

# Creative planning

**From cross-sectoral methods for planning and collaboration to user-driven innovation in municipalities.**

**International seminar on Thursday 13 August and Friday 14 August 2009**

**Pakhus 11, Dampfærgevej 2, 2100 Copenhagen Ø and subsequent trips**

Under the title, "From cross-sectoral methods for planning and collaboration to user-driven innovation in municipalities", the LIGHTSOUND project invites you to an international seminar on Thursday 13 August and Friday 14 August 2009, with accompanying trips to 4 of LIGHTSOUND'S public space projects.

The seminar will focus on new methods for planning and collaboration in the participating municipalities, as well as the importance of user-driven innovation, which can contribute to strengthening the development of new products, services and processes based on having a better understanding of the needs of clients and users.

The seminar will result in output concerning systematic use of new methods of uncovering future user needs, as well as developing tools that will involve users and employees and citizens alike, in the development of current and future public services.

The seminar is based on the twelve projects developed by national and international artists and designers with focus on light, sound and multi-media, which will be held in public spaces in the various municipalities in the two regions involved – The Capital Region and Region Zealand. The public space projects function as catalysts for a newly established cross-sectoral collaboration between the municipal administrations, private companies, educational and research institutions as well as cultural players and artists.

The seminar places importance on a high level of involvement by participants in plenum, as well in the different workshops. The seminar has been prepared in a way that international input compliments and reflects the regional premises.

Both days culminate in trips to four of the twelve public space projects. On the 13 August, seminar participants are invited to take part in the official opening of the Hvidovre project on Hvidovre Torv and site visits to Albertslund and Frederiksberg. On the 14 August, the trip goes to Helsingør. Both days include meals.

The seminar is free.

The seminar is for LIGHTSOUNDS partners and other interested parties. There is a maximum of 150 places, where half of these places are reserved for the participating municipalities, business/ knowledge and research institutions and the other half are available for further businesses, knowledge institutions and municipalities.

The seminar will be held in English.

**LIGHTSOUND – in The Capital Region and Region Zealand**

**Copenhagen International Theater | Vestergade 17, 3. | 1456 Copenhagen K | Phone +45 33 15 15 64 Fax +45 33 15 07 94 [info@lydlyd.com](mailto:info@lydlyd.com) | [www.lyslyd.com](http://www.lyslyd.com)**

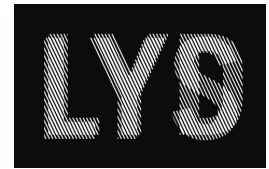
DEN EUROPÆISKE UNION

Den Europæiske Fond  
for Regionaludvikling



Vi investerer i din fremtid





## Description of seminar content

On the first day of the seminar, an especially put together expert panel from Copenhagen Business School (CBS) will present a series of perspectives and possibilities in plenum, which subsequently will form the background for a workshop process where the participants' local circumstances, experience and conditions can be reflected in relation to each other and in a number of concrete methods and processes within user involvement and democratization.

Lecturer **Mark Lorenzen** from CBS will focus on the value of the experience economy in his presentation: for Denmark, the municipalities, businesses and artists, and by so doing identify the circumstances for and the importance of forming connections and clusters within the experience economy. The presentation will, among other things, point out which players and users are relevant (businesses, artists, users) and give examples of connections within the light and sound sector - for example, experience products delivered to regular users (business-to-consumer) and experience products delivered to business customers (business-to-business).

Culture manager, **Jens Nielsen** (also an external lecturer at CBS) will talk about the public sector's role in creating connections and clusters, especially with regards to stimulating creative and innovation environments and solutions. The presentation will also focus on the necessity of clearly defining roles and strengthening cross-sectoral collaboration internally within municipalities.

Austrian **Marion Poetz**, guest lecturer at CBS, will present concrete examples of cross-domain connections and user involvement cases. Marion Poetz has spent many years researching user-driven innovation and methods for user involvement and democratization within distributed innovation problem solving processes.

Afterwards, participants will be given time to reflect on and discuss the various presentations in individual workshops, followed by a group wrap-up session.

On the second day of the seminar, three international projects/studies will be presented as cases that further identify possible models for cross-sectoral collaborations and user-driver innovation in municipalities. All three cases relate to experience gained from creating clusters between public administration structures, local and regional businesses and the creative sector.

**Robert Marjnissen** from the University of Amsterdam will present a talk titled "Urban policies for creative industries, the Amsterdam Metropolitan Area in an European context." He will focus on the political and administrative possibilities within the experience economy, in particular. Experience gained from Creative Cities Amsterdam Area will also be presented.

