

EUROPEAN CULTURE & CREATIVITY DAYS, Oct 24th - 25th 2023, Helsinki, Finland

SPEAKERS & PERFORMERS

TUESDAY OCT 24TH, 2023

EIT Culture & Creativity: general presentation

Bernd Fesel has experience in the Cultural and Creative Sectors and Industries (CCSI) for over 30 years and is currently the Chief Executive Officer of the EIT Culture & Creativity. Prior to this Bernd was a serial entrepreneur within the CCSI sector: He held the role of director of the European Creative Business Network, as vice director of the European Capital of Culture in the Ruhr Region and was senior advisor to the legacy institute of RUHR.2010 until 2018: the european centre for creative economy in Dortmund. He also played a key role in EU initiatives such as JRC-Creative City Monitor, Voices for Culture program and ENCATC.



Victoria Poon is the Interim Investment Officer of EIT Culture & Creativity. She is a passionate entrepreneur and innovator with a background in mission-driven entrepreneurship. Victoria's extensive experience includes roles as a Mentor at Startup Weekend, and as a Regional Director at the Hult Prize Foundation, run in partnership with the United Nations, guiding and supporting budding entrepreneurs. She was previously named by The Telegraph and NatWest Group as '100 Female Entrepreneurs to Watch'.



EIT Culture & Creativity Program: Intersections: Art, Science, Creativity, Technology

AI and Arts in The Next Renaissance: Intelligent Experiences and Responsible AI

Drew Hemment is Professor of Data Arts and Society and Director of Festival Futures at Edinburgh Futures Institute and Edinburgh College of Art within University of Edinburgh. He is a Turing Fellow and a Fellow of the Royal Society of Arts. He leads The New Real (www.newreal.cc) and Experiential AI in partnership with the Alan Turing Institute and Edinburgh's Festivals.



Practice driven impacts

Miha Turšič (SI/NL) is an artist, designer and researcher, dedicated to the development of arts and humanities in outer space. Currently he's working at Waag Futurelab in Amsterdam as a Space Lab lead, as well as developer of international collaborations on the themes of art-science, biotechnology, digital fabrication, open-source hardware, ecology, space culture and material research. He's also a co-founder of the Cultural Center of European Space Technologies, Postgravity art group and has been actively developing cooperation between space and art institutions in Europe, Russia, USA and China.



Who am AI? – Mapping Generative AI Impact and Transformative Potential in Creative Ecosystems

Timo Kivikangas (main presenter) is the Head of Competence Area Media and Arts at Tampere University of Applied Sciences.

Co-presenters:

Petri Pohjola, MSc, is Senior Lecturer in the School of Industrial Engineering at Tampere University of Applied Sciences, where he is also the Head of Research, Development and Innovation (RDI). His main research topics and interests include product creation process, innovation management and new product development, production and new manufacturing technologies and intelligent machines.



Riku Roihankorpi, FT, Docent, is Senior Lecturer in Theatre and Drama Research and Media Culture at Tampere University, and University Researcher in Digital Content Development at Uniarts Helsinki. He holds the title of Docent in Theatre Studies at the University of Helsinki and currently leads the project LiDiA (lidia.fi) on virtually augmented live events, funded by the Kone Foundation.

Juha Suonpää, M. Ed., DA, Docent, is Principal Lecturer of Visual Culture in the International Degree Programme in Media and Arts at Tampere University of Applied Sciences. Currently, he is a Senior Academy Researcher and Project Manager in the project CICAT2025 (The Academy of Finland) and ESF project Virtual Medicine.

ZMINA: Rebuilding. Creative Europe's call for proposals to support and collaborate with Ukrainian Cultural and Creative Sectors

Mykhailo Glubokyi is the development director of "IZOLYATSIA", a platform for cultural initiatives that was established in 2010, and which was originally located in a former insulation materials factory in Donetsk, Ukraine. The organization aims to effect systemic change in Ukrainian society and implements projects on the local and European levels.

The *ZMINA: Rebuilding project* has launched its first call for proposals for international projects. Partnerships should include, as a minimum, one organisation from Ukraine and one from another country participating in The Creative Europe programme. The *ZMINA* will support projects depicting conversion from wartime to post-war reconstruction, building visions of the future, demonstrating wartime resilience, and creating conversations, expertise, and knowledge about post-war rebuilding and recovery.



