



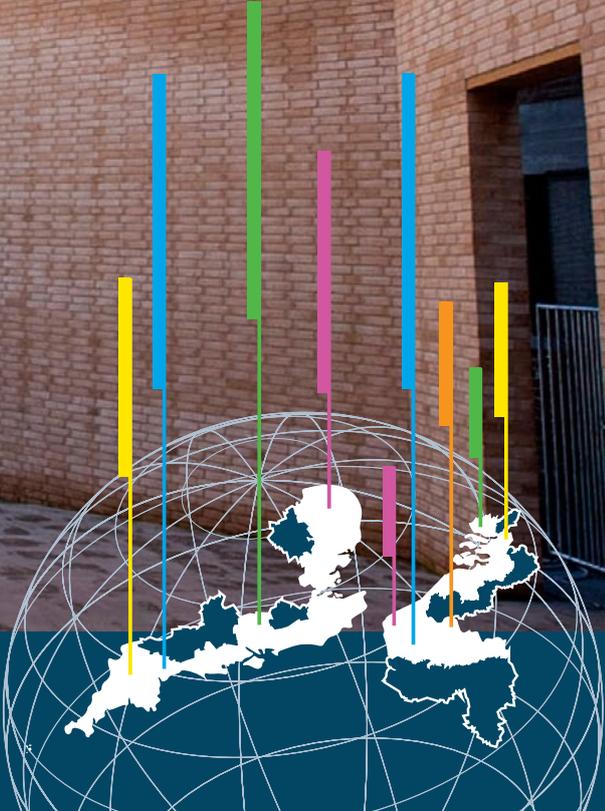
CREA-Zone presents:

Coloured District

How to stimulate a creative economy

2 Seas Cluster

Programme



**Budafabriek Kortrijk
5th & 6th November 2014**

CREA-Zone presents: **Coloured District**

How to stimulate a creative economy

Introduction

The current economic crisis has stimulated regions and cities to find new ways to give the economy an injection of creative and innovative stimulus. Through creativity and collaboration with creative and cultural industries, traditional industries can find ways to enhance their resilience in the face of increased economic, social and environmental challenges.

In recent years, several (Interreg)projects have, each from within their own context and specific field, researched and experimented with concepts aimed at rendering visible the economic value of the creative and cultural industries.

At the CREA-Zone event 'Coloured District', scheduled for Wednesday 5th and Thursday 6th of November 2014, these projects will be presented, synergies between different projects will be pulled into focus and success stories will be shared with a broad audience.

CREA-Zone: 'international cluster for the promotion of a creative economy'

Practical information

Entrance: Free

Register: Before 03.11.2014

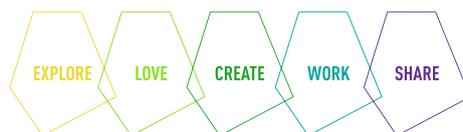
Simultaneous translation: Dutch / French / English

Hotel in Kortrijk?

Check: www.toerismekortrijk.be/overnachten

Travel directions?

Check: www.budakortrijk.be/nl/praktisch/routebeschrijving



REGISTER
[click here](#)



Wednesday 5th November 2014: **Day**

Budascoop/Budafabriek Kortrijk

6 p.m.

Welcome at Budascoop

Budascoop, Kapucijnenstraat 10, Kortrijk (Belgium)

6:30 p.m.

Word of welcome

Franky Devos, director arts centre
BUDA / Budafabriek

6:35 p.m.

Introduction to CREA-Zone

CREA-Zone – international cluster for a creative economy

Ellen Bisschops & Nele Leirs, projectmanagers SPK (BE)

6:45 p.m.

Q&A with Daan Roosegaarde

In a world shifting between the analogue and the digital, Studio Roosegaarde is the social design lab of artist Daan Roosegaarde and his team of designers and engineers. The studio creates interactive designs that explore the dynamic relation between people, technology and space. The studio develops its own innovations and is internationally known for interactive projects such as Dune, Intimacy and Smart Highway.

Interview: Hilde Bouchez

7:30 p.m.

Short walk to the Budafabriek

Budafabriek, Dam 2A, Kortrijk (Belgium)

From 7:30 p.m.

