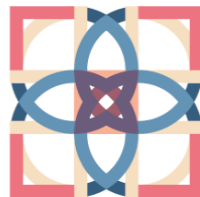




Creative Cities
Network



**XIII UNESCO
CREATIVE CITIES
ANNUAL CONFERENCE**
FABRIANO 2019

AGENDA



Dates	10 June – 15 June 2019
Venue	Fabriano, Italy
Participants	Delegates of the 180 Creative Cities and UNESCO Representatives
Organizers	City of Fabriano (Italy), UNESCO

Introduction

The XIII Annual Conference of the UNESCO Creative Cities Network (UCCN) will be held in Fabriano, a Creative City of Crafts and Folk Art, from 10 to 15 June 2019.

Inspired by the title of the famous Italian Renaissance painting by Piero della Francesca, the theme of this year's Conference is "The Ideal City". The theme highlights creativity as the resource for building the cities of the future, transforming challenges into opportunities for innovation and imagination, and to reflect on what are the features of an "Ideal City".

In the framework of the Annual Conference, the member cities will be invited to highlight their respective experiences and illustrate ways in which culture is at the core of narratives and plans for urban development and regeneration. In particular, they will exchange on their views, efforts, initiatives and measures towards creating enabling conditions for inclusive, creative and sustainable cities. Their respective experiences will illustrate the contribution of culture to the United Nations 2030 Agenda for Sustainable Development.

The Conference will feature plenary sessions and workshops, in which member cities will reflect together and interact on shared concerns and opportunities in implementing their development strategies and plans that mobilize inter-generational engagement, promote respect for diversity, foster access, stimulate innovation and partnerships, resilience, sustainable growth and environmental sustainability.

Sustaining member cities' strategies to achieve sustainable development is a major objective of the UNESCO Creative Cities Programme, approved in July 2017. The 2030 Agenda and its 17 Sustainable Development Goals provide a global roadmap and an opportunity for building on the power of culture and creativity for the achievement of these goals. The UNESCO Creative Cities Network is a powerful engine for member cities to share strategies and practices to support this effort at city level.

Impulsing research and innovation based on technologies and traditional knowledge are critical to support the Network's action to foster inclusive cultural policies from a broader cross-sectoral perspective.

Monday 10 June

9:30 – 19:00	Information and registration of Delegates <i>Venue: Info Point, Corso della Repubblica 11</i>
10:30 – 12:00	Official Opening of the Pavilions of Creativity
14:00 – 20:00	Presentation of the Fabriano Paper Pavilion: “A Wonderful Journey by Istocarta” <i>Venue: Cartiere Miliani, Viale Pietro Miliani 31</i>
16:00 – 17:30	UCCN Coordination Committee (CC) working session <i>Venue: Palazzo Moscatelli, via Balbo 68</i> <i>Attendance of the members of the Coordination Committee only.</i> Moderator: Ms Paola Leoncini Bartoli , Director, Cultural Policies and Development, UNESCO <ul style="list-style-type: none">• Agenda of the Annual Conference• Role of the Coordination Committee at the Annual Conference• Presentation of the working documents
16:30 – 18:00	Guided visit to the exhibition of the <i>Madonna Benois</i> by Leonardo da Vinci, from The State Hermitage Museum <i>Venue: Pinacoteca civica “Bruno Molajoli”, Via del Poio 18</i>
18:00 – 19:30	<i>Blossom of rebirth</i>, contemporary sculpture exhibition curated by Enza Vinci, in partnership with the City of Carrara, UNESCO Creative City of Crafts and Folk Art <i>Venue: Pavilion for Crafts and Folk Art</i>
18:00 – 20:00	Inauguration of the RINASCO Pavillion <i>Venue: Palazzo del Podestà, Piazzetta del Podestà</i>
21:00 – 22:00	Palio of Fabriano: Traditional Medieval Contest <i>Venue: Piazza del Comune</i>
22:00 – 23:00	Concert <i>Venue: Giardini del Poio</i>

The “Great Dipper Cities” Project

The “Great Dipper Cities” Project was implemented thanks to the cooperation of nine cities of the Marche region, symbolically united under the name of the Great Dipper constellation. Each city will host a UCCN cluster meeting, offering the unique opportunity to meet local stakeholders, share experiences and know-how.

