

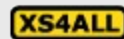
**Amsterdam
17 & 18 March 2005**

Creative Capital Conference

HOSTS



ONDER
NOSSAM
LTUUR
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SCHAP



SUPPORTED BY

10.00 - Opening by Job Cohen (Mayor of Amsterdam)

10.15 - Judith van Kranendonk (DG Department of Culture)

10.30 - Charles Leadbeater: Swarms and innovation

11.00 - Charles Landry: The creative city and beyond

11.30 - Q&A with Leadbeater and Landry

12.00 - Lunch

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Break out sessions

ROUND 1

13.00 – 14.30 pm

- 1. Open Innovation: the concept and how to realise it**
- 3. The role of artists and creative producers in the economy**
- 5. Creative SIM City: Development of cultural areas vs. Cultural development of areas**
- 7. Creative Commons (closed session)**

Break out sessions

ROUND 2

15.00 – 17.00 pm

5. **A climate for creative industries**
6. **Interaction between Creatives and Industry**
7. **Open Source as Innovation Model**
8. **Creative Cities**

Plus: Creative Commons, part II (closed session)

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10.00 – Stephen Graham: Remediating Cities

10.30 – Pekka Himanen: Culture of creativity

11.00 – Joi Chi Ito: Creative Commons

11.30 – Q&A with Graham, Himanen and Ito

12.00 - Lunch

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Break out sessions

ROUND 3

13.00 – 15.00 pm

- 1. Publicly financed content**
- 2. Creative industries and the city**
- 3. Crossovers as policy challenge**
- 4. Creative industries and the city**
- 5. A new agenda for creative cities**

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15.30 - Presentation Amsterdam Agenda for Creative Capital

15.40 - Geoff Mulgan: Paradox of strategies for creativity

16.10 - Plenary debate

16.40 - Karien van Gennip (State Secretary Economic Affairs)

16.55 - Frits Huffnagel (Alderman City of Amsterdam)

17.00 - End of the conference (with Merlijn Twaalfhoven)

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