



# PROGRAMME

8TH / 9TH MARCH 2012  
ESSEN, SANAA-BUILDING  
ZOLLVEREIN WORLD HERITAGE SITE



**FORUM  
D'AVIGNON  
RUHR**

# WELCOME WORDS

"We are experiencing a massive radical upheaval. Perhaps even one, which the world experiences once every few hundred or even every few thousand years: the concurrence of climate change, population development, new value structures, democracy that reaches its limitation and the dictation of the financial system." – This is how the renowned metropolis researcher Bernhard Butzin appropriately describes our situation.

The question in this context is: what is the role of arts and culture in this change process and how can we ensure in this given complex overall situation a sustainable European prosperity, both economically as well as socially?

We are doing it, as I see it, with this French-German co-operation in order to develop and carry on a unique debate.

Therefore, the first Forum d'Avignon Ruhr is basically attached with a fundamental importance on a European level, which is to be shaped

## **Prof. Dieter Gorny**

General Manager of the european centre for creative economy (ecce)

The Forum d'Avignon is delighted and proud to be associated to a new partner ecce to launch Forum d'Avignon Ruhr.

From the difficult end of an extraordinary industrial era, Ruhr has been able to be selected as the European Capital of Culture in 2010. It should not be viewed as an accomplishment, as exceptional as it is, but as a step to move forward.

Feeling the difficulty for many countries to adapt themselves to a new post industrial world, global and virtual, the Forum d'Avignon tries to bring closer culture, the media and the economy. Within four years, the Forum d'Avignon has settled itself as the international think tank on those subjects, being able to attract those who count from all over the world.

The last edition in November 2011 gathered more than 400 participants coming from 40 countries located on the 5 continents representing 50 different sectors of culture, economy and media.

Whatever the differences are, Europe can move forward only if Germany and France agree to act. It is not enough if we are not joined by our other European partners but nothing could happen if we don't share the same goals. It is time to put back culture on the agenda. Not as a decorum which would protect the diversity of our rich cultural history or as a varnish which would make easier to swallow the sour pill of present economy but as a common objective which would make people at ease with themselves, their democratic governments and their common mother land Europe.

I wish the best to the first edition of Forum d'Avignon Ruhr 2012 which will be able in those difficult times to *create progress*, to give faith and hope in their future maybe by giving more rigour to culture and more emotion to economy.

## **Nicolas Seydoux**

Chairman of the Forum d'Avignon

# PROGRAMME

## FORUM D'AVIGNON RUHR 2012

### 8TH / 9TH MARCH 2012

#### Thursday, 8<sup>th</sup> March 2012

##### **04:00 pm**

**Guided Tour** – Impressions of the Zollverein World Heritage Site

##### **06:00 pm**

**Official Opening** of the Exhibition "Why Are You Creative?"

##### **07:00 pm**

Dinner at "Erich Brost-Pavilion"

#### Friday, 9<sup>th</sup> March 2012

##### **09:30 am**

**Address of Welcome**

##### **09:45 am**

**Official Opening** of the Forum d'Avignon Ruhr

##### **10:10 am**

**Keynote Speeches**

##### **11:00 am**

**Session 1** Considering Culture and Economy in One Thought

##### **12:20 pm**

**Statement** Trans-National Cooperations as a Model to Create Progress in Europe

##### **12:30 pm**

Lunch Break

##### **02:00 pm**

**Session 2** The Art of Creative Change

##### **03:30 pm**

Coffee Break

##### **04:00 pm**

**Session 3** Copy & Paste Successful Models

##### **05:00 pm**

**Closing Dialogue**





# THURSDAY 8TH MARCH 2012

04:00 pm

## Guided Tour – Impressions of the Zollverein World Heritage Site

The guided tour will take you around the so called “most beautiful colliery in the world”, the impressive Zollverein World Heritage Site. During this tour the participants experience the change of the Ruhr from an industrial region to a region of creativity. Along the “Heritage Trail” we will follow the production process of coal and see the spectacular staircase to the Ruhr Museum – a museum for and about the Ruhr – by the famous Dutch architect Rem Koolhaas. Thus you will get an insight to what the Ruhr had been like during the industrial age. The tour ends at the red dot design museum, which displays the world's largest and most unusual exhibition of contemporary design, including more than 1.500 products – all winners of the red dot design award.

During this tour, the transformation of the Ruhr becomes vivid as you can see how a coal mine has become one of the most important centres of creativity and culture in the Ruhr. Today the Zollverein World Heritage Site hosts exhibitions of fine art and design, dance and performances, workshops, tradeshow and conventions.



PHOTO\_RUHR.2010\_MANFRED VOLLMER

06:00 pm

## Official Opening of the Exhibition “Why Are You Creative?” in the SANAA-Building at the Zollverein World Heritage Site

The exhibition of the renowned artist and director Hermann Vaske “Why Are You Creative?” presents the inspiration and motivation of creative people from all around the world and a diversity of disciplines such as art, design, architecture, film, literature, photography, fashion, music, politics, science, business and religion. The project is a voyage of discovery into the many facets of creativity: artistic, intellectual, philosophical, political and scientific. From Mikhail Gorbachev to Nelson Mandela, from Helmut Newton to Herbert Grönemeyer, from Salman Rushdie to Günter Grass, and from Stephen Hawking to the Dalai Lama: all give their own very

personal answer to the question of “Why Are You Creative?”. The exhibition shows films and drawings by and with celebrities from all over the world.

