

CREATIVE GYM

2015.

09 JULY

9.00 - 15.20

DESIGN TERMINÁL

1051 BUDAPEST, ERZSÉBET TÉR 13.

MUSCLE PUMP

FOR CREATIVE AND CULTURAL

PLAYERS

Globális
gyakorlatok
a kulturális és
kreatív iparágak
21. századi
nézőpontjairól

PROGRAM

9.00 - 9.20

REGISTRATION

9.20

WELCOME

Viktoria Szepvolgyi HU, Anthropolis / Antonia Silvaggi IT, meltingPro

NEW WAYS OF COMMUNICATION AND INSTITUTION STRATEGIES IN THE 21ST CENTURY CULTURAL AND CREATIVE SECTOR

9.30

CONNECTING AUDIENCES *tendencies of arts marketing in Europe*

Raúl Ramos SP, Arts Marketing conference

10.00

SUSTAINABLE MUSEOLOGY *reflections on Sustainability and Curating in the 21st Century Modern Art Museums*

Irene Campolmi DK, Louisiana Museum of Modern Art

ENTREPRENEURSHIP AND EMPLOYMENT CONCEPTS FOR THE SUCCESSFULL OPERATION OF CULTURAL AND CREATIVE PLAYERS

10.30

INNOVATION IN DEVELOPING THE CREATIVE INDUSTRIES *mentoring and incubation for the success of the creative and cultural businesses*

Krisztina Csala HU, Design Terminal

10.50

CREATIVE & CULTURAL SKILLS: PROGRESSION THROUGH COLLABORATION *activities in Building a Creative Nation and the process of motivation with internships*

Sarah Mair Hughes UK / Madeleine Lund UK, Creative & Cultural Skills and National Skills Academy for Creative & Cultural

11.20

Coffee break

11.40

WHEN ARTS MANAGEMENT INFLUENCE ENTREPRENEURSHIP *integrating entrepreneurship within the development of creative practices*

Gerald Lidstone UK, Institute for Creative and Cultural Entrepreneurship, Goldsmith

NEW PERSPECTIVES IN AUDIENCE STRATEGIES

12.10

'THE MEMORY OF BEAUTY' - ACCESSIBILITY FOR NEW AUDIENCES *working with specific target groups for outreach activities*

Susanne Meurer IT, Galleria Nazionale d'Arte Moderna

12.40

Sandwich lunch

13.20

AUDIENCE DEVELOPMENT BETWEEN ENGAGEMENT AND PARTICIPATION *creation of social learning spaces*

Niels Righolt DK, Danish Centre for Arts & Interculture (DCAI/CKI)

ACTIVE INVOLVEMENT OF AUDIENCES FOR EMOTIONAL ENGAGEMENT

13.50

EMOTIONAL ENGAGEMENT THROUGH STORIES *Digital Storytelling technique for the outreach of museums, theatres and for emotional involvement of new audiences*

David Ban HU, Anthropolis

14.10

WORKSHOP *mapping local challenges and inventing potential perspectives inspired by the discussions of the day*

15.10

Closing remarks

DÍJMENTES JEGYEK: CREATIVEGYM.EVENTBRITE.COM

BŐVEBB INFORMÁCIÓ: WWW.ANTHROPOLIS.HU, OFFICE@ANTHROPOLIS.HU

AZ ESEMÉNY AZ **ANTHROPOLIS EGYESÜLET** SZERVEZÉSÉBEN, AZ EURÓPAI UNIÓ LEONARDO PARTNERSHIPS PROGRAM TÁMOGATÁSÁVAL VALÓSUL MEG.

AZ ESEMÉNYEN VALÓ RÉSZVÉTEL DÍJMENTES ÉS REGISZTRÁCIÓHOZ KÖTÖTT. A RENDEZVÉNY NYELVE ANGOL, TOLMÁCSOT NEM BIZTOSÍTUNK. A KÜLFÖLDI ELŐADÓK WEBINAR FORMÁBAN JELENTKEZNEK BE.

A VÁLTOZTATÁS JOGÁT A SZERVEZŐK FENNTARTJÁK.



Az egész életen át tartó tanulás programja