**Simon Evans**, Director of Creative Clusters Ltd. ([www.creativeclusters.com](http://www.creativeclusters.com)) will describe the cross-sectoral experiences gained in Sheffield, regarding both user involvement and democratization.

**Tim Jones**, President and Chief Executive Officer from Artscape in Toronto ([www.torontoartscape.on.ca](http://www.torontoartscape.on.ca)) will highlight Canada's experience within bridge building between local resources, creative entrepreneurs and municipal cultural development.

The seminar will be moderated by cultural planner **Christian Pagh**, who has worked with a number of practical and theoretical initiatives within cultural and city development. Christian Pagh is a partner in the culture design bureau UiWe.

The day will conclude with a group discussion and work with three situations/future models (within the topics of municipal administration structure, projects and clusters/networks), which could act as sketches for further work based on the seminar's theme.

### LIGHTSOUND – in The Capital Region and Region Zealand

Copenhagen International Theater | Vestergade 17, 3. | 1456 Copenhagen K | Phone +45 33 15 15 64 Fax +45 33 15 07 94 [info@lydlyd.com](mailto:info@lydlyd.com) | [www.lyslyd.com](http://www.lyslyd.com)

DEN EUROPÆISKE UNION

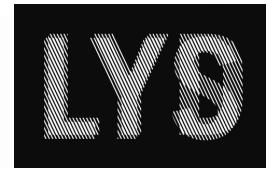
Den Europæiske Fond  
for Regionaludvikling



Vi investerer i din fremtid



Region  
Hovedstaden



## Programme

The programme is provisional and subject to change

Facilitator: Christian Pagh, Cultural Planner, UiWe.

### Thursday 13 August 2009

- 9.00 – 9.30 Registration and coffee
- 9.30 Welcome by the Department of Children and Culture director in Herlev municipality, *Flemming Olsen*.
- 9.45 "Entertainment economy, cross-sectoral planning, user-driven innovation and methods for user involvement and democratization. New ways of thinking."  
3 keynote presentations by lecturer, *Mark Lorenzen*, Culture manager, *Jens Nielsen* and lecturer, *Marion Poetz* from CBS.  
Wrap up.
- 12.30 – 13.30 Lunch.
- 13.30 Reflection on and discussion of the morning's presentations – work in workshops. What are the consequences for our work, for example, in the Danish municipalities?  
The workshops will be facilitated by Mark Lorenzen, Jens Nielsen and Marion Poetz.
- 15.30 Wrap up of the day's workshops.
- 17.00 Bus departure from Pakhus 11 to public space project in Hvidovre.
- 18.00 The official opening of the Hvidovre project "The City That Dreamed Itself" by *Pejk Malinovski* (DK/US) and dinner.
- 19.00 Bus departure from Hvidovre for Albertslund. Site visit to the light installation "Reflections" by *Tamar Frank* (NL).
- 20.00 Bus departure from Albertslund to Frederiksberg.
- 20.30 Arrival in Frederiksberg, where participants will be able to experience and perhaps take part in the performance-game "Rider Spoke" by *Blast Theory* (UK).
- 21.00 Bus departure from Frederiksberg to Pakhus 11. Estimated arrival at Pakhus 11 at 21.15
- 22.00 Bus departure from Frederiksberg to Pakhus 11. Estimated arrival at Pakhus 11 is 22.15 (for those who will take part in the performance-game "Rider Spoke")

#### LIGHTSOUND – in The Capital Region and Region Zealand

Copenhagen International Theater | Vestergade 17, 3. | 1456 Copenhagen K | Phone +45 33 15 15 64 Fax +45 33 15 07 94 [info@lydlyd.com](mailto:info@lydlyd.com) | [www.lyslyd.com](http://www.lyslyd.com)

DEN EUROPÆISKE UNION

Den Europæiske Fond  
for Regionaludvikling



Vi investerer i din fremtid



Region  
Hovedstaden

 LYD LYD

## Friday 14 August 2009

- 9.00 – 9.30 Coffee
- 9.30 International cases:  
1. Creative Amsterdam, by *Robert Marjnissen*, Amsterdam University  
2. Creative Clusters Ltd. by *Simon Evans*, Creative Clusters Ltd. Sheffield  
3. Bridge building and creative entrepreneurship, by *Tim Jones*, Artscape, Toronto
- 11.15 Group discussion about the three international models
- 12.45 – 13.45 Lunch
- 13.45 Future models – three to four situations. Sketches of how we can move forward:  
1. Municipal administration structure  
2. Projects  
3. Clusters/networks
- 15.30 Wrap up with Trevor Davies, LIGHTSOUND Project Director
- 16.00 Trip to Helsingør. Picnic at Kronborg Castle followed by performance in the harbour by Live Art Installation.

