Culture is future
A KEY INTERNATIONAL PLACE FOR EXCHANGES AND DEBATES IN THE SERVICE OF CREATION AND TERRITORIES

The Conclave of the Pope's Palace (on the left) is the crucible of important exchanges and reflections for culture since 2008.

The Forum d’Avignon extends beyond French borders – in Essen, in Bilbao, and in Brussels.

Created in March 2007, the Forum d’Avignon is a think tank and also an international meeting place in the service of culture and its dialogue with the economic and digital fields. As the only organizational opportunity in Europe for all the cultural and creative sectors to link up and hold discussions, the 11 editions of the Forum d’Avignon (France, Germany, Spain) bring together an important network of artists and creators, entrepreneurs and institutions, politicians and academics, international consultancy firms, and students from about 15 European schools and universities, thanks to the support of some 30 private partners.

Its mission is to re-emphasize that culture is simultaneously a financial, collective, and individual investment and not a cost, and through its basic characteristics – artistic, economic, and social – culture participates directly in the development of economy and territories with six percent of GDP and eight million direct jobs in Europe.

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BRINGING TOGETHER ARTISTS, ENTREPRENEURS AND INSTITUTIONAL PLAYERS TO DEVELOP INNOVATIVE PROJECTS

During international meetings, artists not only bring their points of view to the economic stakeholders, they also showcase their talents through individual performances: From the critic Hector Obalk’s unbelievable aesthetic panoramas to the violinist Renaud Capuçon’s musical elegy, to the live performance of the plastic artist Mircea Cantor at the Lambert collection or the Malian harp and the cello of the duo Ballaké Sissoko and Vincent Segal… while Cartooning for Peace’s sharp and watchful eye, under Plantu’s magic rule, nudges the Forum to offer a different editorial dimension.

Culture and its values remain a combat

Relying on this collectively creative dynamic that brings together authors, creators, and entrepreneurs from the entire European cultural sector, the Forum d’Avignon recommends a working agenda that sets three crucial goals for the participants beyond sector-based approaches:

- Develop and nurture concrete proposals for companies and institutions by implementing culture as a key factor for innovation, transformation, growth, and social cohesion;
- Challenge the international and European political sphere;
- Instill a spirit of openness, an inclination for culture and creation for all players: civil society, companies, and politicians.
UNPRECEDENTED AND CONSTRUCTIVE MEETINGS AT THE HIGHEST LEVEL

The Forum d’Avignon allowed the perception of culture as a fundamental economic and social sector to evolve. Beyond this progress, the Forum d’Avignon has become the legitimate and influential place where culture, innovation, and economics merge.

Elie Barnavi, Historian and Scientific Director, Museum of Europe (Israel) and Régis Debray, Writer (France)

Abdoul Aziz Mbaye, Minister of Culture, 2013 (Senegal)

Axel Dauchez, Managing director, Deezer, 2013 (France) and Georges Sanerl, Writer (France)

His Highness the Aga Khan

His Highness the Aga Khan

Neelie Kroes, Vice-President, European Commission

Aurélie Filippetti, Minister of Culture and Communication, 2013 (France)

Michel Kichka, Cartoonist (Israel)

François Fillon, Prime Minister, 2008 (France)

Ibor Navracsics, European commissioner for Education, Culture, Youth and Sport, 2015 (Hungary)

Renaud Capuçon, Violinist (France)

Abdou Diouf, Secretary-General, International Organization of la Francophonie, 2010 (Senegal)

Abd Al Malik, Rapper, Slammer, Composer (France)

Marjane Satrapi, Film Director and Cartoonist (Iran)

Stéphane Richard, CEO, Orange (France)

Jean Nouvel, Architect (France)

Marc Veyrat, Chef (France) and Pierre Hermé, Head pastry chef (France)

Fleur Pellerin, Minister of Culture and Communication, 2014 (France)

Hartmut Ostrowski, President, Bertelsmann, 2008 (Germany)

Nicolas Sarkozy, President of the Republic, 2012 (France)

Mats Carlsson, Co-founder and CEO, fifty-five (France), Philippe Starck, Designer and Jasmine Starck (France)

Barbara Hendricks, Soprano (United-States) Richard David Precht, Philosopher (Germany)

Nabil Ayouch, Film director (Morocco) and Sana Ghenima, CEO, Sanabili Med (Tunisia)

Jean-Bernard Lévy, Chairman, Vivendi, 2009 (France)

Kohel Nishan, Entrepreneur, Elephant Design (Japan)

Nicolas Sarkozy, President of the Republic, 2012 (France)

Jean-Bernard Lévy, Chairman, Vivendi, 2009 (France)

Marjane Satrapi, Film Director and Cartoonist (Iran)

Tishani Doshi, Poet (India)

Renaud Capuçon, Violinist (France)

Michel Kichka, Cartoonist (Israel)

Abd Al Malik, Rapper, Slammer, Composer (France)

Marjane Satrapi, Film Director and Cartoonist (Iran)

Gilles Babinet, Entrepreneur, Digital Champion for the European Commission and Cynthia Fleury, Philosopher (France)
THEMES ANTICIPATING THE EVOLUTION OF PUBLIC AND PRIVATE CULTURAL STRATEGIES

2015
Culture made in Europe

2014
Data: an ethical, cultural, and political stake

2013
No politics without culture!

2012
Culture: reasons to hope

2011
Investing culture

2010
More accessibility, new usage in a digital era: culture for everyone?

2009
Cultural strategies for a new world

2008
Culture, factor of growth

2007
Culture, factor of growth

2006
Culture, factor of growth

2005
Culture, factor of growth

Some concrete proposals in the form of international studies and periodic op-eds in the service of creation stakeholders

- Innovation and digital technologies
- Financing and economic models
- Territorial attractiveness and social cohesion

Studies carried out by the consultancy firms EY, Bain & Company, Kurt Salmon and L’Atelier BNP Paribas. Every line of work is subjected to studies, interviews, argued and figured proposals, and op-eds. The Scientific Board links these working sessions with academic research. The synthesis of the works in both French and English—35 international studies, 100 op-eds, 200 interviews, publishing of the Acts by Gallimard—aims at fostering public debate

The experts of the consultancy firms

Laurent Colombani, Partner, Bain & Company
Bruno Perrin, Partner, EY
Philippe Pestanes, Partner Strategy, Telecom, Media & Entertainment, Kurt Salmon
Philippe Torres, Head of Consulting and Digital Strategy at L’Atelier BNP Paribas

To address and bring concrete proposals at the same level as artistic, economic and social stakes of culture, the Forum d’Avignon collaborates with partners and experts all year long. It organizes working sessions and public interventions several times a month to build the future of the cultural and creative sector around three areas of reflection:

- Innovation and digital technologies
- Financing and economic models
- Territorial attractiveness and social cohesion
The Forum d’Avignon’s governance reflects its identity and vocation: bringing together all the stakeholders of the cultural and creative industry, gathering various horizons, merging traditional media with digital ones, so as to make it possible to anticipate the evolution of the power of culture.
Partners of the Forum d’Avignon 2015

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