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

Standard fee before 30 April 2007

Late fee after 1 May 2007

Delegate 400 € Student 200 € Delegate 500 € 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

Contact Information

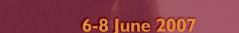
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- Finland's Candidate for the European Capital of Culture 2011

CULTURE AS INNOVATION

- THE SEARCH FOR CREATIVE POWER IN ECONOMIES AND SOCIETIES



Arken, Åbo Akademi University
Turku, Finland









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

Juna Kas



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
- 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 Rauhala, 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
- 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.