The Industrialization of Creativity and its Limits:
Value, Self-Expression and the Economy of Culture in Times of Crisis

Conference Program

23-24 June 2017
HSE Campus
St.-Petersburg
Organizing Committee of the Conference

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23 June

Room 345

09.00–09.15 Opening Ceremony

Welcoming Words (Faculty Of Communication, Media and Design HSE, Department of Media, Saint Petersburg Branch Of HSE Executives)

09.15–10.30 Keynote Speaker

· David Hesmondhalgh, Professor of Media, Music and Culture, University Of Leeds (UK)
  Information Technology Power in the Realm of Media and Communication: Music as a Case Study

Chair: Yiannis Mylonas, HSE-Moscow, Russia

*Translation E-R Ensured

10.30–10.45 Pause
Room 356

10.45–12.00 Parallel Session A

Media, Piracy and Amateurism

Chair: Mark Banks, Leicester University, UK

- Vincent Bullich, Université Grenoble Alpes, France
  Intellectual Property Rights And The Production Of Value In A ‘Creative Economy’

- Darya Ustyuzhanina, Siberian Federal University, Russia
  The New Media Environment As A Field Of Creative Practices: A Critical Analysis

- Maria Vinogradova, New York University, USA
  Amateur Filmmaking In The Soviet Creative Economy: Socialist Prosumers As Model Citizens

- Ilya Kiriya & Elena Sherstoboeva, HSE-Moscow, Russia
  Institutional Conflict Between Soviet and Post-Soviet Practices in Russian Cultural Industries

*Translation E-R Ensured

Room 345

10.45–12.00 Parallel Session B

Political Economy, Creativity and Class

Chair: Patrick-Yves Badillo, University of Geneva, Switzerland

- Nello Barile, IULM, Milan, Italy
  The Power Of Inequality. Class Polarization And Cognitive Exploitation In The Evolution Of The Fashion System
• Valerija Barada, University of Zadar, Croatia,
Jaka Primorac, Institute for Development and International Relations, Zagreb, Croatia,
Edgar Buršić, Juraj Dobrilu, University of Pula, Pula, Croatia
Creative Workers In Permanent Crisis: Labouring In The Area Of Contemporary Culture And Arts In Croatia

• Iuliia Papushina, HSE-Perm, Russia,
Yuriy Vasserman, Perm State National Research Polytechnical University, Russia,
Dmitriy Kornienko, Perm State National Research University, Russia
How Does Fashion Engage Audience Into High Culture? Qualitative And Quantitative Approaches

• Olga Gurova, Aalborg University, Denmark
Many Faces Of Patriotism In Russian Fashion

12.00–12.30 Coffee Break

Room 356

12.30–14.00 Parallel Session A

Digital Practices and the Production of Publics

Chair: Celine Righi, London School of Economics and Political Sciences, UK

• Alexander Kondratov, University Grenoble Alpes, France
Studying The Place Of Twitter In The Russian System Of News Production

• Tatiana Romashko, University of Jyväskylä, Finland; Herzen University, Russia
Value Versus Creativity: Articulation In Russian Conservative Discourses 2012–2017

• Panagiotis Zestanakis, University of Crete, Greece
Amateur History On The Greek Web During The Current Economic Crisis
Witnessing absences: Amateur archives and informal memory spaces in social media

*Translation E-R Ensured*

**Room 345**

**12.30–14.00 Parallel Session B**

Organizational Cultures and Business Models

**Chair:** Evangelos Chrysagis, *University of Edinburgh, UK*

- **Felix Lossio Chavez,** *Newcastle University, UK*
  From Mining To Videogames: Challenges, Limits And Opportunities Of The Creative Industries In A Context Of Economic Transition

- **Dmitri Galkin,** *Tomsk State University, Russia*
  Strategies For Cultural Development And Regeneration In Siberian Cities

- **Mary Sargasyan,** *HSE-Moscow, Russia*
  Transformation Of Creativity And Its Media Determinism In Fashion Industry

- **Polina Rumiantceva,** *HSE-St. Petersburg, Russia*
  Development of Educational Programs for Creative Entrepreneurs

**14.00–15.00 Lunch Break**
Room 345

15.00–16.15 Keynote Speaker

- Mark Banks, *Professor of Culture and Communication, University of Leicester (UK)*
Creative Justice in the Cultural Economy

Chair: Panos Kompatsiaris, *HSE-Moscow, Russia*

*Translation E-R Ensured*

16.15–16.30 Pause

Room 345

16.30–18.00 Parallel Session A

Art, Value and Critique

Chair: Dmitry Galkin, *Tomsk State University, Russia*

- Evangelos Chrysagis, *University of Edinburgh, UK*
Diy Musical Pathways As A Regime Of Living:
Ethical Value And Cultural Improvisation

- Panos Kompatsiaris, *HSE-Moscow, Russia*
The Politics of Contemporary Art Biennials:
Spectacles of Critique, Theory and Art

- Alexandros Baltzis, Nikolaos Tsigilis, *Aristotle University of Thessaloniki, Greece*
Visual Artists And The Austerity Effects On Cultural Work

- Lioudmila Voropai, *Karlsruhe University of Arts and Design, Germany*
Adorno’s Critique Of Cultural Policy And Its Relevance For
An Analysis Of Governmental Practices In The Contemporary Art

*Translation E-R Ensured*
Room 356

16.30–18.00 Parallel Session B

Entrepreneurialism and Re-Skilling

Chair: Nello Barile, IULM, Milan, Italy

• Christian Werner, University of Applied Management, Erding, Germany
  Crisis, Austerity And Creativity: Challenges For The Global Media Market And New Skills Of The Creative Class

