



PRESS KIT

FORUM D'AVIGNON BILBAO

5-8 March 2014 – Alhóndiga Bilbao



Bilbao hosts the prestigious culture debate event Forum D'Avignon

For the first time, Bilbao is the venue for the Forum d'Avignon, the prestigious debate forum on culture in Europe. An international meeting in which art, architecture, politics and entrepreneurship professionals will analyse the different aspects of "The city as a cultural ecosystem".

Bilbao is currently a cultural ecosystem where enriching meetings and events take place every day for the citizens and visitors. Since its economic and urban transformation, the city's name began to be associated with concepts such as excellence, economic activity, growth, art, technology, design and creativity.

The Forum d'Avignon Bilbao will show culture can help boost economic development and the wellbeing of citizens in general, how it can increase the degree of innovation and creativity, and how it is decisive when facing global attraction and competition.

Speakers at the event will include big names such as Katrín Jakobsdóttir, former Minister of Education, Science and Culture of Iceland; Saskia Sassen, sociologist at Columbia University from New York; Vito Acconci, artist and architect; Gail Lord, Co-President of Lord Cultural Resources from Canada; Tarek Cherkaoui, Qatar Museums Authority; Guadalupe Echevarria, Cultural Director of Donostia-San Sebastian 2016; Javier Gomá, Director of the Juan March Foundation from Madrid and Corinne Hermant de Callatay, European Commission, Directorate General for Regional and Urban Policy, among others.



Through some positive practices, this international meeting will analyse the different ways in which a city becomes a cultural environment which makes the most of its diversified resources, showing how creativity can contribute to the hybridization of prospects both of artists and urban planners. Bilbao has grown to become a cultural reference point in Europe for its versatile facilities, its cultural offering and its connection between culture, the cultural industry and the city's development, which it has achieved thanks to the hard work and significant investment of recent years.

Catalyse Project

Forum d'Avignon Bilbao is part of a European cultural programme named Catalyse in which the cities of Essen (Germany), Bilbao and Avignon are involved. This transnational network is financially feasible thanks to a European Union Culture Program's grant.

The Catalyse project, which is inspired by the Forum d'Avignon, has the aim of enhancing the contribution of culture and the creative industries and catalysing it for the future throughout Europe.

At Essen, the subject matter was 'Culture is the Key' and it took place on 27 and 28 June 2013. In Avignon, the event was held from 21 to 23 November with the theme 'The powers of culture'.

More information : <http://www.forum-avignon.org/en/catalyse-project-presentation>



RAW (Research Action Workshop), 5 de marzo

RAW is a space for reflection, warm-up and idea testing before the Forum d'Avignon Bilbao. It aims to look at local ideas and experiences with a cross-cutting approach, through debates on art and culture in contemporary contexts.

It is a work session for experience-sharing, with participation from local cultural agents.

The RAW is the culmination of a process begun several weeks before the event, in collaboration with Bilbao's network of creators. A variety of workshops and round table meetings will be held, and the conclusions drawn from them will be the starting point for the RAW.

PROGRAMME

➤ WEDNESDAY, 5 MARCH

9.30 am PLENARY SESSION

Development and sustainability of art projects in the city.

The results of the ideas lab currently being prepared by Ixiar Garcia for the Forum Avignon-Bilbao on the basis of her work SOFT will be presented at this session. It will be the starting point for a debate on the balance between small and large projects and the tension conveyed by the new cultural patterns. Cities are a living medium for experience, where art renews society and culture, turning it on its head.

Participants: Maria Mur (Consoni) and Maria Ptqk.



11.30 am ITINERARIES IN 3 WORKSHOPS

1/ Art hybridization experiments and practice.

Creative territories are always new and always surprising. Artists and creators seek an impulse to get away from their comfort zones and meet to exchange ideas. The results of these meetings are evocative experiences, new territories waiting to be explored.

Moderators: Maria Arana / Gorka Rodriguez (Zaramari).

2/ From mistakes to learning, a useful methodology.

We learn from our mistakes. When things don't work, the best we can do is to draw the relevant conclusions. We can create strengths from defects and aptitudes from insecurity.

Moderators: Maria Salazar (Klinika de Proyectos) / Nani Soriano (La Noria, Málaga).

