



THEMATIC WORKSHOP

CREATIVE EDUCATION: INCUBATING FUTURE TALENT

University of Modena and Reggio Emilia
Reggio Emilia, May 06-07, 2010



creative **Clusters**
in low density urban areas

Final Programme

Sponsored by
URBACT Programme, and Comune di Reggio Emilia

In collaboration with
Reggio Children, Università degli Studi di Modena e Reggio Emilia and Reggio nel Mondo

Thursday, 06 May
URBACT thematic workshop

09.00 - 09.15 REGISTRATION

09.15 - 10.00 **OPENING SESSION**

Chair: Elena Edgarda Davoli, Reggio Emilia City Council.

- Welcome words and presentation by Iuna Sassi, Deputy in charge of education, Reggio Emilia City Council.
- Welcome words by Giovanna Galli, Dean of the Faculty of Communication Science and Economics, University of Modena and Reggio Emilia.
- Introduction to the URBACT network on Creative Clusters by Miguel Silvestre, representing Óbidos City Council as network lead partner.
- Introductory note on the workshop theme by Miguel Rivas, URBACT lead expert.

SESSION 01 CREATIVITY IN THE SCHOOL. TRENDS AND THE ROLE OF LOCAL GOVERNMENTS

Chair: Elena Edgarda Davoli, Reggio Emilia City Council.

10.00 - 10.15 **The Reggio Emilia Approach to education.**

Paola Cagliari. Director of Istituto Scuole e Nidi d'Infanzia, Municipality of Reggio Emilia.

10.15 - 10.30 **Re-defining the role of localities in the education system: a national debate in Portugal.**

Ana Sofia Godinho. Education department, Óbidos Town Council.

10.30 - 10.45 **Creativity in schools in Europe: a survey of teachers.**

Romina Cachia. European Commission, Joint Research Centre's Institute for Prospective Technological Studies IPTS-Sevilla.

Discussant: Pirkko Korhonen, R&D manager, Jyväskylä City Council.

10.45 - 11.15 General discussion.

11.15 - 12.00 Coffee-break.

Press conference.

In parallel Catarina Selada [INTELI-Intelligence and Innovation] will make a brief "coffee-introduction" to the European Commission Green Paper on Cultural and Creative Industries [2010].

SESSION 02 BUSINESS MODELS ON CREATIVE EDUCATION. CREATIVE EDUCATION SPINN-OFFS

Chair: Tony Melville, senior lecturer University of Jyväskylä, creative entrepreneur.

12.00 - 12.15 **REGGIO CHILDREN as case study.**

Emanuela Vercalli, International Relationships and Exchanges, Reggio Children.

12.15 - 12.30 **For readers from 0 to 200 years old, reading at the top of the hill: O BICHINHO DE CONTO.**

Mafalda Milhões, O Bichinho de Conto [Portugal].

12.30 - 12.45 **Entrepreneurship education: TIWI and INMENTOR. A case of talent attraction made by companies.**

Federico Riboldazzi, Business Development, TIWI.

Discussant: Nicola Bigi, Università degli Studi di Modena e Reggio Emilia.

12.45 - 13.15 General discussion

13.15 - 14.30 Buffet lunch in the University of Modena and Reggio Emilia, Viale Allegri, 9.

SESSION 03 UNIVERSITY FACING THE CREATIVE ECONOMY

Chair: a representative of the city of Barnsley [UK].

14.30 - 14.45 **Beating disciplinary borders: Jyväskylä a Finnish university town.**

Tony Melville, senior lecturer University of Jyväskylä, creative entrepreneur.

14.45 - 15.00 **University of Modena and Reggio Emilia: spinning-off and networking on new media.**

Nicola Bigi, OPERA Research Unit, Università degli Studi di Modena e Reggio Emilia.

15.00 - 15.15 **Creative people: profiles, training challenges, spaces, mobility.**

Catarina Selada, INTELI-Intelligence in Innovation, Innovation Centre.

