"CReATE: CONNECTING ICT RESEARCH AND CREATIVE ENTERPRISES"
INTERNATIONAL CONFERENCE

4th-5th November 2009
Virtual Reality & Multimedia Park
Corso Lombardia 190, Torino ITALY

DAY ONE: 4th November 2009

13.30 -14.00 **Welcome coffee**

14.00 -14.15 **Welcome speech**, **ANDREA BAIRATI**, Regione Piemonte, Regional Minister of University, Research, Innovation and Internationalization

14.15 -14.30 **CReATE: Promoting ICT Innovations in European Creative Industries**, **KLAUS HAASIS,** CEO of MFG Baden-Württemberg

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14.30 -16.30 **THE ICT AND CREATIVE INDUSTRY SCENARIO**
This session will outline the scenario of the ICT and creative industry connection through three keynote speech, designing the economic perspective, the Commission perspective and an inspiring point of view

CHAIR: Jasper Bouwsma, Vujàdé (CH)

@ The EU perspective on ICT and creative industry
METTE QUINN, EU Commission, DG Enterprise, Directorate for Innovation Policy's Support for Innovation Unit
@ The inspiring perspective
ANDY CAMERON, FABRICA, Interactive Design Department
(in collaboration with Share festival)
@ The economic perspectives on ICT and creative industries
FLAVIA BARCA, Istituto Economia dei Media, Fondazione Rosselli

16.00 -16.30 Coffee Break

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16.30 -17.30 **THE CREATE PROJECT RESEARCH PRIORITIES THROUGH CASE STUDIES: FROM VISUAL INTERACTIVE EXPERIENCE TO MULTICHANNEL DISTRIBUTION OF DIGITAL CONTENT**
Two good practices coming from different European regions will help to introduce the research priorities that CReATE has pointed out
@ GIORGIO OLIVERO, ToDo, Interaction Design Studio (IT)
@ STEFFEN P. WALZ, ETH Zurich (CH)

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18.00 - 21.00 **Buffet dinner and enterprise matching / networking**
Dj set by Club to Club

CReATE Project - International Conference - TORINO (IT) 4-5 Nov 2009
REGISTRATION and DETAILS: www.lets-create.eu
ORGANIZER: CSP- Innovazione nelle ICT: Augusta Giovannoli, Michela Pollone, **create@csp.it**

DAY TWO: 5th November 2009

9.00 -10.30
THE CREATE PROJECT RESEARCH PRIORITIES THROUGH EXPERT WORKSHOPS
Two parallel workshops will include experts with different background and expertise will discuss and validate the Research priorities the CReATE research priorities

@ Introduction to the *CReATE* research priorities, **GUNTER CLAR, SEZ (DE)**

WORKSHOP 1: **The future of visual interactive experience** CHAIR: **LUDOVIC NOEL**, IMAGINOVE (FR) **PANELISTS:** @ **OLIVIER MAFFRAND**, Immersive Solutions (FR) @ **LARA MARCELLIN**, CSP (IT) @ **GUY PARMENTIER**, ESC Chambéry (FR) @ **STEFANIA RAIMONDI**, Torino Piemonte Animation cluster (IT) @ **HARALD REITERER**, University of Konstanz (DE)	WORKSHOP 2: **Multichannel distribution of digital (creative) content** CHAIR: **DAN LICARI**, AWM (UK) **PANELISTS:** @ **MIHELA MICHILLI**, FILAS (IT) @ **JASON HALL**, Screen West Midlands (UK) @ **SILVANA MOLINO**, Microcinema (IT) @ **ANNE PELZER**, PONS (DE) @ **MARIO RICCIARDI**, Politecnico di Torino, Cinema and Media Engineering Degree (IT)

10.30 -11.00   **Coffee Break**

11.00 -11.30
THE GAMIFICATION OF MEDIA
GLENN ENTIS, VanEdge Capital (in collaboration with VIEW CONFERENCE)
Chair: **Lorenzo Benussi,** TOP-IX (IT)
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11.30 -13.00
POLICY FOR ICT AND CREATIVE INDUSTRIES AROUND EUROPE
The round table will draft the state of the art of ICT and creative industry policies through the comparison of different experience across Europe with the aim to validate the CReATE approach
Chair: DAVID OSIMO, Tech4i2 (BE)

PANELISTS:
@ **MARIO CALDERINI**, Finpiemonte (IT)
@ **ALBERTO COTTICA**, Kublai project (IT)
@ **THOMAS COTTINET**, Rhône-Alpes Region (FR)
@ **KLAUS HAASIS**, MFG Baden-Württemberg mbH (DE)
@ **Mihály NAGY,** EU COMMISSION, DG Education and Culture, European Year of Creativity and Innovation
@ **JAN RUNGE**, KEA and EICI-EU Interest Group on Creativity and Innovation (EU)
@ **NICO VERPLANCKE**, IBBT (BE)

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13.00 - 13.30   **Conclusions**, **ERICA GAY**, Regione Piemonte

13.30   **Buffet Lunch**

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