3/ New communities in artistic and social practice.

Over the last few years, artistic and social practice has transformed the way we organise ourselves, how we work and how we make ourselves visible. But critical and evolutionary self-perception has played a very important role, in spite of its short career. This space is a way of advancing through group debate on these new agents and projects.

Moderator: Ricardo Antón (ColaBoraBora).

1 pm Drawing common conclusions from the workshops.

Maria Mur and Maria Ptqk will pool the observations, conclusions and projections of the day as a whole. These conclusions will then form part of the debate tables and will be presented on the last day of the Forum.

9pm Reception and cultural event in Guggenheim Bilbao Museum.



➤ THURSDAY, 6 MARCH

10am Debate 1: Dialogue between what is public and private in the field of creation.

Moderator: **José Luis Rebordinos**, Director of San Sebastian Film Festival.

Address: **Jean Blaise**, Director of Le Voyage à Nantes: culture et tourisme.

Katrín Jakobsdóttir, former Minister of Education, Science and Culture of Iceland.

Gail Lord, Co-President of Lord Cultural Resources, Canada.

Maria Mur Dean, Director of Consonni, Bilbao.

Beatriz García, Director of Research at the University of Liverpool.

12pm Debate 2: Artists as promoters of cultural and social change in our cities

Moderator: **David Trueba**, journalist and film director.

Address: **Vito Acconci**, artist and architect.

Alfonso Santiago, music promoter for Last Tour International, Bilbao.

Jochen Sandig, Artistic Director of Radialsystem, Berlin.

Joxean Muñoz, Deputy Minister of Culture, Youth and Sports of the BASque Government.

Txomin Badiola, artist.

4.30pm Experiences in the city: visits to different spaces in Bilbao with cultural agents.

Guggenheim Bilbao Museum

The Guggenheim Bilbao Museum, designed by the architect Frank Gehry, represents an architectonic milestone due to its innovative design and is a backdrop for the art that is exhibited therein. Overall it creates a sculptural structure, perfectly integrated in the urban layout of Bilbao and its environment.



Zorrotzaurre

The latest urban regeneration operation started up in Bilbao. It is a comprehensive and sustainable plan to recover a currently derelict site and turn it into a new neighbourhood in Bilbao that is well connected with the rest of the city, with affordable housing, environmentally-friendly business areas, numerous social and cultural facilities and large areas for citizens' enjoyment.

Bilbao La Vieja

Journey through the spaces, groups and structures of one of the neighbourhoods in the city with a high creative density. A social, economic and cultural environment which is constantly changing.

➤ FRIDAY, 7 MARCH

9am Debate 3: Cities as a driving force for cultural change in Europe.

Moderator: **Javier Gomá**, Director of the Juan March Foundation, Madrid.

Address: **José Enrique Ruíz-Domènec**, History Chair, Universitat Barcelona.

Guadalupe Echevarria, Cultural Director of Donostia 2016.

Evelyne Lehalle, Director of Nouveau Tourisme Culturel, Niza.

Corinne Hermant De Callataÿ, European Commission, Directorate General for Regional and Urban Policy.

Patricia Brown, Director of Central, London.

11.30am Debate 4: The city in progress, a future ecosystem.

Moderator: **Pablo Guimón**, Editor-in-chief of the weekend edition of El País, Madrid.

Address: **Saskia Sassen**, sociologist at Columbia University, New York.

Beatriz Colomina, historian of architecture at the University of Princeton, New Jersey.

Cristina Iglesias, artist.

Tarek Cherkaoui, Qatar Museums Authority.



Juan Diego, Secretary General of the Bilbao Bizkaia Design & Creativity Council (BiDC).

1pm Presentation of the conclusions of RAW, Forum d'Avignon Bilbao and Catalyse Project.

2.30pm Pintxo Experience in Alhóndigabilbao.

➤ SATURDAY, 8 MARCH

Visit to Santander, San Sebastian or Biarritz accompanied by local agents.

About the Forum D'Avignon



Since it started out in 2008, the aim of the Forum d'Avignon has been to strengthen links between culture and the economy, and also to highlight the role of culture in social cohesion and regional appeal. Past projects at the Forum include 25 international studies and proposals, reports published in English and French by Éditions Gallimard and constant mobilisation of a world network of artists, creators, entrepreneurs, experts, international consultants and more than 25 public and private associates.

