The first cultural forum 100% Data
SEPTEMBER 19th, 2014
CESE* | 9am - 6pm

*Economic, social and environmental council
## Personal cultural data, that’s me.

They reveal my cultural values and my personal life.

Recalling that the data of our private and cultural life are not a commodity like any other, the think tank Forum d’Avignon wishes to get out of the dilemma “innovate” vs “watch”, commonly considered when personal data are at stake. It proposes to consumer-citizens, businesses and politicians a collective road map for this major challenge of cultural diversity and economic development:

- Raise awareness around personal cultural data and put the human at the heart of a data culture, conciliating an ethical approach of data-driven innovation, and a fair sharing of the added value invented by businesses.

- Restore the confidence in front of the latent – and sometimes paradoxical – worries of citizens, by launching a citizen and political major movement.

- Build a consensus at the heart of the international institutions’ agendas: the European ones with the discussion around the Data Protection Regulation, and UNO on the occasion of the 10th anniversary of UNESCO Convention on cultural diversity, in the form of a Preliminary Declaration of digital human rights.

Two plenary sessions, four debates, a preliminary Declaration of Digital Human Rights:

From a « personal data-driven economy » to « a society based on the sharing of cultural data », the Forum d’Avignon @Paris proposes four challenges:

- Fairness for the individuals
- Ethics for businesses
- Transparency of the State/local communities and collective sharing of data
- Opening of networks & infrastructures (smart cities)

And... A cultural data village: more than 30 innovations to arouse your cultural and creative curiosity and ease, sharpen and awake your current and future everyday life!

Discover the eight areas of the village: art, education and development, music, participative and practical tools, augmented reality, performances and shows, tourism and smart cities, and video games.

Good Forum to all!

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### THE PROGRAM IN SHORT

<table>
<thead>
<tr>
<th>Time</th>
<th>Session 1</th>
<th>Session 2</th>
<th>Session 3</th>
<th>Session 4</th>
</tr>
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<tbody>
<tr>
<td>0.90 am</td>
<td>Opening of the Forum d’Avignon @Paris</td>
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<td></td>
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</tr>
<tr>
<td>9.00 am</td>
<td>Introduction</td>
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<tr>
<td>9.30 am</td>
<td>Myths and fiction around Big Data</td>
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<td>10.30 am</td>
<td>Let’s the show begin!</td>
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<td>10.30 am</td>
<td>Break - The Cultural Data Village</td>
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<td>11.00 am</td>
<td>Morning sessions</td>
<td></td>
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<td>11.45 am</td>
<td>Cultural data, that’s me!</td>
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<td>12.15 am</td>
<td>Data Gourmand (Lunchtime cocktail)</td>
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<td>12.45 am</td>
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<td>1.45 pm</td>
<td>The mannerist body, artistic performance by Hector Obalk</td>
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<td>2.40 pm</td>
<td>For a Preliminary Declaration of digital human rights</td>
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<td>5.20 pm</td>
<td>Perspectives – For ethics in the use of personal data</td>
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<td>6.00 pm</td>
<td>Closing session</td>
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Opening session
“Personal data, cultural data”

The depth and the intimacy of collected personal data, without the individual being necessarily aware of it, enable third parties to understand his identity, his private and cultural, past, present and future life. As the real digital DNA of any individual, data cannot be considered as a commodity.

| Hémicycle

Data: an ethical, cultural and political challenge

09.00 am-09.30 am
Opening of the Forum d’Avignon @Paris
Fleur Pellerin, French Minister of Culture and Communication
Jean-Paul Delevoye, Chairman of the CESE
Nicolas Seydoux, Chairman of the Forum d’Avignon

Discussion led by Cécile Portier, writer, poet, civil administrator at the French Ministry of Culture and Communication.

09.30 am-09.40 am
Myths and fiction around Big data
Christophe Aguiton, activist & researcher at Orange Labs

Why an ethical and fair framework is needed for the data

09.40 am-10.10 am
Human genome, personal cultural data: same challenge, same ethical framework?
François Taddei, Doctor in molecular and cellular genetics, Research Director of the Center for research and interdisciplinary (CRI)

Let’s the show begin!

10.10 am-10.30 am
Personal data, that’s me!
By Abd al Malik, rapper, slammer, composer, writer & film director
Mentalist or algorithms: who knows you better?
By Yann Frisch, mentalist, world champion of Magic.
Yann Frisch joins us for a show where the operations of spirit manipulations are broken down. This nonstandard artist will reveal how magicians and mentalists read or influence our thoughts. Which part for consent and for illusion?

