

## Conference Agenda

# CREATIVE CLUSTER ECOSYSTEM DEVELOPMENT IN GEORGIA

**OCTOBER 18**

**FABRIKA**

**13:00 - 18:00 o'clock**

**13:00  
-13:20**

Welcome and Introduction

**Vato Urushadze, Elene Toidze -**

Creative Georgia

**Reiko Yoshida** - Program Specialist in  
the Policy and Research Unit / Section  
for the Diversity of Cultural Expressions /  
UNESCO

**13:20  
-15:00**

Governmental policy and  
Creative Spaces: **Why, Who,  
What, When, Where?**

Presentations and panel discussion

Coffee break

**15:30  
-18:00**

Creative Spaces for the  
Creative Cities

Presentations and panel discussion

Reception

The project is implemented within the **EU/Unesco Expert Facility** on the  
Governance of Culture in Developing Countries: Support for new regulatory  
frameworks to strengthen the cultural and creative industries and promote South-  
South cooperation

## DESCRIPTION OF THE SESSIONS

### SESSION I

#### **Governmental policy and Creative Spaces: Who, What, When, Where, Why?**

##### **Speakers:**

- Levan Kharatishvili - Deputy Minister, Ministry of Education, Science, Culture and Sport of Georgia
- Lidia Varbanova - International Expert of UNESCO
- Maka Nasrashvili - Deputy Head of Municipal Department of Culture, Education, Sport and Youth Affairs;
- Tsisnami Sabadze - Head of Economic Policy Department at the Ministry of Economy and Sustainable Development
- Valeri Chekheria - CEO, Adjara Group;
- Manana Tevzadze - Georgian National Committee of the Blue Shield, Chairman.

**Moderator:** Levan Kharatishvili - Deputy Minister, Ministry of Education, Science, Culture and Sport of Georgia.

...Cultural Strategy 2025 adopted by the Government of Georgia on July 1, 2016 and developed by the Ministry of Culture and Heritage Protection of Georgia with the support of EU institutions is expected to deliver substantial transformations in art and culture. One of the main trajectories of the Cultural Strategy 2025 is acknowledging the role of Cultural and Creative Industries for economic growth – “Creative industries represent an important source for job creation, economic growth and innovation and it is a competitive sphere of activity.” In the paragraph below the following is stated:” Modernise/create appropriate spaces for creative industries; offer outdated, dysfunctional and unused buildings (factories, warehouses, etc. ) to creative industries in order to stimulate the materialisation of their creative and innovative ideas, revitalise cultural activities and facilitate clustering within the cultural sector, their cooperation with the private sector” The first panel will develop conversation about achievements and challenges after the adoption of Cultural Strategy in terms of creative spaces, on various levels; what kind of action, cooperation, legislation etc. is required in order to take the result-oriented steps and move towards the strategic objective: Creative industries in Georgia have a favourable environment for development, the output of higher quality and competitive products and services is increased. Panel will also emphasize the role of government in this process and outline international examples of similar supportive mechanisms and policies in neighbouring countries - do creative spaces, hubs and clusters benefit only art and culture or do they have wider economic, urban and social dimensions?

## SESSION II | Creative Spaces for the Creative Cities

### Speakers (to be confirmed):

- Wato Tsereteli - Hub for Art and Social Innovation, Founder;
- Devi Kituashvili, Gogiko sakvarelidze - Fabrika, Founder;
- Keta Buachidze - Georgian Furniture Cluster Manager;
- Gigi Shukakidze - Tbilisi Architectural Biennial, Founder;
- Elene Pasuri - Propaganda, Projects Manager;
- Nana Bagalishvili - Knowledge Cafe, Co-founder;
- Ana Lomidze - Mziuri Contemporary Art Gallery and Mediatheque, Manager.

**Moderator:** Nikoloz Nadirashvili, UNESCO National Expert.

...The UNESCO Creative Cities Network (UCCN) was created in 2004 to promote cooperation with and among cities that have identified creativity as a strategic factor for sustainable urban development. The 180 cities which currently make up this network work together towards a common objective: placing creativity and cultural industries at the heart of their development plans at the local level and cooperating actively at the international level. The concept of a creative city can be unfolded from economic, cultural, urban or social viewpoints, and it is refined, repurposed and adjusted according to the city-specific challenges, needs and opportunities. The current panel “Creative Spaces for the Creative Cities” tries to answer and contextualize this fluid concept on the example of Tbilisi. It also aims to represent those initiatives, spaces and visions which are regenerating or have the potential to regenerate creative fabric and potential of not only urban but also rural areas. Participants will share their experiences and challenges on the road of creative space-making and shed light on those needs they have encountered on this road..

THE PROJECT IS IMPLEMENTED WITHIN THE **EU/UNESCO EXPERT FACILITY ON THE GOVERNANCE OF CULTURE IN DEVELOPING COUNTRIES**: SUPPORT FOR NEW REGULATORY FRAMEWORKS TO STRENGTHEN THE CULTURAL AND CREATIVE INDUSTRIES AND PROMOTE SOUTH-SOUTH COOPERATION