The Forum d'Avignon ideas lab includes three fields of reflection: funding and financial models for culture and the creative industries, the digital domain and innovation, and, lastly, the role of culture in the development of the regional economy and as a factor for social cohesion.

More information: www.forum-avignon.org

Speakers



VITO ACCONCI



Artist and architect

American artist Vito Acconci is considered one of the pioneers of video art and performance and a key figure for understanding the art of the second half of the twentieth century and artistic intervention through architecture. In the late 1980s he founded the Acconci Studio, a space for architects and artists to research and create environmental and architectural interventions redefining the concept of public space.



TXOMIN BADIOLA



Artist

Txomin Badiola has a degree from the Bilbao University Faculty of Fine Arts. He is a lecturer at this faculty and at the Arteleku centre in San Sebastián and has had a major influence on several generations of Basque artists. His work as a curator includes exhibitions dedicated to Jorge de Oteiza: 'Propósito Experimental' ('Experimental Proposal'), the first retrospective exhibition of the Guipúzcoa sculptor's work, and 'Oteiza. Myth and Modernity' for the Guggenheim Museum in Bilbao and New York and the Madrid MNCARS, together with Margit Rowell. As an artist he has exhibited in national and foreign galleries and institutions including the Barcelona Museum of Contemporary Art, the Bilbao Fine Arts Museum and the Musée d'Art Moderne in Saint Etienne-Metropole, France. One of his most recent works is 'Primer Proforma 2010. 30 exercises. 40 days. 8 hours a day', created with Jon Mikel Euba, Sergio Prego and 15 volunteers. The project aims to go beyond the conventional notions of exhibition and education and was designed for the Contemporary Art Museum of Castilla y León (MUSAC).



JEAN BLAISE



Managing Director of Voyage à Nantes: culture et tourisme

The artist and special events director Jean Blaise created the Festival des Allumés, the Festival de Fin de Siècle and Estuaire, the biennial contemporary art festival held in the Loire Estuary. He also founded the Lieu Unique in Nantes, an 8000 m2 space for artistic exploration of all genres, and was the Artistic Director of the first Nuit Blanche in Paris. Since 2011, Jean Blaise has been the Managing Director of Voyage à Nantes, a local public company working on a cultural project for promoting tourism in the city.

PATRICIA BROWN



Director of Central, London

Patricia Brown is a consultant specialising in the management of the dynamics of cities and the process of achieving change. She counsels business and civic leaders in developments and projects for creating places of prosperity in big cities. One of her greatest contributions to these processes is helping to create strong alliances between the public and private sectors, based on building a shared vision and the desire to get the best results for all. She is a member of Centre For London, a politically independent think-tank that addresses the challenges facing the UK's capital, where her activities have included directing the lobbying groups for the pedestrianisation of Trafalgar Square.

Patricia Brown works in the UK and in New York, where she counsels the Times Square Alliance and NYU's Schack Institute of Real Estate.



TAREK CHERKAOUI



Qatar Museums Authority

Tarek Cherkaoui is Chief Strategy Officer for the Qatar Museums Authority. A highly experienced strategic management executive, he has shown his capacity to direct different professional groups, achieving much success within a wide range of private not-for-profit, non-governmental organisations. He has a PhD in Media and Communication Studies from the Auckland University of Technology, New Zealand.



BEATRIZ COLOMINA



Historian of architecture at Princeton University, New Jersey

Beatriz Colomina is Professor of Architecture at Princeton University and Founder Manager of the 'Program in Media and Modernity', a post-graduate programme promoting inter-disciplinary study of the unique cultural formations that came to prominence during the last century and analysing the interaction between culture and technology.

She is one of Spain's most acknowledged architects worldwide and an expert in the relationship between architecture and advertising, sexuality and disease. Her works have been translated into 25 languages and include 'Manifesto Architecture: The Ghost of Mies' (Sternberg Press, 2014), 'Clip/Stamp/Fold: The Radical Architecture of Little Magazines 196X-197X' (2010) and 'Domesticity at War' (2007). She has curated exhibitions such as 'The Radical Architecture of Little Magazines 196X-197X', which has been shown in eleven different countries.



