



Draft 2

International conference
Creativity, Culture, Development
Timisoara, November 11-12, 2021

Conceptual note

Creativity puts ideas, values, initiatives and products into circulation in a complex that unites art and culture, research and innovation, business and (economic) development. The challenge posed by this definition of the field requires a degree of generality assumed, but necessary to highlight relevant findings both in the field of creative "production" and marketing, and especially in identifying key factors that determine the location of creative activities. In response to this challenge, we consider it useful for this scientific event to highlight and bring together in a coherent register, directions of action and findings relevant to stimulate the emergence of spaces as attractive as possible for creatives (people of culture, intellectuals and entrepreneurs), so that their products make a substantial contribution to the development process at local and regional level.

The general transformations at the level of society in the last decades have not left without consequences the perspectives of the cultural and creative sector. If until recently the use of creative resources was discussed in almost exclusive national terms, now the national character is reflected either in the way of participation in global economic circuits, or in the way of capitalizing on local factors. This transition in the way of affirming creative activities must find its place in the landmarks of designing development policies. In terms of creative activities, we are witnessing an oscillation between policies with an exclusive focus on local resources and others in which the global aspect is the dominant strategic direction.

Creative activities are viewed with great interest today, especially in the economic field, in the context of the need to identify new sources of development. Causality is seemingly simple: creativity is the premise of innovation, which in turn allows for technological development and economic advancement. By the way they are defined, cultural and creative activities include in a complex framework, almost everything that is "produced" creatively in the cultural sector. Often referred to as "creative industries", they are those "industries" that use culture as input and have a cultural dimension, even if their productions are mainly functional. These include more and more types of productions, which integrate both creative elements into extensive processes and components from extremely different sub-sectors. All these extensions and ramifications of definitions make it difficult to have a coherent discussion on how state policy interventions in support of the development of creative industries could be justified. There are difficulties in structuring and even formulating decisions, including when it comes to supporting creative economies, a mechanism that should theoretically be self-regulating in the context of well-articulated local networks.

Last but not least, the paradigm of the "creative city" is becoming more and more internationally, which refers, in principle, to a model of urban planning and development meant to bring and maintain the general development through culture. This is a modern approach, which makes old cities redefined in a new

framework. In this context, the development of a city depends both on the way people combine traditional economic factors (labor, land, capital) and on the ability to combine and manipulate cultural elements (arts, entertainment, sports, fashion, restaurants, etc.). The "creative city" favors companies that make a profit through unique creative products, difficult to reproduce elsewhere, and therefore redraws the geography and ecology of cities; they become places of creation and transformation.

The need and usefulness of approaching this triad of terms of analysis (creativity, culture, development) comes not only from the reasons suggested by those statistics on the economic importance of creativity, and which creates the feeling of "monetization" of it, but especially from the value of the social and creative sector. The implications for public policies are thus obvious, both at the macro level and at the level of local communities.

Conference activities:

- **communication sessions;**
- **round tables;**
- **visits to cultural-creative spaces in Timisoara.**

Key topics for reflection:

Cultural-artistic creativity and urban regeneration
Resilience of the cultural-creative sector during the pandemic
Entrepreneurship and innovation in the cultural-creative sector
Leadership and cultural performance
Identity and interculturality in creative spaces
Cultural creativity and social impact
Financing the creative cultural sector: blockages, solutions
Strategies to attract and engage the audience
The tourist valences of the cultural-creative sector
Performance evaluation in the cultural-creative sector

Round tables:

- 1. *Infrastructure and cultural events - ECoC Timișoara 2023: expectations, fears, perspectives (RO, EN)***
- 2. *Spaces in reconversion: gentrification, a solution to more creative cities? (RO, EN)***
- 3. *Cultural creativity, dimensions and social impact. How do we reach the target audience (the general public)? {Créativité culturelle, dimensions et impact social. Comment toucher le public cible (le grand public) ?} (EN, FR)***

Provisional program:

Thursday, November 11th (West University of Timisoara, 4, Boul. V. Parvan, Amphi A01)

- **09:30 - 10:00 - The official opening of the conference**
- **10:00 - 12:30 - Scientific communications session I**
- **12:30 - 14:30 – Break for launch (individual)**
- **14:30 - 16:00 - Round table 1**
- **16:15 - 17:45 - Round table 2**
- **18:00 - 19:00 - Scientific Communication Session II (if necessary)**

Friday, November 12

- **10:00 - 11:30 - Round table 3**
- **11:45 - 12:15 - Conclusions of the conference**
- **14:30 - 17:00 - Visit to creative spaces in Timișoara (a) or Guided tour in Timișoara (b)**

Targeted participants:

- Teachers and researchers;
- PhD students;
- Representatives of the cultural-creative environment;
- Representatives of public authorities;
- Cultural entrepreneurs and patrons/sponsors in creative culture.

Form of organization of the conference:

- In physical presence, depending on the evolution of the pandemic and restrictions (for all activities)
- Online, via Google Meet (alternative for communication sessions and round tables)

Conference languages:

- English,
- French,
- Romanian (with translation for participants who do not know Romanian)

Registration: <https://forms.gle/rv3sezTQfk4ytqNWA>

Deadline: **October 25, 2021**

Participation fee: 20 euro / person (or equivalent in lei), is paid on arrival only by those who will be physically present at the West University of Timisoara; a receipt is issued.

Scientific Committee

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Prof. Dr. Nicolae POPA

Prof. Dr. Dominique SAGOT-DUVAUROUX

Assist. Prof. Dr. Cătălina ANCUȚA

Assist. Prof. Dr. Emmanuel BIOTEAU

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Note: The conference also marks the completion of the Research Project: *Heritage and Urban Renewal: Creative Spaces, Inclusive Culture and Civic Training*, funded by PNCDI 2015-2020, Program 3 - European and International Cooperation, Bilateral / Multilateral Subprogram 3.1 (AUF / IFA), project carried out in an international consortium, consisting of: West University of Timisoara (Leader), Babeș-Bolyai University (P1), Academy of Economic Studies of Moldova (P2) and University of Angers (P3).

Next information letter: November 1, 2021