ART: Lukas Stasevskij, cellist



Game Industry Mapping in Europe - Intermediate results

KooPee Hiltunen, Director, Neogames Finland Association - Hub of the Finnish Game Industry. KooPee has been working in digital media industry since the beginning of 90's and with games since 2004. KooPee is specialized in games industry development, games business and games exports. KooPee Hiltunen is also the spokesperson of Finnish Game Developers Association and one of the founding fathers and board member in EGDF (European Games Developer Federation) and NGI (Nordic Game Institute).



WEDNESDAY OCT 25TH, 2023

ART: Contemporary Art Group Kylkiäinen - Short pics 1-5

Contemporary Art Group Kylkiäinen collects, discovers, borrows, washes, bottles, dyes, seals, sews, sorts, stacks, understands, interprets and organizes. We explore arbitrariness, chaos, uselessness, all over protruding material and disposability. We aestheticize junk and garbage to be approachable and pleasant to look at.

Thank you Kone Foundation for supporting our work!

ALL DAY AT CABLE FACTORY'S KONTTORI



The Innovation of All Times

Kai Huotari, (b. 1972) has more than 20 years of management experience in the fields of culture, academia and technology. Since 2015, Huotari has worked as Managing Director at KAAPPELI, the largest cultural centre in Finland. During 2023, Huotari serves as the Interim CLC Director of EIT Culture & Creativity KIC's Co-Location Centre North. Previously, Huotari has held managerial positions also at EIT Digital, at Helsinki Institute for Information Technology HIIT, and at DocPoint – Helsinki Documentary Film Festival. In 2010-2012, Huotari worked as a visiting scholar at UC Berkeley School of Information. He is a chairperson of the board of HAM Helsinki Art Museum Foundation and of the board of Kunsthalle Helsinki. He is also a member of the executive board of The European Federation for Creative Economy. Huotari has a doctoral degree in economics and business administration, an M.A. degree in filmmaking, and a M.Sc. degree in computer science. He has published in the areas of gamification, service marketing and social media.



Digital Story-Telling in the 21st Century

Martin Gordon is responsible for international cooperation in the fields of new and emerging media, immersive technologies and cultural heritage, at the Film University Babelsberg KONRAD WOLF. After many years as a musician, Martin Gordon moved to Germany to work on EU-funded research projects; for public broadcaster Rundfunk Berlin-Brandenburg, he led and participated in a wide variety of cultural heritage projects. Today he continues down a similar road with FBKW, focussing on new and emerging media, immersive technologies and international cooperation, while delivering the occasional lecture about creative use of technology and the tyranny of common time, and knocking out the odd album.



Photo by Mehmet Dedeoglu

Nurturing sustainable music ecosystems

Virgo Sillamaa is a music policy and ecosystem researcher, educator and consultant from Estonia, currently based in Brussels. With 20+ years of experience in the music sector, he is currently the Research Coordinator of EME, European Music Exporters Exchange network, and a board member at the Estonian Authors' Society. Virgo advises initiatives and organisations within the music ecosystem, such as coordinating research in the "Europe in Synch" and "Better Live" projects, as well as giving lectures on music policy and business. He has MA degrees in music pedagogy (EAMT) and public administration (TalTech) and is currently pursuing PhD studies in Erasmus University Rotterdam.

Photo by Radoslaw Kazimierczak



Solutions to Equality Issues in the Film and Television Industry

Eeva-Sofia Anttonen is a part time executive director and lawyer at Women in Film and Television Finland ry. She is also a Legal Designer, an entrepreneur and founder of Lawyers Designing Equality Oy. She is specialized in helping organizations to promote equality and to prevent discrimination. She has extensive experience in different positions as a lawyer and practical experience in Legal Design projects.



ART: Eero Saunamäki - The Recorder Guru

The recorder is the most misunderstood instrument in the world!

Eero Saunamäki tells about his concert concept and plays music on different recorders.

Eero Saunamäki, Finland's most renowned recorder player, is known for his diverse musical talents. With innovative solo performances, acclaimed albums, and numerous media appearances, he's a standout in his generation. Beyond the recorder, he excels in saxophone, singing, and band leadership.

Saunamäki is also an executive producer and teacher. He's premiered over 40 works for the recorder and collaborates across artistic disciplines. A founding member of the Finnish Recorder Association, he chaired it for 15 years.

