



Città di Lecce



## CreArt CONFERENCE

# “NEW WAYS TO MANAGE AND FINANCE CREATIVE SPACES IN EUROPE”

21 November 2014

Location: Palazzo Turrisi. Lecce

9:00 – 9:30 Arrival of participants and registration

### 09:00 – 09:30 INAUGURATION

-**Mr. Alesandro delli Noci**. *City Councillor for technological innovation, EU policies, and youth policies*

-**Mr. Lorenzo Madaro**. *Artistic Coordinator CreArt in Lecce*

-**Mr. Juan González-Posada M.** *Coordinator of CreArt*

### 09:30 - 10:30 –Lecture

“**Researchs on access to finance cultural and creative sectors**”

**Mrs. Isabelle De Voldere**

*Expert in the field of "Competitiveness and Innovation". IDEA Consult. Bruxelles*

Presented by **Mr. Giampero Corvaglia**, *President Axa Cultura and entrepreneur*

### 10:30 - 11:30 –Lecture

“**The impact of cultural spending**”

**Mr. Olivier Le Guay**

*Editorial Manager, Forum d'Avignon*

Presented by **Mrs. Tiziana Rucco**, *Director Liceo Artistico Pellegrino, Lecce.*

### 11:30 - 12:00 –Lecture

“**The role of the EU to finance Culture. The Creative Europe Programme**”

**Mr Marc-Hector. Vanderhaegen**

*Programme manager at the European Commission, Directorate General for Education and Culture, Culture unit, Creative Europe - culture sub-programme. (Bruxelles)*

Presented by **Mr. Alessandro delli Noci**. *City Councillor for technological innovation, EU policies, and youth policies*

### 12:00-12:15– Coffee break

### 12:15-13:30– Round table

“**What kind of artistic and creative spaces are needed in Europe? How?**”

- **Mrs. Maria Iglesias**. *Head of Research and Analysis at Kea European Affairs. Bruxelles*

- **Mr. Olivier Le Guay**. *Editorial Manager of the Forum d'Avignon*

- **Mrs. Isabelle De Voldere**. *Expert in the field of "Competitiveness and Innovation". IDEA Consult. Bruxelles*

Presented by **Mr. Claudio Delli Santi**, *Director Accademia di Belle Arti, Lecce*

### 13:30-15:00- Lunch

### 15:15 –16:15- Lecture

“**Everything you always wanted to know before starting a creative project, but were afraid to ask**”

**Mrs. Marta Borreguero**. *ARTImetría. Barcelona*

Presented by **Mr. Nicola Massimo Elia**. *Director Must Museum, Lecce*

16:15 – 17:00- Lecture

**“Artistic services for new times. The experience of Ars Electronica Futurelab”**

**Mr. Horst Hörtner**, *Director Ars Electronica Futurelab (Linz)*

Presented by **Holger Jagersberger**. *Coordinator Atelierhaus Salzamt in Linz*

17:00-17:15- Coffee break

17:15 – 18:45 Round table

**“Artists, managers, policies and public. The challenges of new times.”**

- **Mr. Horst Hörtner**, *Director Ars Electronica Futurelab (Linz)*

- **Mrs. Marta Borreguero**. *ARTImetría. Barcelona*

- **Ms. Sarah Ciraci**. *Artist*

- **Mr Marc-Hector. Vanderhaegen**, *Programme manager at the European Commission, Directorate General for Education and Culture, culture unit, Creative Europe - culture sub-programme. (Bruxelles)*

Presented by **Mr. Antonio Basile**, *Art Critic, professor at Accademia di Belle Arti, Lecce.*

18:45 – 19:00 - CONCLUSIONS. CLOSING CONFERENCE