



PROGRAMME

**Place: Sokos Hotel Alexandra,
auditorium (bottomfloor)**

TUESDAY 16/11/2010

- 10.-11.15 Saara Taalas: From global hype to local participation- Creative economy revisited
- 11.15-12.30 Evelina Wahlqvist: Developing Creative Industries - Challenges and Opportunities
- 12.30-13.15 Lunch & coffee
- 13.30-14.45 Atle Hauge: Producing symbolic value - innovation and competition in the creative economy
- 15.00-16.30 Design market & Business visits
- 17.30 (by busses) Visit to Rock planetarium:
Show (30 minutes)
- 18.30-20 Dinner

WEDNESDAY 17/11/2010

- 8.30-12 Meetings, Midnordic Committee & Culture group
- 12-13 Lunch & goodbyes

CREATIVE ECONOMY MIDNORDIC SEMINAR 16th of November 2010, Jyväskylä

Creative industries represent one of the largest and fastest growing areas of the total global economy. There is no doubt that the creative industries are already strong sectors but they have an even greater growth potential.

The Midnordic Committee will organize a joint seminar for committee members and other partners in the Midnordic region who are interested in this fascinating topic.

WELCOME TO JYVÄSKYLÄ – THE CITY OF LIGHT AND HUMAN TECHNOLOGY!

Further information:

Virpi Heikkinen, Midnordic Committee,
tel. +358 40 595 0178,

virpi.heikkinen@keskisuomi.fi

More information: www.mittnorden.net





CREATIVE ECONOMY - MIDNORDIC SEMINAR

16th of November 2010, Jyväskylä

Place: Hannikaisenkatu 35, Hotel Sokos Alexandra, auditorium (bottom floor)

Speakers at the seminar:

1) Saara Taalas: "From global hype to local participation- Creative economy revisited"

After the turmoil of the recent years, creative economy has lost its hype as a buzz word. While the hype is gone, the focus is shifting from the seductive world of creative goods to the ways they are accomplished, assembled, circulated, used, and re-used forming local economies. Co-production, innovation networks and fan activity are changing rules of participation in the markets, proposing shifts in traditional economic wisdom in wider economy proposing new opportunities and challenges to citizens, policy makers, businesses and the society.



Professor Dr. Saara L. Taalas is Chair of Media Business and Director of Media Futures Network at University of Turku in Finland. She is specialized in strategic decision-making and communication in connection to media contents, design, and company foresight. Her research work focuses on the boundary conditions of organizing and management in cultural and media economy. She holds two visiting professorships in management in Finland, and an associate professorship in organization theory in University of Lund, Sweden. Taalas has been employed as a specialist in her field by private organizations, Nordic media industry associations, and by the Finnish Ministry of Culture and Education, and the Ministry of Employment and the Economy. She has worked with three European Commission DG's relating to creative sector development and creative economy foresight, and was one of the authors of the influential Economy of Culture in Europe (2006, DG Education & Culture).

She is a challenging speaker that does not accept given truths regarding the economy and future. Her research work focused on hybrid and fan organization dynamics effect on cultural and media industries. She has worked extensively on creative economy dynamics with European Commission and Finnish Ministries of Education, and Employment and Economy.

2) Evelina Wahlquist: " Developing Creative Industries - Challenges and Opportunities"

Evelina Wahlquist is a PhD student in economic geography as well as a frequently engaged speaker in the area of urban creative economy. Her research interests spans over the individual, regional, and global dimensions as she currently digs deeper into the field of cultural economy. She is situated at the Centre for Regional Analysis (CRA), Department of Human and Economic Geography at the School of Business, Economics and Law, University of Gothenburg.



3) Atle Hauge: "Producing symbolic value - innovation and competition in the creative economy"

Atle Hauge is a senior researcher at the Eastern Norway Research Centre. He has a PhD from Department of Social and Economic Geography at Uppsala University, and held a post doctoral position at the University of Toronto from 2007 - 2008.

Hauge has worked on several projects on the cultural industries, and his PhD thesis was on the Swedish fashion industry. His research has mainly focused on the interface between the material and the immaterial dimensions of product, with a particular focus on the production of immaterial and symbolic value. In addition he is interested in regional development and talent attraction and retention.



Business visits and additional programme:

Visit at Gallery Center, Jyväskylä:

<http://www3.jkl.fi/taidemuseo/grafiikkakeskus/english.htm>

Design-market (at the hotel, near the auditorium)

Local designers present their work after the seminar at the hotel. For example:

Sirpa Hasa – batik-products

Io Design - design-jewellery

Bookbinder Hopia – individual present books, book jewels, boxes and folders

Papiina – felting products (clothes, accessories), www.papiina.com

Ulla Huttunen & Arto Salminen – products of enamel and wood, www.emalipuu.fi

Keraija Keramiikka - ceramics, www.keraija.com

Elämänvärit - country-style cotton and linen products, www.elamanvarit.fi

Design Mirja Nuutinen - prints, postcards, paintings, www.arsmirjanuutinen.com

Notice that products are also for sale (for cash, euros).

Visit and dinner:

Kallioplanetaario – Rock planetarium: www.kallioplanetaario.com



Travels and accommodation:

All participants arrange their travels by themselves.

From Helsinki the best options are: flight (www.finnair.fi) or train (www.vr.fi).

At the moment there are 4 daily flights from/to Jyväskylä:

- To Jyväskylä: 6.30, 13.10, 17.00, 23.40.

- From Jyväskylä: 6.10, 7.35, 14.14, 18.00.

We have pre-reserved hotelrooms for all registered participants at Sokos Hotel Alexandra, central location near the railway station and city center. (www.sokoshotels.fi/en/hotels/jyvaskyla/alexandra/).

Payment before check-out. **Roomprize single-room per night: 77e.**

Please inform how many nights you need at the hotel – the pre-assumption is 2 nights (15-17of Nov, Monday-Wednesday).

The Midnordic region and committé:

The Midnordic Region is a geographic area on three Nordic countries. The Midnordic Committe is a nordic border organisation which has led the co-operation in the region for over 30 years.

The Midnordic Committe´s cooperation aims to promote sustainable development and growth in the region. The work is based on common history and culture and mutual interest of regional development.

The Mid Nordic Committee prioritizes cooperation within the following topics: Innovative environments; East-west communications; Culture and creative industries and Energy and renewable resources.

The Mid Nordic Committee is an active actor in participating in policy processes at national, Nordic and EU -level. In addition the committee promotes developing networks and initiates, participates and manages development projects.

More information: www.mittnorden.net