Photo by Ville Paul Paasimaa



Bravori Oy, Case example

Chen Qu – CEO & Co-founder

- Concert Pianist & Music Educator
- Master of Music, Sibelius Academy, Uniarts Helsinki



Jeremy Wing Kwan Wong – CCO & Co-founder

- Doctoral Researcher, MuTri Doctoral School, Uniarts Helsinki

Bravori - Bravori APP is an educational solution designed to support teachers and students in music instrumental lessons. We make music practicing a fun, engaging and rewarding experience for students and at the same time empower music teachers with learning analytics to help them communicate and teach 10x better. Through enhancing bi-directional feedback in lessons, we actively shape learners' identity, foster a sense of agency and cultivate an environment of inclusivity, all of which are fundamental to the promotion of sustainability in music instrumental education.



<https://bravorimusic.com/>

Insights from CCSI in a green and societal transformation in North of Sweden

Marlene Johansson, PhD.

Senior Researcher RISE

Affiliated researcher Umeå university

Marlene is a senior researcher at Research Institute of Sweden (RISE) and affiliated researcher at Umeå University. Research focuses on entrepreneurship, cross-innovation and ecosystems within the cultural and creative sector and industry (CCSI). Marlene has 10+ experience of the innovation system for CCSI, former CEO of an CCSI incubator eXpression Umeå and has established a cross-innovation hub. Marlene acted as an expert and researcher for the government in "Creative Sweden" the forthcoming national strategy for CCSI in Sweden. Marlene coordinate RISE partnership for EIT KIC Culture & Creativity and initiatives within New European Bauhaus.



Matilda Henningsson

Senior Project Manager RISE

Unit Manager, Societal Transformation

Matilda is unit manager of RISE unit Societal Transformation. Matilda has +15 years experience in working with entrepreneurs in different stages. From enable educations for young people within JA Worldwide organization, coaching start ups through Jobs and Society and working with regulations and policymaking for the Confederation of Swedish Enterprise. Matilda started the first coworking hub in Umeå, Great Hub, founded by a local real estate. Matilda is the Senior Project Manager for the CCSI platforms, Design for Longevity and Entrepreneurial ecosystem and creative industrial symbiosis.



Virtual reality in creating new digital theatre

Eero Tiainen (born in 1985) is a Finnish XR experience creator whose approach combines metaphysical world-building and transpersonal psychology with intimate gameplay. His latest creations are the cinematic VR play *Love Simulation EVE* and the two-player VR installation *Water Spirits*. Earlier works include fictional and documentary VR films, immersive performances and interactive art installations. Tiainen supports the XR field at the Finnish Virtual Reality Association FIVR.

Photo by Piia Veikkanen



ART: Company Kate & Pasi - Solo for two - Contemporary Circus Performance

Katerina Reponen and **Pasi Nousiainen** are a Finnish circus duo who have been working together since 2010. Kate and Pasi have captivated audiences around the world in over 20 countries, and their performances have been recognized at international circus festivals. The duo has appeared in the programs of well-known variety theaters and has toured the world alongside the Canadian contemporary circus group *Cirque Eloize* and the North American *Cirque Dreams*. In their home country, the duo has been seen in productions by *Sirkus Finlandia* and *Talvisirkus Hurjaruuth*, among others. Currently, Kate and Pasi work as circus artists in their own company, *KP Cirque Productions*, which was founded in February 2016.

<https://www.kate-pasi.com>

Photo by Lassi Kaaria



Nurturing creative and cultural ecosystems

Adriëne Heijnen, PhD, is a social anthropologist and senior advisor, heading the Research Centre for the Digital and Green Transformation in Cities and Communities, at Aarhus University.

Her anthropological research ranges from theoretical scholarship to applied practice. Current interests are societal aspects of the digital and green transformation, including creativity & culture as driver for inclusive sustainable development in cities and communities, participatory governance, codesign and ecosystems (multiple helix model). She is the coordinator of the new Horizon Europe project “Craft-IT4SD” on sustainable pathways for textile design and fashion in the cross-section between cultural heritage and digital technologies.



Marianne Ping Huang, Associate Professor, Cultural Creative Collaborations & Digital Cultures at Aarhus University.

Marianne Huang works on applied research and design driven teaching for cultural creative collaborations, creative industry partnerships and digital cultures. She has worked on the 20th Century Avantgardes as artistic, social, and political movements, and has experience from ESFRI infrastructures and with EUROPEANA. Her research interests are creative ecosystems, open and cross-sector innovation, multiple helix collaboration and how artistic interventions, design driven methods and competences create openings for community-based innovation and engagement in democratic, green, and digital transitions



Art & Sustainable innovations: a shift from improvement towards systemic transformations

Kaarlo Hildén, currently working as Rector of the University of the Arts Helsinki, has more than two decades worth of experience in leading expert organizations and complex change processes as director, board member and consultant. His earlier positions include dean of Sibelius Academy, programme manager of Hanasaari Swedish–Finnish Cultural Centre, Head of Department at Helsinki Polytechnic Stadia and Lecturer at Helsinki Conservatory of Music.