Session sketched by Louison and Camille Besse, Cartooning for Peace

10.30 am-11.00 am
BREAK: Come discover the Cultural Data Village (pages 36 to 43)

Morning sessions

11.00 am-12.45 am
Session 1

Cultural data, that’s me!

| Hémicycle

Between the collection of personal cultural data which, according to the most recent studies, are the most ‘potentially valuable’, and the finality of their uses, many practices coexist. Since they have become aware of the sharing of the added value’s asymmetry, and also worried of the exploitation that can be made of it, the consumer as well as the citizen want to have a right on their data, as well as on the finality of its uses, considering that it represents all or part of their digital identity.

Who is the real owner of these cultural data? Do we need to define a period and a field of application? Can we regain control over this data (knowing the content, controlling its depth particularly in the time – right to oblivion) - or even monetize it? This increasing awareness needs clear rules for the use and the enhancement of the personal cultural data. How can we secure our digital identity while anticipating the risks? Are the right to personality, the right to intellectual property, the copyright practicable in this situation? Which are the concrete tracks to restore the citizens’ confidence?

Discussion led by Agnès Lanoë, Forecast & Strategy Director, ARTE

Session sketched by Camille Besse, Cartooning for Peace

Artistic performance - C’est ma Data là

An artistic performance DataDada by Albertina Meunier and Julien Levesque, along with Sylvie Tissat and Bastien Dider

Debate

Isabelle André, CEO of the Monde Interactif (France)
Caia Hagel, Creative Director & Co-founder at guerrillapop + medialab (Canada)
Pierre Bellanger, Founder & CEO of Skyrock (France)
Daniel Kaplan, CEO & cofounder of the Fing (The Next-Generation Internet Foundation) (France)
Chawki Gaddes, Executive secretary of the International Academy for Constitutional Law (IACL) (Tunisia)

With the participation of Fabrice Naftalski, Partner/Attorney at EY, lawyer society.
Responsible for regulatory projects in connection with the use of Information Technology, intellectual property and data protection. (France)
11.00 am–12.45 am
Session 2
Is the opening of cultural data a growth factor?
Room 301

Magic without limits?
By an algorithmic magic trick which makes it anonymous, the cultural data of individuals turns into public data, potentially open to everyone. Combined with the volume of others data, often in real time, it opens a wide range of possibilities of new collective and individual cultural uses: how optimizing the access to our favorite museum thanks to the information about rush hours and traffic jam to go or the availability of a mediator in our proper language? Permitting to a municipality to know which nationalities are present during the national holiday and, being aware of where they come from, which road they took and where they are going back, thanks to anonymous phone data? And then proposing to the tourist office some actions targeting the “visiting countries” and the visited places for an ad hoc reception? Informing the different hotels of the cultural offers of a region, thanks to an “intelligent digital caretaker”? The range of the possible services seems to be unlimited.

The conditions for a sharing of general interest
How to foster data sharing to develop new applications and new businesses? Is the respect of fundamental right (private life, intellectual property,) compatible with the “Everything Open” (open data, open content, open sourcing,) Can a minimum and a maximum period of exclusivity before the pooling of the cultural personal data be considered? Does the culture of anonymous and shared data favor the data collection’s transparency? Can it be a modernization and growth lever for cultural and creative organizations and institutions? Does it contribute to the cultural diversity and to the development of various offers?

12.45 am–2.15 pm
DATA GOURMAND: During the lunch, discover the Cultural Data Village

Discussion led par Stéphanie Antoine, journalist & anchor, France 24
Session sketched par Louison, Cartooning for Peace

Debate
Françoise Benhamou, Professor of Economics, member of the ARCEP (France)
Amit Khanna, Film director, writer (India)
Stéphane Distinguin, Chairman of Cap Digital, Founder of FABERNOVEL and member of the French Digital Council (CNNum) (France)
Eric Scherer, Director of Future Media at France Televisions (France)
Simone Harari, CEO of Effervescence Group (France)

With the participation of Solenne Blanc, Executive Director at EY Advisory, Strategy Marketing & Innovation (France)
Afternoon sessions
2.15 pm – 4.00 pm
Sessions 3 and 4 at the same time

Firms: how culture of data is becoming a competitive advantage

The divorce between citizens and the companies that use their data is to be feared, while the volume of
data left behind continues to expand, in the absence of an alternative. Some parries
appear and decoys are settled, at the risk of accentuating the discrepancies between those who can
afford more security and protection for their private life and intellectual property, and the others.
The need for confidence, security and protection of the citizens-consumers creates a new requirement—
more transparency in the purposes and more repentance solutions — for the companies, which will need
to make deep changes to take it into account. The understanding and the protection of the 'cultural
data' requires a 'cultural data governance', strategy and action plan, according to Bruno
Perrin from EY1. The challenge is to be clear on the personal data they have, and to make their access,
traceability and securing easier.

