

Detailed Programme of Online Pre-Conference: Cultural Impact Now!

Thursday 04 June

09:45-10:00 Opening of the conference by Kristian Krog from Maltfabrikken, Ebeltoft, Denmark

10:00-11:00 Panel: Eleonora Belfiore and Pier Luigi Sacco - Cultural Impact (right) now. What has this crisis revealed or changed in terms of how cultural impact is perceived? Is culture's value being redefined? And is there space for culture to participate in shaping the concept of "new normal"? Pier Luigi Sacco and Eleonora Belfiore are leading researchers on the topics of cultural impact and value. In this one-hour panel discussion, they'll talk about the immediate effects of the crisis... and what we should watch out for the longer term.

11:30-12:30 DISCE webinar - Possible Future(s) of Creative Economies in post-COVID-19 Europe. Trans Europe Halles and CUMEDIAE are launching a series of webinars Possible Future(s) of Creative Economies in post-COVID-19 Europe within the DISCE project. The webinars will tackle the socio-economic challenges that the creative sector is facing in light of the current crisis.

12.30-13.30 Kitchen Art Talk live from Maltfabrikken Rooftop. Co-cooking event and live artistic surprise, with Kristian Krog.

14:00-15:00 Michel Bauwens - The role of culture within the collaborative economy. Are we entering a post-capitalist society? What will be the role of culture in it? A future-scaping and inspirational session by one of the leading experts on the Commons and their potential for social change.

15:00-17:00 Music Lounge hosted by Maltfabrikken

17:30-18:30 Richard Florida - Reshaping the life of the city. In the midst of the crisis, how can cultural organisations and creatives participate in rethinking the new life of the city? Richard Florida, one of the first to work on the role of culture and creatives in city planning and development, will look at the relationship in the light of current events.

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Friday 05 June

Workshop 1: *The Situation is Dynamic*: how cultural centres are learning from the crisis as it evolves and rethinking their activities and position. Led by Pal Szenasi from A Vertes Agora, Hungary

Workshop 2: *A² = Audience development & Accessibility*: The inside-out of audience development. Understanding the users perspective (with a focus on online), and building stronger relationships with our existing audiences, create a base for growth and reaching out to the new. Led by Agata Etmanowicz.

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