

International Conference

"The Industrialization of Creativity and its Limits:

Value, Self-expression and the Economy of Culture in Times of Crisis"

# "Creativity: The Day After" Festival



June 23-24 2017

Saint-Petersburg,

Kantemirovskaya street, 3

# ABOUT THE EVENT



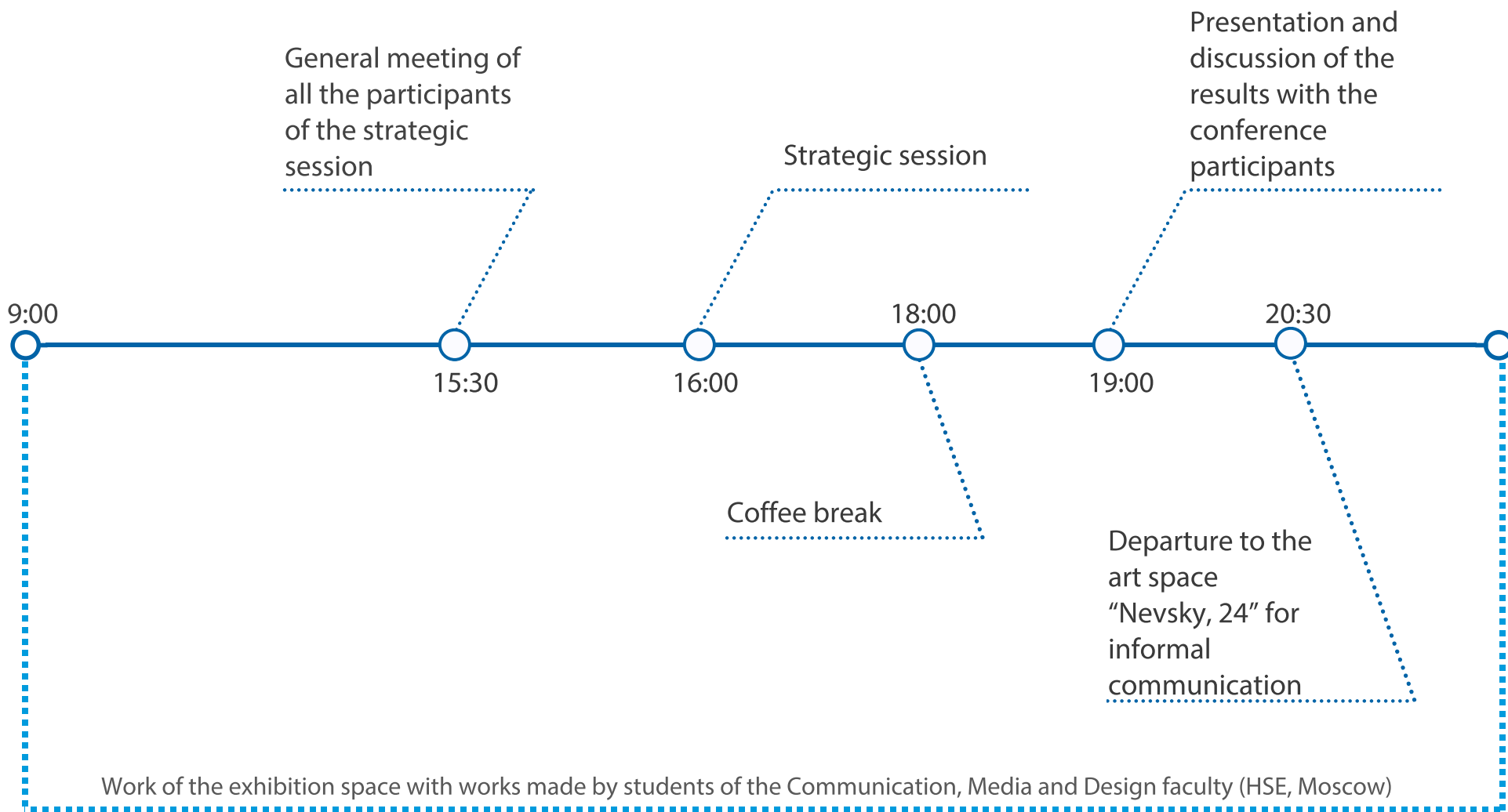
The festival "Creativity: the day after" will take place on June 23, 2017 at the National Research University High School of Economics within the framework of the international conference "The Industrialization of Creativity and its Limits: Values, Self-expression and the Economy of Culture in Times of Crisis".



This part of the conference is devoted to the view of active experts of Saint-Petersburg creative industry on it's development and future. The main event of the festival will be a strategic session.



We are expecting that the result of the collaboration in the framework of this event will be the answers to strategically important questions that will help the owners of art spaces to be more confident in the future. We are inviting you to take an active part in the "Creativity: the day after" festival organized by the Higher School of Economics in Saint-Petersburg!



# EVENT PROGRAM

# WHAT IS A STRATEGIC SESSION?

**Strategic session** within the framework of the festival “Creativity: the day after” is a form of a teamwork with the participation of the key industry representatives focused at the co-development of strategically important solutions for the future development of Saint- Petersburg creative industry.

## **Main goals:**

- to determine the key problems;
- to find the actual directions of the further industry development;
- to appeal to the best practices and to develop ideas and solutions.

**The process:** all the participants are divided into 2 groups and work on designated topics. During the working process a moderator (the person who understands the topic from both practical and theoretical sides) help the team. A moderator helps to structure the information and to move in the right direction. Also moderator gives advice about how the presentation of the results of work should be prepared.



