

НАЦИОНАЛЬНЫЙ ИССЛЕДОВАТЕЛЬСКИЙ УНИВЕРСИТЕТ
ВЫСШАЯ ШКОЛА ЭКОНОМИКИ

САНКТ-ПЕТЕРБУРГСКИЙ ФИЛИАЛ



Dear participants of the conference!

We are pleased to invite you to attend the “Creativity: The day after” festival within the international conference “The Industrialization of Creativity and its Limits: Values, Self-expression and the Economics of Culture in Times of Crisis” held by the National Research University Higher School of Economics on Friday, June 23 - 24, 2017. In the frame of this event the leading representatives of the creative industry and science will meet to share their experience of working on creative projects, to discuss the latest trends in this sphere and to determine directions for the development of creative spaces and projects in Saint-Petersburg.

Program:

23.06

- Scientific Conference
- Strategic Session
- Project presentation and meeting with creative industry representatives
- Exhibition area at the HSE

We are honored to invite you to participate as an expert on June 23 and kindly request your acceptance. The leading creative industry representatives of Saint-Petersburg will present prospective ideas for the industry development in the format of strategic session. The result of the discussion should be an assessment of existing and possible approaches for the development of creative spaces and the identifying of effective partner communications. Your expert opinion and the results of the conducted studies will help the participants to choose the most perspective vector for the further development of creative industry of Saint-Petersburg.

A participation in the strategic session will be a great opportunity to combine theoretical practices with practical forms of creativity expression and to participate in the development of Saint-Petersburg as a creative center.

During the festival there will be organized an exhibition, where the HSE students of the “Communications, media and design” department will present their creative works. After the strategic session the evening will be continued in one of the creative spaces of the city where all the participants of the festival will have an opportunity to communicate with each other in more informal way. You will find more information about the event in the attachment.

We hope that participation in the strategic session will be interesting for you and useful for your work.

The head of the Laboratory of Culture Economics
of the National Research University HSE, Saint-Petersburg,
Professor V. Gordin