### LIGHTSOUND – in The Capital Region and Region Zealand

Copenhagen International Theater | Vestergade 17, 3. | 1456 Copenhagen K | Phone +45 33 15 15 64 Fax +45 33 15 07 94 [info@lydlyd.com](mailto:info@lydlyd.com) | [www.lyslyd.com](http://www.lyslyd.com)

DEN EUROPÆISKE UNION

Den Europæiske Fond  
for Regionaludvikling



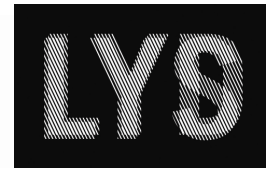
Vi investerer i din fremtid

REGION  
SJÆLLAND



REGION  
H

Region  
Hovedstaden



## Background

The seminar is the first in a series of three, and form a part of LIGHTSOUND'S educational programme and aim to:

- strengthen the municipalities' organisational competency, particularly concerning the renewal of cross-disciplinary collaborations, both internally within the municipalities and with external partners
- establish and make visible the clusters of businesses and players within light and sound in the Capital Region
- create international links between Danish and international players within the light and sound sector
- develop markets for public space investments in relation to light and sound
- promote the municipalities' and creative businesses' methods and competencies in relation to the development of city space strategy through, for example, prototyping and testing of methods
- create concrete opportunities for establishing links between creative businesses, technical manufacturers and designers so that they can develop and present products and projects

The goal with the three seminars is to present the results from the projects to a broader audience from public/private organisations and share experience gained, based on "best practice" proposals for how one can, in general, promote larger initiatives within the sector and how principles and methods from LIGHTSOUND can be implemented in relation to other creative sectors.

The three seminars should be considered in the same context as the eight workshops arranged as part of the LIGHTSOUND project and contribute to passing on the relevant information from the larger seminars.

The next two seminars will focus on:

Seminar 2: From experiences in public spaces to public space as a creative hybrid (to be held in February 2010 during the public art projects).

Seminar 3: From networks to creative clusters as a driver in relation to the creative sector and the development of the metropolis (to be held in June 2010).

For further information concerning the LIGHTSOUND projects, visit [www.lyslyd.com](http://www.lyslyd.com)

### LIGHTSOUND – in The Capital Region and Region Zealand

Copenhagen International Theater | Vestergade 17, 3. | 1456 Copenhagen K | Phone +45 33 15 15 64 Fax +45 33 15 07 94 [info@lydlyd.com](mailto:info@lydlyd.com) | [www.lyslyd.com](http://www.lyslyd.com)

DEN EUROPÆISKE UNION

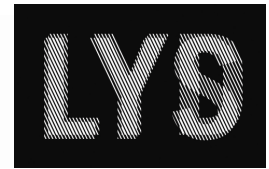
Den Europæiske Fond  
for Regionaludvikling



Vi investerer i din fremtid



Region  
Hovedstaden



## Entry form for the seminar 13 and 14 August 2009

From cross-sectoral methods for planning and collaboration to user-driven innovation in municipalities

---

### Return your entry form to

**Jens Christian Jensen**  
Copenhagen International Theatre  
Vestergade 17, 3.  
1456 Copenhagen K, Denmark

You can also sign up for the seminar via email: [jci@kit.dk](mailto:jci@kit.dk) . Please make sure that you include all necessary information.

### Please tick

<input type="checkbox"/>	I would like to take part in the seminar on 13 and 14 August 2009 (including lunch)
<input type="checkbox"/>	I would like to take part in the trip to Hvidovre, Albertslund and Frederiksberg on Thursday 13 August
<input type="checkbox"/>	I would like to take part in the trip to Helsingør on Friday 14 August

Name	
Place of work	
EAN no.	
Address	
Postcode/City	
Telephone	
Mobile	
Email	

### LIGHTSOUND – in The Capital Region and Region Zealand

Copenhagen International Theater | Vestergade 17, 3. | 1456 Copenhagen K | Phone +45 33 15 15 64 Fax +45 33 15 07 94 [info@lydlyd.com](mailto:info@lydlyd.com) | [www.lyslyd.com](http://www.lyslyd.com)

DEN EUROPÆISKE UNION

Den Europæiske Fond  
for Regionaludvikling



Vi investerer i din fremtid



Region  
Hovedstaden