



Creative Metropolises Event in Helsinki

March 8-10, 2011

PROGRAMME

March 9th

SEMINAR: EVIDENCE BASED URBAN POLICY & CREATIVE DISTRICTS

Venue: Gloria Cultural Arena, Pieni Roobertinkatu 12

How to get there: Short walk from hotel Fabian, Haven and Finn.

Tram 10 (stop JohanneksenkirKKo)/Tram 9 (stop Kolmikulma)/Tram 3B (stop Erottaja)

11:00-12:00 Registration to the seminar

12:00 Opening

Director Eero Holstila, City of Helsinki/Economic Development

12:15 Evidence based policy making in Helsinki

Research Director Timo Cantell, City of Helsinki

12:45 Designing transitional strategies: Carbon neutral cities

Director Marco Steinberg, Helsinki Design Lab

13:15 Creative companies & developing city districts

Research Manager Kimmo Rönkä, Movense Ltd.

13:45 Lunch

15:00 Case studies:

Developing a Strategy for Berlin's Design Sector - The Process from Research to Strategy

Tanja Mühlhans, Berlin Senate Department for Economics

Dr. Bastian Lange, Multiplicities-Berlin / Humboldt University Berlin

Matthias Dietz, Schindler Parent Identity GmbH

Creative City District Study Wolverhampton

Birmingham

By Praga, for Praga

Peter Richards (Warsaw)

Tallinn – Creative City District Northern Tallinn

17:00 Concluding words

Professor Saara Taalas, Turku University, Media Futures Network &

IKEA professor of Business Model Innovation, Linnaeus University, School of Economics and Design

The seminar is hosted by Kati Uusi-Rauva, entrepreneur and media agent, Pliikka Project, and Satu Silvanto, researcher, City of Helsinki. The audience is invited to participate in the discussions as well.

17:45 Bus transportation from Gloria to the old Ford's Helsinki headquarters in Hernesaari

Co-financed by the European Regional Development Fund and the Norwegian funding through the INTERREG IVC programme

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EVENING SESSION: A CRUISE TO HELSINKI OF TOMORROW

Venue: Ford Building, Henry Fordin katu 6

18:00-21:30 Speeches, performances and a dinner
Speakers include Pekka Timonen (World Design Capital Helsinki 2012), Jari Huhtaniemi (CTUR, the development project of Hernesaari area), and a guest speaker.

The evening is organized in co-operation with CTUR-project:
<http://urbact.eu/en/projects/port-cities/ctur/homepage/>

21:30 Bus transportation from Hernesaari to the city center around 21:30 pm

Contacts:

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