The exhibition will be officially opened by the Minister for Family, Children, Youth, Culture and Sport of the State of North Rhine-Westphalia Ute Schäfer, Prof. Kurt Mehnert, President of the Folkwang University and the artist Hermann Vaske.

07:00 pm

## Dinner

During a dinner on top of the former colliery at the Erich Brost-Pavilion, which offers a breathtaking view over the Ruhr metropolis, the participants can get in touch with each other even before the beginning of the Forum.



# FRIDAY 9TH MARCH 2012

09:30 am

## Address of Welcome



Reinhard Paß  
Mayor of the City of Essen



Prof. Dieter Gorny  
General Manager of the european  
centre for creative economy (ecce)



Nicolas Seydoux  
Chairman of the Forum d'Avignon

09:45 am

## Official Opening



Hannelore Kraft  
Premier of the State of  
North Rhine-Westphalia



Günter Winands,  
Director and Head of the Directorate  
“Media and Film, International Affairs”  
at the Federal Government Commission  
for Culture and the Media

10:10 am

## Keynote Speeches



Charles Landry  
Founder and Director of Comedia



Sigmar Gabriel  
Chairman of the Social  
Democratic Party



Heiner Goebbels  
Artistic Director of the Ruhrtriennale  
International Festival of the Arts

11:00 am

Session 1: Considering Culture and Economy in One Thought

We live in times defined by crises. Following on from commotion in the business and financial world, transformations with social, technological and cultural dimensions are coming about. This forces us to change not only economic but also societal and political structures and to adapt these to the new situations. In the digital age our key task is to shape and form this transformation process jointly

in order to make it serviceable for cultural, economic and urban development. What we need is a culture of economic, societal and ecological sustainability that takes account of the profound effects of digital change. Accordingly integrative strategies and interdisciplinary co-operation are needed to achieve a future characterised by prosperity and development.



Moderator  
Jan Fleischhauer  
Journalist and Author



Statement 1  
Steffen Kampeter  
Parliamentary State Secretary at the Federal Ministry of Finance



Statement 2  
Edgar Berger  
President and CEO Sony Music International



Statement 3  
Bodo Hombach  
Moderator of the Ruhr Initiative Circle



Discussion  
Robert Levine  
Author



Discussion  
Sascha Lobo  
Author and Blogger



Discussion  
Dr. Ulrich Schröder  
Chief Executive Officer KfW Bankengruppe



Discussion  
Anselm Weber  
Artistic Director of the Schauspielhaus Bochum

12:20 pm

Statement: Trans-National Cooperations as a Model to Create Progress in Europe



Nicolas Seydoux  
Chairman of the Forum d'Avignon

12:30 pm

Lunch Break

02:00 pm

Session 2: The Art of Creative Change

Art can revitalise cities or urban quarters and in part reinvent complete regions. It is both subject and core of cultural and intellectual Education. Artists focus on or answer trends, highlight grievances and offer solutions for problems. Art itself strides forward while the change to a digital world requires new social, cultural and economic structures. With urban development led by art and culture it is a matter in concrete terms of intruding into and interfering with societal

structures which have in part got into a rut and indicating social and political imbalances. The artistic dialogue is as well subject to the impact of a transforming heterogeneous society. Which media does art use today to communicate and how does it promote societal change? How does it influence the discourse and the various definitions of education? What artistic forms should change cities in the future?



Moderator  
Dr. Christiane Hoffmans  
Journalist and Author



Statement 1  
Ute Schäfer  
Minister for Family, Children, Youth, Culture and Sport of the State of North Rhine-Westphalia



Statement 2  
Prof. Jochen Gerz  
Artist



Discussion  
Deborah Carter  
Director of Sponsoring und Partnerships at PICNIC



Discussion  
Udo Kittelmann  
Director of the National Gallery, Staatliche Museen zu Berlin



Discussion  
Prof. Kurt Mehnert  
President of the Folkwang University



Discussion  
Hermann Vaske  
Director, Author and Producer

03:30 pm

Coffee Break

04:00 pm

### Session 3: Copy & Paste Successful Models

How can the economic and cultural future be shaped in a sustainable manner and what can culture and creative businesses contribute to this? For the Forum d'Avignon 2011 the Kurt Salmon agency has carried out a study on the models and mechanisms used for decision-making on investments in cultural projects. As a supplement to this study city researcher Charles Landry was commissioned by the Forum d'Avignon Ruhr to examine the qualitative success factors of a number of very different cities of culture including Bilbao, Krakow, Liverpool, Bologna, Lille and the Ruhr Metropolis. Taking these two studies as the basis as well



**Presentation 1**  
**Charles Landry**  
Founder and Director of Comedia



**Presentation 2**  
**Anne Magnus**  
Senior Consultant at Kurt Salmon

as the preceding discussions the following questions are up for discussion: Which qualitative success factors hold good in the same way for all types of city and Capitals of Culture? What are the cultural-political strategies offering the greatest promise of increasing the attractiveness of urban regions and of promoting economic growth? On what criteria can municipal policy-makers, the cultural world and the business world orient their actions today in order to shape sustainable changes to society and what "change through culture" measures promise success?



**Presentation 2**  
**Jean-Pascal Vendeville**  
Director at Kurt Salmon

05:00 pm

## Closing Dialogue



**Prof. Dieter Gorny**  
General Manager of the european  
centre for creative economy (ecce)



**Paul Owens**  
Managing Director of the Research and Strategy  
Consultancy BOP Consulting

## NOTES





# FORUM D'AVIGNON RUHR

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