

## “Paths for transformative cultural policies”

talks, discussions, workshops, exhibition

**25-26 May 2024, Goethe-Institut Thessaloniki**

66 Vassilissis Olgas Avenue, Thessaloniki ([map](#))

## ABSTRACTS

### SATURAY, 25/5

#### Lecture

“Cultural planning and policy development in times of transformation”

Dr. Patrick S. Föhl

Network for Cultural Consulting, Berlin

Cultural development planning has been booming for years. With the current transformation requirements, cultural strategies for communities and regions are experiencing an even greater boost. But what exactly is being planned here? What are the common topics? Who is involved and how? Why can planning be worthwhile and what should be taken into account? The end result can be a new way of working together, if a sensitive, motivating and content-oriented process is put in place.

#### Lecture

“Designing local policies for culture in Greece” - Dr. Athanasios Kalogeresis

Associate Professor, School of Spatial Planning and Development, Aristotle University of Thessaloniki

The presentation focuses on the development of cultural strategies through the experience of the project “Designing a cultural masterplan, cultural development policy and cultural identity (brand) for selected regions of the country” of the Ministry of Culture. In addition to describing the philosophy of the project, a brief overview will be given of the views surrounding the role of culture and creativity in local development. The question whether cultural and creative industries (CCI) are perceived as development mechanisms at the local level will be explored, as well as the obstacles facing such strategies.

## Discussion panel: “The model of European Capital of Culture as driver for local growth”

Angeliki Lampiri

Director of Cultural Training, 2023 Eleusis European Capital of Culture

Alexandra-Maria Rigler

Director of the Centre for Projects Timișoara - Cultural programme Timișoara 2023

## Discussion panel: “Participation, digitisation, sustainability - The big themes of social transformation and thus also of art and culture”

“Cultural assemblages from below: GLAM communities and policy frameworks” - Vassilis Avdikos

Associate Professor in the Department of Economic and Regional Development in Panteion University

The presentation will look at the ways that cultural production in GLAMs (galleries, libraries, archives and museums) is assembled through community arrangements. In GLAMs, but also in other cultural and creative domains we see the rise of independent communities that through volunteer labour and other shared resources attempt to engage in cultural production and self-organise. However, issues of financial sustainability, independence and autonomy often limit these attempts whereas there are no specific policy frameworks that could support these initiatives.

“Open source technology and commons-oriented organisations for sustainable and inclusive, cultural(?), production” - Chris Giotitsas

P2P Lab member, researcher

Chris will present P2P Lab’s work utilising open source technologies and communal organising to explore environmentally and socially sustainable ways of living. He will provide practical insights from P2P Lab’s research pilot, Tzoumakers, a rural makerspace serving as a communal activity hub for the surrounding communities engaging in production activities to tackle local challenges. Chris will highlight the growing pains of such an inclusive initiative and its implications for culture production.

**“Community-based strategies in culture and the role of the visitor economy: Towards a more sustainable and inclusive paradigm?” - Nicholas Karachalis**  
Assistant Professor, Department of Tourism Economics & Management, University of the Aegean

Lately, the cultural industries paradigm is being heavily criticized and cultural policy goals are being renegotiated. Within this discussion the role of the community and place-based approaches get increased attention. With a reference to key developments worldwide and the current reality in non-metropolitan areas in Greece, key concepts and best practices are discussed. Questions that will be addressed: Are we entering a new era for cultural policies? Can tourism and the visitors economy have a positive role?

**“Third Places and diverse audiences: how to stimulate cultural participation?” - Gernot Wolfram**  
Cultural scientist, author and arts manager

The input will discuss the importance of opening cultural spaces for new audiences, fostering active cultural participation and creating analogue spaces as a modern form of *αγορά*. What is necessary to transform a cultural institution into a third space, what are opportunities and boundaries?

## **SUNDAY, 26/5**

### **Presentations: “European Priorities & Funding Opportunities”**

**“EU funding for the Cultural and Creative Sectors – an overview”**  
Ann-Katrin Büchler

Grant Advisor EU-Liaison Office, Goethe-Institut Brussels

Important concepts and questions concerning applications for EU funding will be introduced during this short overview. Besides questions such as “What is an EU-Grant?” and “How can I apply?”, there will be room to take a brief glance at EU priorities such as sustainability or digitalisation. Relevant funding lines for the Cultural and Creative Sector will be shortly presented to bridge over to the subsequent showcase presentations on Creative FLIP and Culture Moves Europe – successful examples for EU-funded projects of the Cultural and Creative Sector implemented by Goethe-Institut.

## “Creative FLIP and Creatives Unite platform – strengthening the Cultural and Creative Sectors through an ecosystems approach” - Dubravka Jurisic

Project Manager, Creative FLIP, Goethe-Institut Brussels

Creative FLIP, co-funded by the European Union, is a key policy project aimed at enhancing the Cultural and Creative Sectors and Industries (CCSI) in Europe. Orchestrated by the Goethe-Institut, and in partnership with the European Creative Hubs Network, IDEA Consult, and the Intellectual Property Institute Luxembourg, this initiative seeks to address some of the core challenges facing these sectors, with a particular focus on the topics of finance, learning, skills, innovation, transformation, working conditions and Intellectual Property Rights (IPR). In this presentation, Dubravka will present the key achievements of the project since 2019, including its flagship Creatives Unite platform - a unique, comprehensive resource for the sector, with over 2,000 initiatives across Europe and internationally, and three interactive Tools on access to finance and financial literacy, IPR and working conditions.

## “Culture Moves Europe: the biggest European mobility scheme for artists and cultural professionals” - Antigone Vatylioti

Project Officer, Culture Moves Europe, Goethe-Institut Brussels

Culture Moves Europe project is funded by the Creative Europe programme of the European Union and is implemented by the Goethe-Institut Brussels. It provides mobility grants for artists and cultural professionals in all 40 Creative Europe countries and covers the sectors of architecture, cultural heritage, design and fashion design, literature, music, performing arts and visual arts. The scheme consists of two action lines: Individual Mobility (for individuals and groups) and Residencies (for legal entities interested to welcome artists and cultural professionals for a residency). Antigone will briefly present the project so far and the funding opportunities for both actions.

## “New European Bauhaus: From concept to action” - Borut Cink

Policy Officer, European Commission

The New European Bauhaus is a creative and interdisciplinary initiative of the European Commission, that connects the European Green Deal to our living spaces and experiences. The initiative calls on all of us to imagine and build together a sustainable and inclusive future that is beautiful and therefore enriching, sustainable and inclusive, for our eyes, minds, and souls. The presentation will provide an overview of the development of the New European Bauhaus Initiative from its inception in 2020 and plans for the future.