• Marina Matetskaya, Yana Konina, HSE-St. Petersburg, Russia
  Creative Industries And Education: A Two-Way Street

• Anna Bokova, Tomsk State University, Russia
  Cluster VS Hub: How To Choose An Effective Model For Creative Industries In Russian Cities

• Olesia Gorbunova Oner, Ankara University, Turkey
  Fashion Discourse And Everyday Life

• Elena Elkanova, HSE-Moscow, Russia
  Creativity And Event Industry

18.00 Reception
24 June

Room 345

09.00–10.15 Keynote Speaker

• Bernard Miege, Emeritus Professor of Communication and Information Science, Stendhal University in Grenoble (France)

Creative Industries, a large ongoing project, still inaccurate and always uncertain

Chair: Ilya Kiriya, HSE-Moscow, Russia

*Translation E-R Ensured

10.15–10.30 Pause

Room 345

10.30–12.00 Parallel Session A

Political Economy and Cultural Production

Chair: Ilya Kiriya, HSE-Moscow, Russia

• Celine Righi, London School of Economics and Political Sciences, UK

A Critic Of The Creative Ethos Through The Lens Of The Notions Of Desire And Affects In Castoriadis’s Creative Imaginary
The Industrialization of Creativity and its Limits: Value, Self-Expression and the Economy of Culture in Times of Crisis

Olga Kolokytha, University of Vienna, Austria
Crisis, Creative Migration And The Governance Of Talent And Creativity

Cecilia Ghidotti, Loughborough University London, UK
Genius Or Craftsmanship? Struggles Around The Idea Of Creative Writing In The Italian Cultural Field.

Patrick-Yves Badillo, University of Geneva, Switzerland, Dominique Bourgeois, University of Fribourg, Switzerland
Media crisis: innovation or creative shift? The case of the Swiss media

*Translation E-R Ensured

Room 356

10.30–12.00 Parallel Session B

Creativity, Emotional Labour and the Public

Chair: Alexander Kondratov, Grenoble Alpes University, France

Laura Bovone, Università Cattolica del Sacro Cuore, Milan, Italy
Prosumerism and Convivialism: Creativity Between Crisis and Utopia

Tatiana Tretyakova, European University at St. Petersburg, Russia
Social organization of the global fashion industry

Olga Logunova, Olga Solovyeva, HSE-Moscow, Russia
Self-Presentation And Gender Differences In Online Dating: A Case Study On Tinder

Polina Pugacheva, HSE-Moscow, Russia
Theatre Social Work In The 2000–2017

12.00–12.30 Coffee Break
Room 345

12.30–14.00 Parallel Session A

Culture and DIY Practices in Russia (Russian Language panel)

Chair: Anna Kachkaeva, HSE-Moscow, Russia

• Elena Drobysheva, Vaganova Ballet Academy, St. Petersburg, Russia
  Axiology of cultural industries, personalization as a value

• Alina Maiboroda, HSE-St. Petersburg, Russia
  St. Petersburg steampunk-scene: DIY practices and identity

• Milena Rubleva, HSE-Moscow, Russia
  Memorial culture projects in the Russian Internet: participation as labour?

• Elena Trefilova, HSE-St. Petersburg, Russia
  Criteria of creativity in the field of gastronomy

*Translation E-R Ensured

Room 356

12.30-14.00 Parallel Session B

Labour, Industry and Creativity

Chair: Panos Kompatsiaris, HSE-Moscow, Russia

• Changwook Kim, Handong Global University, Pohang, South Korea
  Creative Labor As Moral And Ethical Subjects And Its Limitation: The Case Of Creative City Yokohama, Japan

• Margarita Kuleva, HSE-St. Petersburg, Russia
  Old Factories, New Stakhanovites: Conceptualizing Post-Soviet Creative Work
A Political Economy Of Artificial Creativity?

14.00–15.00 Lunch Break

Room 356

15.00–16.30 Parallel Session A

Creative Industries in Russia
(Russian Language panel)

Chair: Elena Zelentsova, Skolkovo innovation center, RANEPA

- Lubov Solodovnik, Oxana Popova, Don State Technical University, Rostov-on-Don, Russia
  Creative industries: the crisis of the genre or the transition to massivization of exclusivity

- Kseniya Kurkova, HSE-St. Petersburg, Russia
  Evaluation of the creative capital of the Russian cities

- Raisa Krasavina, Evgeniy Krasavin, HSE-Nizhny Novgorod, Russia
  Creative class: between reality and virtuality

- Valeriy Gordin, Kseniya Kuzmina, HSE-St. Petersburg, Russia
  Analysis of the educational potential of creative clusters

Room 355

15.00–16.30 Parallel Session B

Cultural Industries in Digital Age
(Russian Language panel)

Chair: Elena Sherstoboyeva, HSE-Moscow, Russia

- Anna Kachkaeva, Nadezhda Prohorova, HSE-Moscow, Russia
  Cultural industries in the digital environment: transmedia producing in the Museum sphere
• Nataliya Ruchkina, HSE-Moscow, The State Intitute for Art Studies
Music in Modern Media production

• Aliona Denisova, HSE-Moscow, Russia
The problems of the legal status of the presenter in Russia

• Ekaterina Shishova, Kseniya Vlasova, HSE-St. Petersburg, Russia
Creative industries: effective ways of promotion in social networks through common projects and interaction among residents

16.30–17.00 Coffee Break

Room 345

17.00–17.30 Closing Ceremony

19.00–20.30 Keynote Speaker*

• Angela McRobbie, Professor of Communications, Goldsmiths, London (UK)
Creative Economy, Creative Labour in the Modern Work Society (Recorded Talk)

*The talk is to be held at the cultural center ‘New Holland’. There is going to be arranged bus transportation from the conference site to the venue.
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