## Group 1

### The ideological side of development

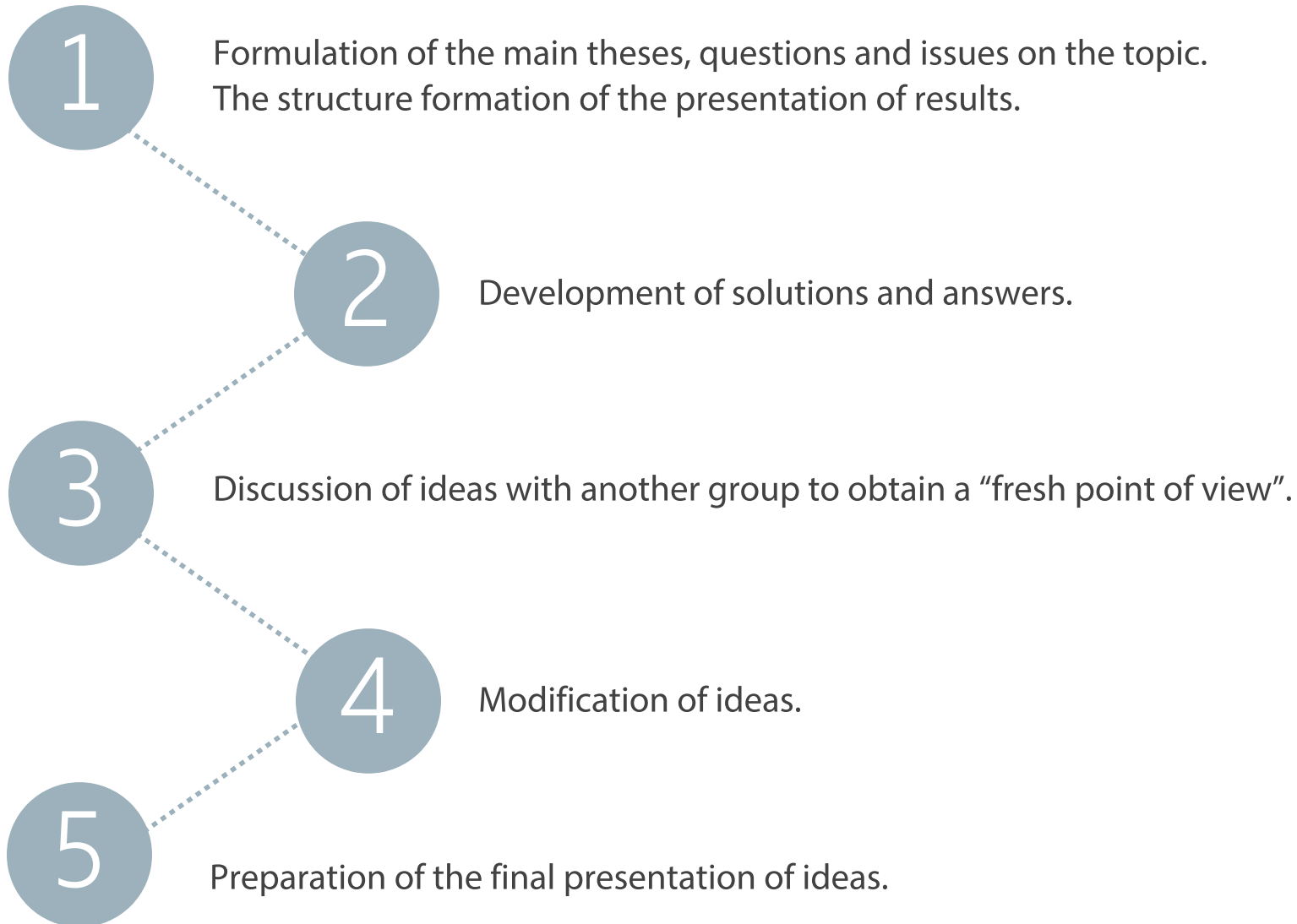
- What creative ideas and themes will be relevant in the future. What creative projects are becoming popular?
- What are the consumers' expectations from the creative industry of Saint-Petersburg? How will these interests will change in the future?
- What is the image of an art space at the moment and what image it should have in the future? What an art space has to offer to the consumer and what needs it satisfies? What a consumer is ready to pay money for and what he expects to get for free from the art space?

## Group 2

### The procedural side of development

- What partnership communications would be the most relevant in the future? Where to find partners? What characteristics are unacceptable for a partner?
- How to earn money without relying on investors? What the consumer is ready to pay for?
- What new tools and techniques are need to be learnt for using in management, marketing, promotion and earning methods? What skills and competencies of employees are need to be developed and why?
- How to adapt the global experience to the Russian reality and is it possible to do?

During the working process all the participants will be divided into two groups which will be engaged in developing solutions related to the designated topic.



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## WORKING PROCESS

**The result of working in teams** will be a presentation that reflects the main ideas and solutions that were developed during the strategic session. A discussion of the results takes place with the conference participants: Russian and foreign experts in the sphere of creative urban planning.

**The main goal of the festival:** to create favorable conditions for productive collaboration of representatives of the Saint-Petersburg creative spaces in determining the future directions of development of the creative industries in Saint Petersburg.

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## PRESENTATION OF IDEAS AND SUMMARIZING RESULTS

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NATIONAL RESEARCH  
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