

Culture: an investment, not a cost.

The media and cultural industries represent \$ 1.300 billion, almost twice the revenues of international tourism. The cultural sector creates in Europe almost 6 million jobs. But beyond figures, culture is, above all, an intimate experience, a meaningful link of between individuals. This double approach describes the Forum d'Avignon the best, providing a link between culture and the economy. The non profit organization's main idea is to promote culture as an investment and not as a cost proclaiming a culture creating values and dynamism in the economy, education, innovation, social cohesion... Edition after edition, the Forum d'Avignon strengthens together, culture, the economy and the media , cultivates their synergy and measures their interactions. As for permanent philosophy with a manifesto: Culture is Future.

A think tank dedicated to culture

*The Forum d'Avignon was created after the ratification of the UNESCO convention on cultural diversity, and since its beginning, has been backed by the French Ministry of Culture and Communication. It's a **laboratory of ideas dedicated to culture**. Its aim consists in suggesting subjects for reflections at global, European and local levels.*

*All along the year, the Forum d'Avignon organises working groups with its partners, academics and international consulting firms. These regular sessions of exchange, reflection and analyse are the essence of the published studies. The studies feed the debates of **the international meetings of culture, the economy and the media**, debates which exhaustiveness are presented in the "The Forum d'Avignon Acts" published by the Gallimard editions.*

*As an intermediary, the Forum d'Avignon created this year a **blog** with a visionary name: "**Culture is Future**". True "webography" of culture, the economy and the media, Culture is Future gathers articles, points of view, ideas related to the subjects of the Forum d'Avignon.*

Exclusive studies and proposals never heard before

*Since its creation, the Forum d'Avignon, supported by faithful sponsors and partners, has been initiating dozens of **international studies and lines of inquiry** related to the economy of culture; tax*

policies in the field of culture; culture and attractiveness of the territories; publishing in the digital era; the monetizing of digital medias; strategies for employment and territories development; the impact of digital technologies on the world of culture...

The aim of the Forum d'Avignon is to be a culture purveyor. The results of the working groups' reflection (statements and prospective axis), the speakers' legitimacy, and the quality of the exchanges during the international meetings build up a dense material at disposal of the Forum d'Avignon audience: artists, writers, philosophers, students and academics, representatives of the creative and cultural industry, businessmen, politicians, journalists...

"Investing in culture": the theme of the 2011 edition.

The 2011 edition, which theme "Investing in culture" fits in the line of the previous editions, sheds an original light on the importance of culture in our societies.

*To establish the debates of this fourth edition in a practical way, **four exclusive studies** are being prepared examining the different dimensions of the theme "Investing in Culture": intellectual property, a universal value? ; Culture, a long term investment; New prescribers, new referencing of cultural contents,...*

From November 17th to November 19th 2011, 400 attendees from all continents will gather, debating and trying to share their vision of this personal and collective investment.

You will find all the news of the Forum d'Avignon and all the studies conducted by the Forum d'Avignon, the interviews and the videos on: www.forum-avignon.org, [Facebook](#), [Twitter](#) and [Youtube](#)

The Forum d'Avignon Acts are available at the Edition Gallimard (release in October 2011).

Communication / Relations médias

Forum d'Avignon – Culture, économie, médias

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C'estdit, c'estécrit!

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