JUAN DIEGO



Secretary General of the Bilbao Bizkaia Design & Creativity Council (BiDC)

Juan Diego has a Law degree from Deusto University, specialising in Economics, and a Diploma in European Studies from the Robert Schuman University in Strasbourg. His professional career is mainly linked to public policy development. He has worked in the Basque Government's Departments of Education, Presidency and European Affairs. As the Manager and Director of Strategy for the Basque Public Broadcasting Group (EITB), he set up its first digital headquarters. Today he is the Director-General of Beaz, the Bizkaia Regional Government entity for developing innovative business projects in this area. Juan Diego is also the Secretary General of the Bilbao Bizkaia Design & Creativity Council, an organisation promoting the creativity and design industries as factors for the economic and international growth of Bilbao and Bizkaia

GUADALUPE ECHEVARRIA



Cultural Director of Donostia 2016

Guadalupe Echevarria is the Cultural Director of Donostia/San Sebastián European Capital of Culture 2016.

Guadalupe Echevarria was the Director of the Fine Arts School of Bordeaux and is linked to many different forms of artistic production. She directed the video art festivals at the San Sebastian International Film Festival and the Vitoria Video Music Festival, and has produced and curated exhibitions for the Boston Contemporary Art Television Fund and the Reina Sofía National Art Centre in Madrid. She has also counselled cultural centres and collaborated on projects for art schools in cities including Miami and Barcelona.

BEATRIZ GARCÍA



Head of Research in Cultural Policy, University of Liverpool

Dr. Beatriz García is a cultural policy and urban transformation expert at the forefront of debates on culture-led urban regeneration. Specialising in the study of cultural impact and legacy of mega-events, she has counselled strategists for European Capital of Culture candidate cities worldwide. Her past projects include the Sydney 2000 Olympic cultural programme and a study on the legacy of the Glasgow 1990 European City of Culture. She is currently directing the London 2012 Assessment, counselling Scotland for the Commonwealth Games and working on the Glasgow 2014 cultural programme.

JAVIER GOMÁ



Essayist, Director of Juan March Foundation, Madrid

Essayist, philologist and law graduate Javier Gomá won the Spanish National Essay Award in 2004 for his work 'Imitación y experiencia' ('Imitation and Experience'). He is currently the Director of the Juan March Foundation, an operational family heritage institution working in the fields of culture, humanities and science.

The Foundation organizes art exhibitions, concerts and conference and seminar programmes.

PABLO GUIMÓN



Editor-in-chief of the weekend edition of El País, Madrid

Pablo Guimón has been editor-in-chief of the Madrid section of the newspaper EL PAÍS since summer 2010. He was formerly in charge of the El País Semanal weekly supplement and head of the Culture section, and has also worked on the newspaper's Sunday supplement, 'Domingo'. He has a degree in Economic Law from Deusto University and he obtained the UAM-EL PAÍS Master's degree in Journalism in 1999.

CORINNE HERMANT DE CALLATAY



European Commission, Directorate-General for Regional and Urban Policy

Corinne Hermant-de Callataÿ works in the area of inclusive growth and urban and territorial development in the Directorate-General for Regional and Urban Policy of the European Commission. She is co-author of the 'Cities of Tomorrow' report, published in 2011 after a two-year reflection process. From 1995 to 2004 she was coordinator of the 'Open and Distance Learning (Minerva)' action of the European Socrates programme. Before joining the European Commission she was a Social Science researcher, specialising in urban research. She then went on to specialise in research on the social and organisational impact of new technologies. She has written several publications on the use of ICTs in education and the impact of new technologies.

CRISTINA IGLESIAS



Artist

Winner of Spain's National Arts Award, Cristina Iglesias is a big name in contemporary art. She was born in San Sebastián, where she studied Chemistry, later going on to study ceramics and drawing in Barcelona and sculpture at the Chelsea School of Art in London. She teaches sculpture at the Akademie der Künste Bildenden in Munich, Germany, and won the Grosse Kunstpreis Berlin Award in 2012. She works with the top international galleries and has exhibited at centres including the Georges Pompidou Centre in Paris, the Henry Moore Foundation in Leeds, the Musée des Beaux Artes in Nantes and the Museo de Bellas Artes in Bilbao. Her collections are on show at the Solomon R. Guggenheim Museum in New York, the Hirshhorn Museum and Sculpture Garden in Washington and the London Tate Gallery. Her public commissions include the entrance to the extension of the Prado Museum in Madrid and the 'Estancias Sumergidas' underwater sculpture in Baja California.