Experiences and lessons learned from the set up and implementation of a Mid Norway XR innovation ecosystem

Andrew Perkis, NTNU, Trondheim, Norway. Professor of Media Technology and head of the Sense-IT team at the department of Electronic System Design. His research and innovation is on immersive media experiences represented by Interactive Digital Narratives using XR technologies applied to various areas and industries.



Andrew Mark Brownridge, Nord university, Levanger Norway. Head of the interdisciplinary research group in visualisation that focusses on using audio-visual and immersive technologies to assist with the communication of complex information. Andrew is an associate professor in the department of history, culture and media, that includes study programmes in animation, games, and film production.



Håvard Sørli, Tindved kulturhage, Verdal Norway. Project manager in Tindved Kulturhage AS. Tindved Kulturhage AS is an innovation company that develops creative industries located in the middle of Norway and have 65 different companies as members in the cluster. Håvard is responsible for Mid-Norways largest co-location of Film- and TV production companies – Filmfabrikken in Levanger. He is also responsible for the project “Innovation lab for Creative Technology” where one of the work packages focuses on Virtual Production. Håvard is also a senior lecturer at Nord University where he teaches Innovation and Professional Development for Film and TV students.



Integration through employment and entrepreneurship - Case Flow

Aicha Manai is a Finnish-Tunisian speaker, business advisor, career counselor and immigration expert with a passion for diversity, equity, and inclusion. She currently works as the CEO for Startup Refugees, a social innovation that supports refugees, asylum seekers and immigrants towards entrepreneurship, employment and skills development.



Impacts from a European Capital of Culture on local and regional CCSI Ecosystems – panel discussion

Blair Stevenson (panel chair), Team Leader, Centre for Arts Innovation, Oulu University of Applied Sciences, Finland

Blair's professional background is as an educator and entrepreneur. Currently, he works as a principal lecturer in the Department of Media and Performing Arts at the Oulu University of Applied Sciences. For the last year, he has also been providing part-time support for the Museum and Science Center Luuppi and the Oulu 2026 bidding team.



Marlene Johansson, RISE, Research Institute of Sweden
PhD. Senior Researcher RISE. Affiliated researcher Umeå university.



Susanne Thuren, City of Umeå



Adriëne Heijnen, University of Aarhus

Adriëne Heijnen, PhD, is a social anthropologist and senior advisor, heading the Research Centre for the Digital and Green Transformation in Cities and Communities, at Aarhus University.



Marianne Ping Huang, University of Aarhus

Marianne Ping Huang, Associate Professor, Cultural Creative Collaborations & Digital Cultures at Aarhus University.



Sami Ylisaari, City of Oulu

Sami Ylisaari is a director of arts and culture for the city of Oulu. He is responsible for Oulu's museums, library, cultural services, Oulu symphony, extensive partner network and he is one of the key figures for implementation of Oulu2026, cultural capital of Europe.



Authentic Approaches to Diversity, Equity and Inclusion in Fashion

Ervin Latimer is an award-winning fashion and print designer and the creative director and founder of the internationally acclaimed ready-to-wear label Latimmier. Alongside creative work Latimer lectures and writes about anti-racism, masculinity and queer culture in fashion and culture.

Photo by Hayley Lê



WRAP UP:

Raine Heikkinen has been working in art and culture venues for more than 25 years. As a former marketing and development manager for Kaapelitehdas & Suvilahti & N10 his goal has been to enable better working environment for the artists and creative industries. Currently he holds the position of Head of Property at Kaapelitehdas.

Raine is a member in EIT Culture & Creativity CLC North interim management team. He served as a member of Trans Europe Halles board (2017 -2023), a European network of independent culture centers. He is also involved in several other international networks such as European Creative Hubs Network, European Creative Business Network & Nordichub. He has been working in many International collaborations: Creative Lenses, Factories of Imagination, Culture & Creative Spaces & Cities, DISCE to name a few, and countless development projects including service design, AR/VR solutions, gamification, visitor experience development, ticket sales etc. He has a background on Event Business and a Masters at Culture Management.

