



“CReATE: CONNECTING ICT RESEARCH AND CREATIVE ENTERPRISES”

INTERNATIONAL CONFERENCE

4th-5th November 2009

Virtual Reality & Multi Media Park

Corso Lombardia 190, Torino ITALY

DAY ONE: 4th November 2009

- 13.30 -14.00 **Welcome lunch**
Performance **Orchestra Meccanica Marinetti, a project by Angelo Comino (Motor)**
- 14.00 -14.15 **Welcome speech, ANDREA BAIRATI**, Regione Piemonte, Regional Minister of University,
Research, Innovation and Internationalization
- 14.15 - 14.20 **Welcome by SERGIO TOFFETTI**, President of Virtual Reality & Multi Media Park
- 14.20 - 14.30 **CReATE: Promoting ICT Innovations in European Creative Industries,**
KLAUS HAASIS, CEO of MFG Baden-Wuerttemberg mbH
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- 14.30 -16.30 **THE ICT AND CREATIVE INDUSTRY SCENARIO**
*This session will outline the scenario of the ICT and creative industry connection through three
keynote speech, designing the economic perspective, the Commission perspective and an
inspiring point of view*
- CHAIR: JASPER BOUWSMA, Vujàdé (CH)**
- @ The EU perspective on ICT and creative industry**
METTE QUINN, EU Commission, DG Enterprise, Directorate for Innovation Policy’s Support for
Innovation Unit
- @ The inspiring perspective**
ANDY CAMERON, FABRICA, Interactive Design Department
(in collaboration with Share festival)
- @ The economic perspectives on ICT and creative industries**
PAOLA SAVINI, Istituto Economia dei Media, Fondazione Rosselli
- 16.00 -16.30 Coffee Break
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- 16.30 -17.30 **THE CREATE PROJECT RESEARCH PRIORITIES THROUGH CASE STUDIES: FROM VISUAL
INTERACTIVE EXPERIENCE TO MULTICHANNEL DISTRIBUTION OF DIGITAL CONTENT**
*Two good practices coming from different European regions will help to introduce the research
priorities that CReATE has pointed out*
- @ GIORGIO OLIVERO**, ToDo, Interaction Design Studio (IT)
- @ STEFFEN P. WALZ**, ETH Zurich (CH)
- CHAIR: VINCENZO LOMBARDO, University of Turin & Virtual Reality & Multi Media Park**
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- 18.00 - 21.00 **Buffet dinner and enterprise matching / networking**
DJ set by Club to Club

CReATE Project - International Conference - TORINO (IT) 4-5 Nov 2009 –

REGISTRATION and DETAILS: www.lets-create.eu

ORGANIZER: CSP- Innovazione nelle ICT: Augusta Giovannoli, Michela Pollone, create@csp.it



DAY TWO: 5th November 2009

9.00 -10.30 **THE CREATE PROJECT RESEARCH PRIORITIES THROUGH EXPERT WORKSHOPS**
Two parallel workshops will include experts with different background and expertise will discuss and validate the Research priorities the CReATE research priorities

@ Introduction to the CReATE research priorities, **GÜNTER CLAR, SEZ (DE)**

<p>WORKSHOP 1: The future of visual interactive experience CHAIR: LUDOVIC NOEL, IMAGINOVE (FR)</p> <p>PANELISTS: @ OLIVIER MAFFRAND, Immersive Solutions (FR) @ LARA MARCELLIN, CSP (IT) @ GUY PARMENTIER, ESC Chambéry (FR) @ STEFANIA RAIMONDI, Torino Piemonte Animation cluster (IT) @ HARALD REITERER, University of Konstanz (DE)</p>	<p>WORKSHOP 2: Multichannel distribution of digital (creative) content CHAIR: DAN LICARI, AWM (UK)</p> <p>PANELISTS: @ JASON HALL, Screen West Midlands (UK) @ MIHELA MICHILLI, FILAS (IT) @ SILVANA MOLINO, Microcinema (IT) @ RYAN RAUSCHER, Popakademie Baden-Wuerttemberg (DE)</p>
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10.30 -11.00 **Coffee Break**

11.00 -11.30 **THE GAMIFICATION OF MEDIA**
GLENN ENTIS, VanEdge Capital (in collaboration with VIEW CONFERENCE)
Chair: LORENZO BENUSSI, TOP-IX (IT)
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11.30 -13.00 **POLICY FOR ICT AND CREATIVE INDUSTRIES AROUND EUROPE**
The round table will draft the state of the art of ICT and creative industry policies through the comparison of different experience across Europe with the aim to validate the CReATE approach
Chair: DAVID OSIMO, Tech4i2 (BE)

PANELISTS:
 @ **MARIO CALDERINI**, Finpiemonte (IT)
 @ **ALBERTO COTTICA**, Kublai project (IT)
 @ **THOMAS COTTINET**, Rhône-Alpes Region (FR)
 @ **KLAUS HAASIS**, MFG Baden-Wuerttemberg mbH (DE)
 @ **MIHÁLY NAGY**, EU COMMISSION, DG Education and Culture, European Year of Creativity and Innovation
 @ **JAN RUNGE**, KEA and EICI-EU Interest Group on Creativity and Innovation (EU)
 @ **NICO VERPLANCKE**, IBBT (BE)

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13.00 - 13.30 **Conclusions, ERICA GAY**, Regione Piemonte

13.30 **Buffet Lunch**