KATRÍN JAKOBSDÓTTIR



Former Minister of Education, Science and Culture of Iceland

Katrín Jakobsdóttir, Iceland's former Minister of Education, Science and Culture and Green Party leader. Katrín Jakobsdóttir has played an active role in the recovery of Iceland's economy. Her activities have included advocating creative sectors such as literature and music as a growth factor of equal or greater importance to industry. The decision to continue building the National Auditorium in the midst of the crisis is the paradigm of this bid for culture as an economic impulse and the spirit of a country that is looking to the future in terms of sustainability.

EVELYNE LEHALLE



Director of Nouveau Tourisme Culturel, Nice

Doctor in History and former museum curator, Evelyne Lehalle is the external relations director of the Musée d'Orsay in Paris and is in charge of different departments of the French Ministry of Culture and of the culture department of the National Tourism Agency of France. She currently works with a newly created international network aimed at 'New cultural tourism', based on three main thrusts: Digital revolution, new tourists and creative culture. She also prepares expert reports and gives training courses.

GAIL LORD



Co-president of Lord Cultural Resources, Canada

Gail Lord is one of the world's most prominent museum planners. An innovative, creative expert, her studies on cultural tourism and community art are a major contribution to understanding this sector and its relationship with the economy and society in these times of change. Gail and her husband Barry Lord founded Lord Cultural Resources in 1981 to cater to the demand for specialised planning services in the cultural sector. Over the last thirty years they have directed 2,000 projects in more than 50 different countries, creating cultural capital and maximising its resources. Gail Lord has worked for museums such as the London Tate Gallery and the Bilbao Guggenheim, where she took part in drawing up the 2005-2009 and 2009-2012 Strategic Plans.



JOXEAN MUÑOZ



Deputy Regional Minister for Culture, Youth and Sport, Basque Government

Screenwriter, film maker, illustrator, writer and art curator Joxean Muñoz is the Basque Government's Deputy Regional Minister for Youth, Sport and Culture. He has a degree in Contemporary Art History and has written scripts for comics, TV, films and advertisements and directed full-length feature films including 'La isla del cangrejo' ('The Island of the Crab'), which won the Goya Award for the best animation film in 2000. He has published poetry, children's books and articles on visual culture, worked as an illustrator and on cultural enterprises, and designed and curated exhibitions. From 2006-2010 he directed the project for the creation of Tabakalera, San Sebastián's International Contemporary Culture Centre (CICC). Before being appointed Deputy Regional Minister, Joxean Muñoz was the Director of Tipula, a production company creating and setting up cultural projects.



MARIA MUR DEAN



Director of Consonni, Bilbao

María Mur Dean has a degree in Sociology and Political Science and a Master's degree in Cultural Management from Deusto University (Bilbao). Today she is the director of the Bilbao contemporary art production company consonni (www.consonni.org). She has worked in this company since 1999, inviting artists to create projects that are not an art object in an exhibition space but make use of their own contemporary tools for creations in immensely varied formats, which have included a TV programme, a Basque typeface auction, guided tours of an abandoned funfair or a zombie walk, to subvert, criticise or merely study the society they form part of. Consonni has had its own publishing company since 2009, to experiment with the varied possibilities of art books. María was the co-founder of the feminist art group Pripublikarrak (2005-2009), and has taken part in numerous cultural policy research projects.



JOSE LUIS REBORDINOS



Director of San Sebastian Film Festival

A degree-holder in Special Needs Teaching, José Luis Rebordinos has been the Director of the Donostia Kultura Film Unit for the last 22 years. He has also been the Director of the Horror and Fantasy Film Festival for 21 years and Director of the San Sebastián Human Rights Film Festival for 8 years. He has been in charge of the Nosferatu book collection for the last 22 years, and has co-authored numerous books on Basque film directors including Elías Querejeta, Montxo Armendáriz, Antxon Eceiza, Julio Medem and Javier Aguirresarobe, on Asian cinema ('Shinya Tsukamoto, Poet and Warrior of the Cinematograph') and on other subjects ('The Pain, the Cultural Nerves of Suffering – A Brief History of Basque Short Films'). Before becoming the Director of the San Sebastian Film Festival on 1 January 2011, he had been on the Festival's Management Committee for 15 years.



