

# OVERVIEW

## 4 FOREWORD

## 5 WELCOME ADDRESS

Cluster Managers **Christian Boros** and **Werner Lippert**

## 6 IMPULSE SPEECHES

**Christa Thoben**, Minister of Economic Affairs and Energy of the State of North Rhine-Westphalia, Germany

**Marjan Hammersma**, Director for Media and Creative Industries at the Ministry for Culture in the Netherlands, Netherlands: "Using Creative Value. New Approaches for Creative Industries in the Netherlands"

## 8 INTRODUCTION

**Inga Wellmann**, Einstein Forum, Potsdam; Multiplicities, Berlin, Germany

## 9 KEYNOTE

**Prof. John Howkins**, Member of the United Nations UNDP Advisory Committee on the Creative Economy; Vice Dean and Visiting Professor, Shanghai School of Creativity, China; Author: "The Global Rise of the Creative Ecology"

## 10 CREATIVE QUARTERS TALK

**Prof. Dieter Gorny**, Artistic Director City of Creativity, RUHR.2010; Director ECCE, Germany: "Creative Metropole Ruhr"

**Michael Schindhelm**, 2007-2009 Director of the Dubai Culture and Arts Authority; Writer and Cultural Advisor to International Organizations, Ponte Cremena, Switzerland: "Creative Quarters Dubai"

## 13 SUPPORTING THE CREATIVE INDUSTRIES – AN INTERNATIONAL PERSPECTIVE

Four case studies

**Simon Evans**, Creative Cluster Ltd., Sheffield, United Kingdom: "Creative Industries, Creative Economy, Creative Clusters"

**Christine de Baan**, DutchDFA, Rotterdam, Netherlands: "Learning by doing"

**Johanna Skantze**, Generator Swedish Creative Industries, Stockholm, Sweden: "Creative Industries in Sweden: A Strategic Approach to Sustainable Development"

**Stefanie Bechert**, Director of the Federal Government of Germany's Centre of Excellence for the Cultural and Creative Industries, Germany: "Reaching for the Stars" Followed by a short discussion

## 17 THE WHEREABOUTS OF THE CREATIVE HOME

Three short inputs on the notion of the "Creative Home"

**Dr. Bastian Lange**, Leibniz Institute for Regional Geography Leipzig/Multiplicities, Berlin, Germany: "Stadt – Metropolitan Regions as Creative Homes"

**Prof. Thomas Rempfen**, Communication Designer, Büro Rempfen GmbH, Drensteinfurt-Rinkerode, Germany: "Land – Rural Areas as Creative Home"

**Holm Friebe**, Author and CEO of Zentrale Intelligenz Agentur, Berlin, Germany: "Fluss – Digital Home" Followed by a short discussion

## 20 CREATIVE HOME BRANDING?

Panel discussion

**Guido Heffels**, Creative Director and CEO of Heimat Berlin, Germany: "Opportunities from the Standpoint of Creatives"

**Christoph Twickel**, Journalist and Co-Initiator of "Not In Our Name, Marke Hamburg!", Germany

**Eva Gronbach**, Fashion Designer, Cologne, Germany: "Creative Home and Identity as Fashion Brand"

**Lukas Hegemann**, Board Member of "zakk" (cultural centre), Activist of "Freiräume für Bewegung"; Co-Writer of the corresponding manifest, Düsseldorf, Germany

## 22 RECAP AND OUTLOOK

Cluster Manager **Werner Lippert**