Kindly note that all participants will receive a specific programme on Tuesday 11 June.

9:30

Departure to the seven cities of the Marche Region

Venue: To be defined at your arrival

11:00 – 13:00

Creative Fields Workshops with local experts and practitioners

- Guided visit to the hosting city
- Professional exchanges

Crafts and Folk Art

Venue: City of Fermo

Design

Venue: City of Ascoli Piceno

Film

Venue: City of Ancona

Gastronomy

Venue: City of Senigallia

Literature

Venue: City of Recanati

Media Arts

Venue: City of Macerata

Music

Venue: City of Pesaro

13:00 – 15:00

Lunch in the presence of the Mayors of the cities hosting the creative fields' meetings

Venues: The seven cities hosting the creative fields' meetings

15:00 – 18:00	<p>Cluster Meetings <u>Venue:</u> <i>The seven cities hosting the cluster meetings</i></p> <ul style="list-style-type: none"> • Discussion on future activities and initiatives to be undertaken by each creative field • Challenges and prospects of future actions to implement the 2030 Agenda • Good practices and main activities implemented at the local and international levels to operationalize the UCCN Mission Statement
19:00 – 20:00	<p>Dinner <u>Venue:</u> <i>The seven cities hosting the creative fields' meetings</i></p>
20:00 – 21:30	Cultural events in the seven cities hosting the cluster meetings
21:30	Departure to Fabriano

Wednesday 12 June

8:00 – 9:30	<p>Information and registration desk of Delegates <u>Venue:</u> <i>Info Point, Corso della Repubblica 11</i></p>
9:30 – 10:00	<p>Entrance of the delegates in the Teatro Gentile <u>Venue:</u> <i>Teatro Gentile</i></p> <p><i>Kindly note that, due to security reasons, all the delegates should enter to the venue of the opening ceremony before 10:00.</i></p>
10:30 – 11:00	<p>Opening Ceremony <u>Venue:</u> <i>Teatro Gentile</i></p> <p>In the presence of H.E. Mr Sergio Mattarella, President of the Republic of Italy</p> <p><u>Addresses by:</u></p> <ul style="list-style-type: none"> • Mr Gabriele Santarelli, Mayor of Fabriano • Mr Luca Ceriscioli, President of the Marche Region • Ms Maria Francesca Merloni, UNESCO Goodwill Ambassador for the Creative Cities • Mr Franco Bernabé, President of the Italian National Commission for UNESCO • Mr Alberto Bonisoli, Minister of Cultural Heritage and Activities and Tourism • Mr Xing Qu, Deputy Director General, UNESCO

11:00 – 11:30	<p>Plenary Session UNESCO Creative Cities: a transformative force for sustainable development. Annual Report and Future Opportunities. <u>Venue:</u> <i>Teatro Gentile</i></p>
	<p><u>Speakers:</u></p> <ul style="list-style-type: none"> • Mr Ernesto Ottone R., Assistant Director-General for Culture, UNESCO • Ms Denise Bax, Responsible for the Creative Cities Programme, Cultural Policies and Development, UNESCO
11:30 – 13:15	<p>Mayors' Forum <u>Venue:</u> <i>Teatro Gentile</i></p> <p><u>Moderators:</u></p> <ul style="list-style-type: none"> • Ms Paola Leoncini Bartoli, Director, Cultural Policies and Development, UNESCO • Mr Giuseppe Severgnini, journalist and essayist • Ms Alessia Mosca, researcher <p>Keynote Address by Mr Giuseppe Sala, Mayor of Milan, Creative City of Literature</p> <p><u>Themes of the Forum:</u></p> <ul style="list-style-type: none"> — Culture for Sustainable Development — Creativity for Access, Participation and Well-Being — Transforming Challenges into Opportunities through Cultural Policies
13:30 – 14:30	<p>Lunch <u>Venue:</u> <i>Giardini del Poio</i></p>
14:30 – 17:00	<p>Mayors' Forum continued <u>Venue:</u> <i>Teatro Gentile</i></p>
17:00 – 19:00	<p>Cultural Events by the 7 Creative Fields <u>Venues:</u> <i>Pavillions of Creativity and RINASCO Pavilion</i></p>
19:00 – 20:00	<p><i>Fantasia on Italian Opera</i>, concert by “<i>I cameristi della Scala</i>”, from the orchestra of the Scala Theatre in Milan <u>Venue:</u> <i>Teatro Gentile da Fabriano, Via Gentile da Fabriano 3</i></p>
20:15 – 21:30	<p>Gala Dinner <u>Venue:</u> <i>Loggiato San Francesco, Piazza del Comune, 1</i></p>