JOSÉ ENRIQUE RUÍZ-DOMÈNEC



History Chair, Universitat Barcelona

José Enrique Ruíz-Domènec is Professor of Mediaeval History at the Autonomous University of Barcelona and specialises in incorporating the Mediterranean context into Mediaeval European History in general. He is Spain's representative for the European project '27 Leçons d'Histoire Européenne par 27 des plus Grands Historiens Européens', together with Eric Hobsbawm, Jacques Le Goff, Carlo Ginzburg, Gabor Klaniczay and others; and a member of the Scientific Committee of the Turin Storia Festival and the European Union Liaison Committee of Historians. José Enrique Ruíz-Domènec has published hundreds of scientific articles and almost thirty books, the most recent being 'Europe: the Keys to its History' (2010) and 'Spain, a New History' (2009).



JOCHEN SANDIG



Artistic Director of Radialsystem, Berlin

Jochen Sandig is an urban pioneer and cultural entrepreneur. His passions are the city as a public space and the arts. He has enriched Berlin by founding several cultural institutions including the dance company Sasha Waltz & Guests and the Sophiensaele, an independent venue for dance and theatre productions in Berlin. In February 2012 he performed his first work as director with 'Human Requiem', a staging by Johannes Brahms' 'Ein Deutsches Requiem' in collaboration with the Rundfunkchor in Berlin and Simon Halsey. Jochen Sandig is a member of the Lenkungskreis Kulturwirtschaft (Cultural Policy Steering Committee) in the Berlin Senate and a member of the Council for the Arts and the Forum Zukunft Kultur. In January 2010 he was awarded the most important cultural distinction in France: Chevalier dans l'Ordre des Arts et des Lettres.



ALFONSO SANTIAGO



Director of Last Tour International, Bilbao

After five years as Editor of the Basque version of the music magazine Mondo Sonoro, Alfonso Santiago became the Director of Last Tour International, the promoter company for several music festivals including Bilbao BBK Live, the Azkena Rock Festival and Festival En Vivo. This benchmark music event promoter company has vast experience in the field of music and culture and has developed an innovative approach to the business, with direct management of all aspects, working closely with the musicians themselves.

It recently organised the first BIME (Bizkaia International Music Experience), a meeting for professionals from the music industry and related sectors such as new technologies, fashion and video games, to debate, explore and put forward opinions on sector-related issues.



SASKIA SASSEN



Sociologist, Columbia University, Nueva York

Saskia Sassen's contributions to contemporary sociology include coining the term 'global city', which is now used worldwide. This Dutch expert believes that control and management of the world economy is in the hands of the major cities, where the economic and financial power and telecommunications facilities are concentrated. Her research also focuses on problems in these cities, such as the impoverishment of the middle classes and difficulties in accessing telecommunications, giving rise to social inequalities and segregation.



DAVID TRUEBA



Writer and film director

The journalist and film director David Trueba triumphed in the 2014 Goya Awards with his film 'Living is Easy with Eyes Closed' ('Vivir es fácil con los ojos cerrados') winning in a total of six categories including best picture, best original screenplay and best director.

He has a degree in Journalism and has worked for the newspapers El Mundo, El País and El Periódico de Catalunya. He is the author of screenplays including 'Amo tu cama rica', 'Los peores años de nuestra vida' ('The Worst Years of our Lives'), 'Two much', 'Perdita Durango' and 'La niña de tus ojos' ('The Girl of your Dreams'). He directed 'Madrid, 1987' (2011), 'Bienvenido a casa' ('Welcome Home') (2006), 'La silla de Fernando' ('Fernando's Chair') (2006), 'Soldados de Salamina' ('Soldiers of Salamis') (2002), 'Obra maestra' (2000) and 'La buena vida' ('The Good Life') (1996).

Más información sobre el Forum d'Avignon Bilbao y ponentes en:
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