augmented Urbans, Metropolia University of Applied Sciences
- 12.00 Corporates Meet Creatives: How to Implement Digital Innovations by Adding the Social Side**
Tom Kortbeek, Creative Sector Entrepreneur
Hilmer Thijs, Creative Sector Entrepreneur
- 12.20 Designscapes – Funding Innovative Solutions to Urban Challenges**
Francesco Molinari, international researcher and policy advisor
- 12.30 Lunch**

Theme 3: Creative Systems and Strategies

- 13.30 The Emilia-Romagna Cultural and Creative Industries Cluster**
Francesca Passeri, Research and Innovation Brussels Office, Aster Regione Emilia-Romagna
- 13.50 Building the Design Ecosystem of the Basque Country – Industry & design 4.0**
Brigitte Sauvage, Industrial Designer and Member of EIDE – the Association of Designers of the Basque Country
- 14.10 The Role of Design in the Growth of the Creative industries Cluster of Guimãres**
Elsa Ferreira Nunes, Managing Partner, IrRADIARE
- 14.30 Introduction to the afternoon session/workshops + finding rooms**
Moderator and discussion leader:
Maciej Hofman, Culture Policy Expert in Urban and Regional Contexts
European Commission, DG for Education, Youth, Sport and Culture
- 14.45 Three rounds of Parallel Workshops**
- *Boosting Business*
 - *Innovative Collaborations*
 - *Creative Systems and Strategies*
- 16.15 Coffee break**
- 16.45 Presentation of workshop results and discussion**
- 17.15 Wrap-up**
- 19.00 Cocktail reception at Vienna House (Avenue de Tervueren 58, 1040 Brussels)**
The event is followed by “Vienna Calling: Creatives” – evening reception and presentation of open call 2019 for international businesses in the creative industries, hosted by Vienna Business Agency from 19 :00 – 22 :00 at Vienna House (Avenue de Tervuren 58, 1040 Brussels).

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Design Days 2018 – Workshops

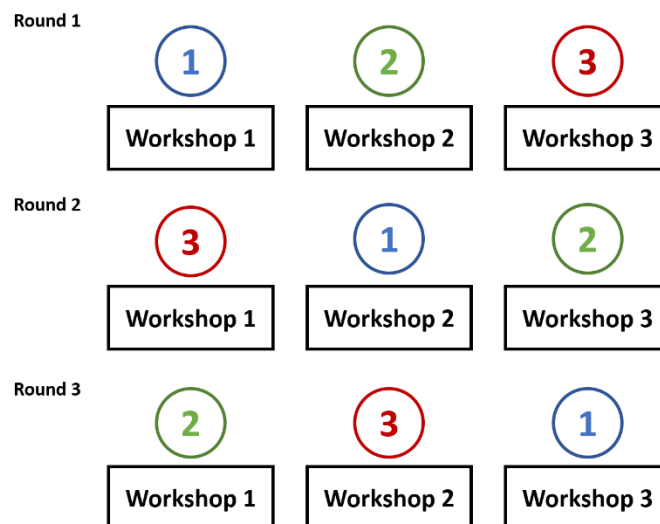
The overall objective of the conference is for the participants to leave with new ideas, new contacts and hopefully new potential collaborations. The workshops will let you meet new people and discuss your ideas with them.

There will be workshops running in parallel. Conference participants will be randomly assigned to one of three groups, all of which get a specific starting workshop where they will spend 30 minutes, before going to their second workshop, and then the third. This means that all participants will have been in all workshops when the three rounds are over.

The three themes for the workshops are:

- Boosting Business
- Innovative Collaborations
- Creative Systems and Strategies

Illustration of the workshop order:



At the end of the conference, we will summarise and discuss the findings from the workshops in plenary.

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