

## **“Creating Progress”**

### **Building strategic partnerships between culture and the economy The first ever Forum d’Avignon-Ruhr will take place in Essen, Germany, on the 8<sup>th</sup> and 9<sup>th</sup> March 2012**

**Building on the 2011 Forum d’Avignon on ‘Investing in Culture’, this year’s Forum d’Avignon-Ruhr – 8 and 9 March – will examine opportunities for local economic development through innovative cultural investment strategies among the public and private sectors.**

The Forum d’Avignon think tank was founded in 2008 to explore the opportunities that can be created through stronger links between culture, creative industries, the economy, and social cohesion. Therefore, the Forum analyses three themes: culture, financing, and economic models; culture, digital, and innovation; and culture and local attractiveness. The 2012 Forum d’Avignon-Ruhr, will explore culture attractiveness during ‘the Meetings Culture, the Economy, and the Media’.

**The challenges of local cultural development across Europe, a focus during the Forum d’Avignon, will continue in Essen, Germany.**

*‘We are pleased that the crucial issue of local cultural development – particularly as a part of post-industrial rehabilitation – will continue to take centre stage at Forum d’Avignon-Ruhr’, said Laure Kaltenbach, Forum d’Avignon Managing Director. ‘While the Forum’s recent work has concentrated on demonstrating that investing in culture and cultural infrastructure is good for economic development and social cohesion, this year’s event will provide a unique opportunity to show us how a region like the Ruhr has actually made culture a part of its own development strategy. Culture will be a key challenge for future generations, and Europe-wide cooperation is vital. Our political and cultural institutions and businesses must work together – starting today’.*

#### **Kurt Salmon’s study to serve as a basis for discussion for this two-day event**

Kurt Salmon’s study *‘Cultural undertaking & investment: from intuition to decision making’*, carried out for the 2011 Forum d’Avignon, looked at the role and impacts – both qualitative and quantitative – of cultural programming. The past 25 years of cultural alliances and investments in cities like Bologna, Bilbao, Krakow, Lille, Liverpool, and those in the Ruhr region have shown that culture is an integral part of local ecosystems; culture exerts an influence that extends to other sectors; and culture can and does drive economic development.

#### **Investing in culture at the local, regional, and national levels**

The two-day Forum d’Avignon-Ruhr will include three panel discussions based on Charles Landry’s study. The panels will examine issues like making culture and the economy part of a common strategy, the art of creative change, and success stories and best practices.

### Forum d'Avignon-Ruhr

The Forum d'Avignon-Ruhr is a joint initiative of the Forum d'Avignon and the European Centre for Creative Economy (ECCE). The first Forum d'Avignon Ruhr will be held on 8 and 9 March 2012 in the SANAA Building, located in the Zollverein Industrial Complex, a UNESCO World Heritage Site.

Get the latest Forum d'Avignon news at: [www.forum-avignon-ruhr.org](http://www.forum-avignon-ruhr.org)

### Forum d'Avignon

The Forum d'Avignon is an international think tank backed by 25 international partners and sponsors spanning the public and private sectors. The French Ministry of Culture and Communication has backed the Forum d'Avignon since its inception in 2008. The Forum d'Avignon brings together culture, the cultural industries, and the media – three pillars of the knowledge economy – to explore the economic and heritage-related aspects of culture, and to look at real-world examples of how innovative cultural practices can support job creation and social cohesion.

Each year, leaders and thinkers representing **culture**, the **economy**, and the **media** attend the Forum d'Avignon to identify emerging issues for future study and to discuss success stories and best practices at the local, European, and international levels. The 2012 conference will be held on 15, 16, and 17 November 2012 at the Papal Palace in Avignon, France.

Get the latest Forum d'Avignon news and complete research, video, and interview archives at: [www.forum-avignon.org/en](http://www.forum-avignon.org/en), or follow us on [Facebook](#), [Twitter](#), or [YouTube](#).