21:30 – 21:45

Inauguration of the Media Arts Pavilion

In collaboration with the City of Enghien-les-Bains, France, and the Creative Cities of Media Arts

Venue: *Piazza del Comune*

21:45

***Mystic Mediterranean*, concert by Paolo Fresu**

Venue: *Piazza del Comune*

Thursday 13 June

9:30 – 10:45

Plenary Session | Innovative experiences at city-level

Venue: *Teatro Gentile*

The plenary session will be focused on culture-based innovation at city level and will present cities' initiatives exploring the intersection between creativity, innovation and participation.

Moderator: **Ms Paola Leoncini Bartoli**, Director, Cultural Policies and Development, UNESCO

Speakers:

- **Ms Justine Simons OBE**, Deputy Mayor for Culture and Creative Industries, Mayor of London
- **Ms Laia Gasch**, Senior Advisor to the Deputy Mayor for Culture and Creative Industries, Mayor of London, and Director Global Partnerships, World Cities Culture Forum
- **Adelaide**, Australia, Creative City of Music
- **Dundee**, United Kingdom of Great Britain and Northern Ireland, Creative City of Design

11:00 – 12:30

Transversal Thematic Sessions: *Towards the Ideal City*

Venue: *Pavilions of Creativity*

The member cities will be invited to exchange their experiences and engage in a collective reflection on the impact of culture-related strategies for sustainable development.

Session 1: Leveraging Culture for Education

Venue: *Pavilion of Literature*

Moderator: **Ms Martina De Luca**, Cultural Heritage School Foundation, Ministry of Culture, Italy

Speakers:

- **Bucheon**, Republic of Korea, Creative City of Literature
- **Chiang Mai**, Thailand, Creative City of Crafts and Folk Art
- **Praia**, Cabo Verde, Creative City of Music
- **Prague**, Czechia, Creative City of Literature

Suggested Questions for Reflection:

- How to build on culture and creativity to create an enabling environment conducive to inclusive education and intercultural dialogue?
- How to measure the impact of culture in education programmes and what are today's challenges from the educational perspective, as well as emerging needs?
- How do you build on cultural heritage and cultural public spaces as educational tools?

Session 2: Fostering Economic Growth and Entrepreneurship

Venue: Pavilion of Crafts and Folk Art

Moderator: **Mr Francesco Merloni**, President of the Aristide Merloni Foundation, Italy

Speakers:

- **Kortrijk**, Belgium, Creative City of Design
- **Madaba**, Jordan, Creative City of Crafts and Folk Art;
- **Rome**, Italy, Creative City of Film;
- **Ulyanovsk**, Russian Federation, Creative City of Literature

Suggested Questions for Reflection:

- In what ways can culture and creativity provide innovative solutions towards responsible consumption and production patterns?
- In which way does the culture sector adapt to emerging needs and new jobs in a rapidly changing urban environment?
- What are the strategies and measures conducive to the regeneration of historic buildings and cultural public spaces?

13:00 – 14:00

Lunch

Venue: Giardini del Poio

14:00 – 16:00

Transversal Thematic Sessions continued

Session 3: Stimulating Innovation

Venue: Pavilion of Design

Moderator: **Mr Donato Iacobucci**, Aristide Merloni Foundation, Italy

Speakers:

- **Dakar**, Senegal, Creative City of Media Arts
- **Geelong**, Australia, Creative City of Design
- **Guadalajara**, Mexico, Creative City of Media Arts
- **Macao**, Special Administrative Region of the People's Republic of China, Creative City of Gastronomy

Suggested Questions for Reflection:

- How do you identify priority areas for innovation in your city and design policies to support innovation?
- How to mobilize stakeholders to support innovation in culture-related projects?
- How do you measure the impact and the relation between creativity and innovation in your city?

