

# CREATIVE GYM

2015.

09 JULY

9.00 - 15.20

DESIGN TERMINÁL

1051 BUDAPEST, ERZSÉBET TÉR 13.

MUSCLE PUMP  
FOR CREATIVE AND CULTURAL  
PLAYERS

Globális  
gyakorlatok  
a kulturális és  
kreatív iparágak  
21. századi  
nézőpontjairól

## PROGRAM

9.00 - 9.20 REGISTRATION

9.20 WELCOME

Viktoria Szepvolgyi HU, Anthropolis / Antonia Silvaggi IT, meltingPro

### NEW WAYS OF COMMUNICATION AND INSTITUTION STRATEGIES IN THE 21<sup>st</sup> CENTURY CULTURAL AND CREATIVE SECTOR

9.30 CONNECTING AUDIENCES *tendencies of arts marketing in Europe*

Raúl Ramos SP, Arts Marketing conference

10.00 SUSTAINABLE MUSEOLOGY *reflections on Sustainability and Curating in the 21st Century Modern Art Museums*

Irene Campolmi DK, Louisiana Museum of Modern Art

### ENTREPRENEURSHIP AND EMPLOYMENT CONCEPTS FOR THE SUCCESSFULL OPERATION OF CULTURAL AND CREATIVE PLAYERS

10.30 INNOVATION IN DEVELOPING THE CREATIVE INDUSTRIES *mentoring and incubation for the success of the creative and cultural businesses*

Krisztina Csala HU, Design Terminal

10.50 CREATIVE & CULTURAL SKILLS: PROGRESSION THROUGH COLLABORATION *activities in Building a Creative Nation and the process of motivation with internships*

Sarah Mair Hughes UK / Madeleine Lund UK, Creative & Cultural Skills and National Skills Academy for Creative & Cultural

11.20 Coffee break

11.40 WHEN ARTS MANAGEMENT INFLUENCE ENTREPRENEURSHIP *integrating entrepreneurship within the development of creative practices*

Gerald Lidstone UK, Institute for Creative and Cultural Entrepreneurship, Goldsmith

### NEW PERSPECTIVES IN AUDIENCE STARTEGIES

12.10 'THE MEMORY OF BEAUTY' - ACCESSIBILITY FOR NEW AUDIENCES *working with specific target groups for outreach activities*

Susanne Meurer IT, Galleria Nazionale d'Arte Moderna

12.40 Sandwich lunch

13.20 AUDIENCE DEVELOPMENT BETWEEN ENGAGEMENT AND PARTICIPATION *creation of social learning spaces*

Niels Righolt DK, Danish Centre for Arts & Interculture (DCAI/CKI)

### ACTIVE INVOLVEMENT OF AUDIENCES FOR EMOTIONAL ENGAGEMENT

13.50 EMOTIONAL ENGAGEMENT THROUGH STORIES *Digital Storytelling technique for the outreach of museums, theatres and for emotional involvement of new audiences*

David Ban HU, Anthropolis

14.10 WORKSHOP *mapping local challenges and inventing potential perspectives inspired by the discussions of the day*

15.10 Closing remarks

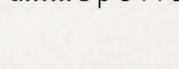
DÍJMENTES JEGYEK: [CREATIVEGYM.EVENTBRITE.COM](http://CREATIVEGYM.EVENTBRITE.COM)

BŐVEBB INFORMÁCIÓ: [WWW.ANTHROPOLIS.HU](http://WWW.ANTHROPOLIS.HU), [OFFICE@ANTHROPOLIS.HU](mailto:OFFICE@ANTHROPOLIS.HU)

AZ ESEMÉNY AZ **ANTHROPOLIS EGYESÜLET** SZERVEZÉSBEN, AZ EURÓPAI UNIÓ LEONARDO PARTNERSHIPS PROGRAM TÁMOGATÁSÁVAL VALÓSUL MEG.

AZ ESEMÉNYEN VALÓ RÉSZVÉTEL DÍJMENTES ÉS REGISZTRÁCIÓHOZ KÖTÖTT. A RENDEZVÉNY NYELVE ANGOL, TOLMÁCSOT NEM BIZTOSÍTUNK. A KÜLFÖLDI ELŐADÓK WEBINAR FORMÁBAN JELENTKEZNEK BE.

A VÁLTOZTATÁS JOGÁT A SZERVEZŐK FENNTARTJÁK.



Az egész életen  
át tartó tanulás  
programja