

General Information

The conference will bring together people from universities, research institutes, public sector, companies, regional authorities, governmental and non-governmental organisations to discuss the following themes:

- The future of creative clusters and industries
- The role of cultural industries in economic development and competitiveness
- The power of creativity and culture for sustainable development
- Case studies of culture, innovation and entrepreneurship
- Futures research methodology in the study of the creative economy
- Theoretical approaches for the future interaction of culture, society and the economy
- Innovativeness and creative processes in economies, cultures and societies of the future

Conference Fees and Registration

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|-----------------------------------|---------------------------|
| Standard fee before 30 April 2007 | Late fee after 1 May 2007 |
| Delegate 400 € | Delegate 500 € |
| Student 200 € | Student 200 € |

You may ask for an offer for a special group fee if there are three or more people from your organisation participating in the conference. Also one day participation is possible. Please contact us for those, or for any other special arrangements at: ffrc2007@tse.fi

Online registration is available at www.tse.fi/tutu/conference2007

The Registration Fee Includes:

- The programme package
- All lectures, workshops and poster session
- Participation at the Turku City Reception
- Lunch and refreshments on both conference days
- The conference dinner and museum tour

Summer School

Finland Futures Academy will organise a Summer School "Culture as Innovation" from 5-8 June 2007. The summer course's programme follows the themes of the conference. Its two main themes are the interaction of culture and the economy, as well as indicators of and the effects of cultural innovations on society. This year the course language is Finnish. Read more about the course and registration at: www.tse.fi/tutu/tva



9th International Conference of
Finland Futures Research Centre and Finland Futures Academy
in Collaboration with Turku 2011
– Finland's Candidate for the European Capital of Culture 2011

CULTURE AS INNOVATION

- THE SEARCH FOR CREATIVE POWER IN ECONOMIES AND SOCIETIES

6-8 June 2007

Arken, Åbo Akademi University
Turku, Finland

Contact Information

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Finland Futures Academy



www.tse.fi/tutu/conference2007

Welcoming Words

Finland Futures Research Centre celebrates its 15th anniversary in June 2007 by organising the 9th international conference Culture as Innovation – the Search for Creative Power in Economies and Societies. We would like to raise a perspective that culture is contradictory: It is individual and creative, it is collective and empowering. It is also diverse, conservative and restrictive. If we reflect upon such contradictions and understand culture as a creative, interactive and innovative power in society leads us to ask a question: What is the future of the creative economy, the cultural industry, economic innovation and the interaction of culture and the economy?

Furthermore, how does creativity strengthen regional and national competitiveness? In what ways can culture support sustainable development that is economic, social and cultural? What conflicting views are there about the consequences of mixing culture and the economy? What future opportunities can cultural production and the creative industries offer a society? What is the significance of the production of cultural meaning and the role of cultural processes in our changing world?

The aim of the conference is to create a platform where people can meet, share and discuss new ideas concerning the future of culture, the creative economy and innovativeness. The idea is to generate multidisciplinary, lively and productive discussions and promote networking between people from the different backgrounds of the arts, business and science.

Looking forward to seeing you in Turku!



Dr. Juha Kaskinen
Director, Finland Futures Research Centre
Turku School of Economics

Conference Programme

Wednesday 6 June

19.00 Turku City Reception
Venue: Turku City Hall

Thursday 7 June (Arken, Åbo Akademi University)

9.00 Registration and Morning Coffee
9.30 City of Turku Greetings
Deputy Mayor of Turku, MD., PhD. Kaija Hartiala
9.40 Culture as Innovation
*Professor Markku Wilenius
Finland Futures Research Centre, Turku School of Economics*
10.00 Creative Industries and the Creative City
*Professor Justin O'Connor
School of Performance and Cultural Industries, University of Leeds, UK*
10.45 Liberty - Responsibility - Benefits?;
Ethical Dimensions of Innovations and Creative Production
*Director, Dr. Hannele Koivunen
Arts and Cultural Heritage Division, Ministry of Education, Finland*
11.30 Lunch
12.30 How to Understand Culture and Design in Economy?
Research Director, Pekka Ylä-Anttila, ETLA, Finland
13.15 Evolution of the Mind
Artist and Farmer, M.Sc., MFA Osmo Rauhalta, Finland
14.00 Refreshment Break and Poster Session
14.30 Workshop Session I
16.30 Poster Session
17.00 Closing of the First Conference Day
19.00 Museum Tour
20.00 Conference Dinner

Friday 8 June (Arken, Åbo Akademi University)

9.00 Workshop Session II
11.00 Two Visions – One Design
Design Producer Kari Korkman, Luovi Productions LTD, Finland
11.45 Future Dimension in Design
Vice President, Dr. Anne Stenros, KONE Corporation, Finland
12.30 Lunch and Coffee
13.30 Technology, Place and the Future of Innovation
*Research Director, Dr. Alex Soojung-Kim Pang
Institute for the Future, Palo Alto, California, USA*
14.15 Panel Discussion
*Panelist: Project Manager Suvi Innilä, Turku 2011; Professor Justin O'Connor; Professor Alf Rehn, Åbo Akademi University and Professor Saara Taalas, Turku School of Economics.
Chair of the Panel: professor Markku Wilenius*
15.00 Conclusion

The conference organisers reserve all rights to any programme or schedule changes.