Discussant: Romina Cachia, Joint Research Centre's Institute for Prospective Technological Studies IPTS.

15.15 - 15.45 General discussion

15.45 - 16.00 Coffee-break

SESSION 04 PROMOTING THE LOCAL CREATIVE ECOSYSTEM IN MEDIUM-SIZED TOWNS

Chair: Serena Foracchia, Director, Reggio nel Mondo.

16.00 - 16.15 **The role of Festival in the development of local economy**

Fabrizio Montanari, OPERA Research Unit, Università degli Studi di Modena e Reggio Emilia.

16.15 - 16.30 **Micro-strategies I: creative school contests: an experience in Hódmezővásárhely [Hungary].**

Anikó Varga, Municipality of Hódmezővásárhely.

16.30 - 16.45 **Micro-strategies II: Mizil children clubs [Romania].**

Petronela Sturz, Municipality of Mizil.

16.45 - 17.00 **The meaning of citizenship today. Social Cohesion: stimulating a creative context.**

Manuela Vaccari, department of Safety and Social Cohesion, Municipality of Reggio Emilia.

Discussant: Miguel Rivas, URBACT lead expert.

17.00 - 17.30 **General discussion and overall remarks**

20.00 Meeting point at the hall of the Hotel Europa. Transfer by bus.

21.00 – 22.30 **Dance performance in the Fonderia**, a former Lombardini Motori industrial complex situated at the edge of the historic centre of Reggio Emilia. It is home of the Fondazione Nazionale della Danza/Compagnia Aterballetto, www.aterballetto.it

22.30 **Dinner**

Friday, 07 May
URBACT creative clusters steering committee and study trip

08.45 Meeting point at the hall of the Hotel Europa.

09.00 – 11.30 **STEERING COMMITTEE OF THE URBACT NETWORK ON CREATIVE CLUSTERS.**

Venue: INMENTOR, OPERA and TIWI offices, via IV Novembre, 12. Reggio Emilia.

INMENTOR was a contest for the best business idea presented by under 35. For three years three organizations can start their activities in an open space in via IV Novembre.

OPERA is a research unit of GIUnO Research Center (University of Modena and Reggio Emilia) founded with the aim of carrying out both theoretical and empirical research on creative industries, social media, and the organization of creativity in companies. TIWI is a company that produces video in motion graphics with the aim to explain complex things in an easy way. CICERO is a project about tourist guide broadcasted with cellphones.

Agenda: see the steering committee programme.

STUDY TRIP STUDY TRIP AND SOME SOCIAL EVENTS: REGGIO AS EDUCATIONAL AND CREATIVE ECOSYSTEM

12.00 – 13.00 Opening of the final exhibition of photographers involved in SETSE project, www.setse.eu, in the framework of Fotografia Europea.

International Centre Loris Malaguzzi. 1 Bligny Street, Reggio Emilia. www.zerosei.comune.re.it

13.00 – 14.00 Buffet lunch at International Centre Loris Malaguzzi.

14.00 – 16.00 Visit to International Centre Loris Malaguzzi for children education and Reggio Children space with a particular focus on the Atelier Raggio di Luce www.raggiodiluce.eu and Play+ space and Centro di Documentazione (Reggio Children)

<http://centrodocumentazione06.provincia.re.it/default.asp>.

16:00 – 16:15 Transfer by bus

16:15 – 17:00 E-learning centre of the University of Modena and Reggio Emilia www.cea.unimo.it

17.00 – 18.30 City wide event launching of the Fotografia Europea at national and international levels. www.fotografiaeuropea.it

Piazza Martiri del 7 Luglio, Reggio Emilia.

20.30 **Farewell dinner**

Meeting point at the hall of the Hotel Europa

FURTHER INFORMATION AND REGISTRATION

Participation in the URBACT one-day thematic workshop is free although registration is mandatory. Contact the local organization desk to ask for a registration form.

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Registration includes participation in all the workshop sessions, workshop materials, coffee breaks and lunch buffet on May 06.