

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**



NATIONAL RESEARCH
UNIVERSITY

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 Dobrila, *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

- **Yiannis Mylonas**, *HSE-Moscow, Russia*
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

- **Olga Kolokytha**, *University of Vienna, Austria*
Crisis, Creative Migration And The Governance
Of Talent And Creativity
- **Cecilia Ghidotti**, *Loughborough University London, UK*
Genius Or Craftmanship? 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

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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

- **Oana Mateescu**, *University of Bergen, Norway*
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 Institute 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.
<http://www.newhollandsp.ru/en/>



ВЫСШАЯ ШКОЛА ЭКОНОМИКИ
НАЦИОНАЛЬНЫЙ ИССЛЕДОВАТЕЛЬСКИЙ УНИВЕРСИТЕТ