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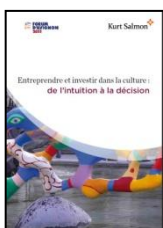
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Free available studies

**'Cultural undertaking & investment: from intuition to decision making' by Kurt Salmon for the 2011 Forum d'Avignon.**



How do 'cultural' investors decide which projects to invest in? What are the key factors driving their decisions? What benefits do cultural project managers put forth to promote their projects? How do the key players in the cultural sector – artists, institutions, and businesses – position themselves? What are the strategies that underpin a given cultural project?

This study – carried out through interviews with around a hundred public- and private-sector decision-makers, promoters, artists, creators, and experts – aims to obtain a better understanding of the decision-making models linked to an investment in cultural projects. The goal is to outline a useful framework for decision-makers and identify the various economic and qualitative factors taken into account.

Forum d'Avignon – Culture, Economy, and Media – [www.forum-avignon.org/en](http://www.forum-avignon.org/en)

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**'Creativity, culture and the city: a question of interconnection', by Charles Landry for the 2011 Forum d'Avignon.**

What do Lille, Bologna, Bilbao, Krakow, Liverpool, and regions like the Ruhr have in common? Creativity. And it is their creativity that is driving innovation. This is the theory Charles Landry puts forward to describe how innovation is helping these areas to thrive in the face of increasing global competition and attracts scarce resources and creative talent, not to mention growth-promoting investments and tourism. Mr Landry also looks at the issue from another angle; that is, what do cities that choose not to invest in culture stand to lose? His study investigates the crucial role that culture and creativity play in a local development – a role that extends beyond the narrow boundaries of these disciplines and into the entire local ecosystem. Failing to properly address these two important factors poses a threat to social cohesion, stunts competitiveness, harms businesses, erodes identity, and hinders future economic, social, and cultural development.



**'Culture and economic performance: what strategies for sustainable employment and urban development planning?' Second barometer study on the cultural appeal of urban areas, by Ineum Consulting and Kurt Salmon Associates for the 2010 Forum d'Avignon.**



This study examines the link between the level of cultural activity in a city and the city's overall economic performance, based on an analysis of 47 cities around the globe. The cultural sector accounts for 3.4% of the jobs in these cities, and the study revealed that cities investing more heavily in culture tend to have lower unemployment rates. It also showed that the two key success factors of a cultural strategy are selecting the right channels for dissemination and close cross-sectoral cooperation. Cultural education and training programmes also proved to be an important competitive advantage, although not sufficient to ensure local employability.

**'Culture - A symbolic or economic success factor for urban development planning?' Barometer study by Ineum Consulting / Kurt Salmon for The Forum d'Avignon (2009)**

This study investigates the correlation between the level of cultural and academic activity in a city and the city's overall economic performance. The authors researched 32 cities around the globe, and also wrote case studies of the development strategies of Abu Dhabi, Nancy, Brussels, Montreal, and Bilbao.



**Learn more at Culture is Future, the Forum d'Avignon's collection of the latest publications on local cultural attractiveness:**

**Viewpoints**

Interviews with key cultural-sector players such as Daniel and Florence Guerlain, Barthélémy Togo (artist), Stéphane Mathelin-Moreau (Neuflize OBC), Kjetil Tredal Thorsen (architect), and David Throsby (economist)...

**Articles from Culture is Future, the Forum d'Avignon's daily web digest**

- 2011 Exclusive – 'An investment named desire', three exclusive studies by Kurt Salmon, Charles Landry, and Tera Consultants
- 2011 DEBATE – Cultural investment: 'Charles Landry, the art of city-making'
- 2011 DEBATE – 'Belgrade 2020, using culture to transform society'
- 2011 DEBATE – 'Maastricht, city of culture'
- 2011 DEBATE – 'San Sebastian, a 2016 European Capital of Culture: culture for peace'