Session 4: Building on the power of Culture for inclusiveness

Venue: Pavilion of Crafts and Folk Arts

Moderator: **Mr Pietro Marcolini**, Adriano Olivetti Institute, Italy

Speakers:

- **Nassau**, Bahamas, Creative City of Crafts and Folk Art
- **San Cristóbal de las Casas**, Mexico, Creative City of Crafts and Folk Art
- **Turin**, Italy, Creative City of Design
- **Wuhan**, China, Creative City of Design

Suggested Questions for Reflection:

- In what ways does artificial intelligence and digital technologies enhance city-level participation and inclusion?
- What culture-based approaches and strategies should be developed to engage diverse communities at city-level?
- How does the cultural sector and its creative industries address gender-specific disparities and youth engagement?

Session 5: Creative Cities for Environmental Sustainability

Venue: Oratorio della Carità, via Cesare Battisti 31

Moderator: **Mr Benno Albrecht**, Architecture Institute of the University of Venice (IUAV), Italy

Speakers:

- **Gaziantep**, Turkey, Creative City of Gastronomy
- **Östersund**, Sweden, Creative City of Gastronomy
- **Paraty**, Brazil, Creative City of Gastronomy
- **Porto-Novo**, Benin, Creative City of Crafts and Folk Art

- **Tsuruoka**, Japan, Creative City of Gastronomy

Suggested Questions for Reflection:

- How does the cultural sector inform strategies and actions to address challenges relating to climate change?
- What city-level strategies should be pursued to adapt cultural infrastructures to environmental needs?
- Which is the role of culture and creativity in raising awareness and communicating about environmental challenges, including mitigating the negative impact of urbanization and urban/rural divide?

16:00 – 17:30

Cluster Meetings

Venue: Pavilions of Creativity

17:30 – 18:30

UCCN Coordination Committee (CC) working session

Venue: Oratorio della Carità, via Cesare Battisti 31

Attendance of the members of the Coordination Committee.

Moderator: Ms Paola Leoncini Bartoli, Director, Cultural Policies and Development, UNESCO

18:30 – 20:30

YOU COME, concert by Amarante, Bologna and Hannover, UNESCO Creative Cities of Music

Venue: Giardini del Poio

20:30 - 22.30

Dinner

Venue: Palazzo Mancini, via Cavour

20:45 – 21:30

Singing for the Earth, concert by the vocal ensemble Vox Cordis and the Maestro Lorenzo Donati

Venue: Oratorio della Carità, via Cesare Battisti 31

21:30 – 23:00

Music is Dangerous, concert by Nicola Piovani,

Venue: Piazza del Comune

23:30 – 00:00

YOU COME, continued. concert by Ghent and Katowice, UNESCO Creative Cities of Music continued

Venue: Giardini del Poio

Friday 14 June

9:00 – 10:30

Cluster Meetings

Venue: Pavilions of Creativity

10:30 – 11:45

Closing Ceremony

Venue: Teatro Gentile

- **Report** of the Cluster Meetings
- **Conclusions** of the XIII UCCN Annual Conference
- **Presentation** by the 2020 XIV UCCN Annual Conference Host City: Santos, Brazil

11:45 - 12:00

Coffee Break

12:00 – 14:20

Closing Ceremony continued

Venue: Teatro Gentile

- **Presentation** of Bucheon, Istanbul and Medellín, candidates for the 2021 XV UCCN Annual Conference Host City

Closing remarks:

- **Ms Francesca Merloni**, UNESCO Goodwill Ambassador for Creative Cities
- **Ms Paola Leoncini Bartoli**, Director, Cultural Policies and Development, UNESCO

14:30- 15:30

Lunch of the Delegates

Venue: Giardini del Poio

15:30 – 23:00

Closing cultural events and concerts

Saturday 15 June: Additional Cultural Programme in Marche Region