Expo with inspiring examples for a Coloured District

The collaboration between designers, entrepreneurs, students, artists and active citizens leads to concrete projects. At the imposing Budafabriek, good practices and conclusions are presented by University for the Creative Arts (UK), SPK (BE), Avans Hogeschool (NL), TIO3 (BE), Pictanovo (FR), City of Mechelen (BE), Ondernemerscentra West-Vlaanderen (BE), Flanders DC (BE) and Buda Kortrijk (BE).

Exhibit The Green Light District

A green economy is an important issue for entrepreneurs, designers, scientists and artists alike. CREA-Zone selected international projects that transcend the sense of defeatism that tends to surround ecology.

The Green Light District presents work by Alberto Baraya (CO), Nick Ervinck (BE), Lucas Foglia (US), Brandon Ballengée (US), Annemie Maes (BE), David Bowen (US), Luc Deleu (BE), Maya Smrekar (SI), Peter De Cupere (BE), Bart Stolle (BE), Futurefarmers (US), NANO Supermarket (NL), Honoré d'O (BE), Ralph Kim (UK), Mattia Casalegno (IT), Martin uit den Bogaard (NL), Koen Vanmechelen (BE), Eduardo Kac (US), Heath Bunting (UK), ...

+ scientific research by Howest, Kulak, VIVES & Provinciale Tuinbouwschool

+ entrepreneurial projects by Vasch aquaponics, Deceuninck, Vanheede, Alpro, Drukta, Ocular, Devolder Architecten, ...

Curator: Christophe Dejaegher



Thursday 6th November 2014: **Day**

Budafabriek Kortrijk

9 a.m.

Welcome with breakfast

Inspiring talks with croissants, coffee, politicians, creative entrepreneurs, policy advisors, students, ... welcome!

10 a.m.

Introduction to CREA-Zone

CREA-Zone – international cluster for a creative economy

Ellen Bisschops & Nele Leirs, projectmanagers SPK (BE)

10:30 a.m.

Stimulating environmental factors for the creative industry

- **How to attract creative entrepreneurs in a local society?**
- **What's the role of education, local governments and cultural organisations in stimulating creative entrepreneurship?**
- **Is there a future for creative entrepreneurs in small towns?**

Prof. Annick Schramme is professor and academic coordinator of the master's program Cultural Management at the University of Antwerp. In addition, she leads the Competence Center Creative Industries of the Flanders District of Creativity at the Antwerp Management School.

11 a.m.

3 inspiring examples for a Coloured District

- **Cartamundi / SPK (BE)**
- **Incunables / Pictanovo (FR)**
- **Results of the temporary stay of the students from Thomas More Mechelen @ Buda (BE)**

11:30 a.m.

The innovative contribution of Europe's creative industry to the wider economy: towards a new policy agenda

- **How can policymakers stimulate innovation and growth by enabling cross-sectoral collaboration?**
- **How to build better business support and access to finance for creative industries?**
- **How to introduce innovation voucher schemes?**

Johanna van Antwerpen is the founder of the Amsterdam Innovation Motor (AIM). AIM is the innovation agency of the Amsterdam Metropolitan Area which merged, among other organisations, into the Amsterdam Economic Board in 2013. AIM has been set up to help preserve and strengthen Amsterdam's key position in the knowledge-based economy. The Amsterdam Economic Board promotes innovation, cooperation and new activities in relevant economic sectors such as: Creative Industries, ICT, Life Sciences, Sustainability, Financial and Business services.

12:00 p.m.

3 inspiring examples for a Coloured District

- **Gail Baxter / University for the Creative Arts (UK)**
- **The Smell Project / Avans Hogeschool (NL)**
- **BUDA::lab / Buda Kortrijk (BE)**

12:30 p.m.

Conclusions from the CREA-Zone cluster

Ellen Bisschops, projectmanager SPK (BE)

12:45 p.m.

Networking lunch



For further information on the 2 Seas Programme,
please visit our website :

www.interreg4a-2mers.eu

INTERREG IV A 2 Mers Seas Zeeën

Secrétariat Technique Conjoint / Joint Technical Secretariat /

Gemeenschappelijk Technisch Secretariaat

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The Interreg 2 Seas Programme is an EU funding programme which promotes crossborder cooperation between partners from France, England, Belgium (Flanders) and The Netherlands. It aims to develop the competitiveness and the sustainable growth potential of maritime and non-maritime issues through the establishment and development of cross border partnerships.