Watching over their reputation and their customers’ trust, can companies define themselves a code
of good conduct while regulations can have less impact and sometimes be in contradiction with the
stakeholders’ expectations? How can trust and “data confidentiality” become a competitive advantage?

1 “Cultural behaviour and personal data at the heart of the Big Data industry: Finding the right balance between
privacy and innovation” EY study for the Forum d’Avignon, 2013.

Discussion led by: Merav Griguer, Attorney partner at Dunaud Clorenc Combles & Associés,
co-author of Guide de la communication sans risque (Ed. Eyrolles, 2012)

Session sketched by: Louison, Cartooning for Peace

Debate

Emmanuelle Bartoli, Group Data Protection Officer, Atos (France)
François Bourdoncle, co-founder of Exalead & CEO of FB&Cie (France)
Mats Carduner, Co-founder & CEO of fifty-five (France)
Nicolas de Cordes, Vice President Marketing Anticipation, Orange Group (Belgium)
Isabelle Falque-Pierrotin, State Councilor & Chairman of CNIL (France)
Marc Mossé, Director of Legal and Public Affairs at Microsoft France, Vice President of the think-tank Renaissance Numérique (France)
With the participation of Fabrice Naftalski, Partner/Attorney at EY, lawyer society. Responsible for regulatory projects in connection with the use of Information Technology, Intellectual Property and Data Protection (France)
4.20-6.00 pm
Closing session
Hémicycle
Session sketched by Louison et Camille Besse

4.20 pm-4.30 pm
The mannerist body
Hector Obalk, art critic and historian, will present a live performance on the mute pictures of his new movies dedicated to the Italian Renaissance (and preview of the 2nd season of his famous series “Grand Art”, shortly broadcasted on Arte). He will demonstrate in ten minutes how he has reconstructed, from his own art history details databases, the ideal body of the ‘mannerist’ ideal of the time. Music of Bach by Raphael Perraud.

Perspectives
For an ethics in the use of personal data
Preliminary declaration of digital human rights
4.30 pm
Hémicycle
The platform DDHN.org (for ‘Déclaration des Droits de l’Homme Numérique’) which will be open by the Forum d’Avignon and its partners at the end of the Forum, aims at feeding the public debate in order to:
- Finalize the collaborative writing of the articles of a declaration of digital human rights,
- Determine the legal mechanisms that will give a status to personal data, conciliating the respect for cultural diversity and individual identity,
- Offer a comparison to companies who adopt a culture of data,
- Support an agenda to present a “universal” declaration, among others, to the UNESCO and Europe.

Discussion led by
Kenny Andam, CEO of WorldVuer and Globa (Ghana, USA)
Sidharth Bhatia, Journalist & author (India)
Jon Rappaport, CEO of CIRPLE (Etats-Unis)

5.10 pm-5.35 pm
Perspectives
Maurice Lévy, Chairman of Publicis Groupe (France)

5.35 pm-5.45 pm
Conclusions of the debates
For a preliminary Declaration of digital human rights

5.45 pm-6.00 pm
Warmest thanks
Jean-Paul Delevoye, Chairman of the CESE (France)
Nicolas Seydoux, Chairman of the Forum d’Avignon (France)
Perspectives

Huxley and Orwell were wrong. The triumph of Big Brother will not come from television but — thirty years after — from the big data. There is an emergency for personal data to be considered in cultural terms and to answer this democratic stake by a collective ethics.

The alliance, for the benefit of all, of civil society and companies lies on trust. The divorce, however full of paradoxes, between citizens and the authorities — companies and States— who preempt their data without their knowledge, is real. An objective and new alliance now binds civil society whose confidence, security and protection requirements are increasing and companies which cannot consider any economic growth without confidence. Two sides of the same coin.

The awareness, without being naive or outrageously pessimistic, of the economic but also cultural and social stakes of personal data, involves a new social contract. The legal and political rhythms are not those of technological innovation. Detailing an ethical framework with a universal scope favors two perspectives: first, to be freed from technology, and second, to allow every country to adopt its own rules in consistency with its culture: data status, server localization, encryption of data...

Let’s get inspired by the management of the genetic manipulation risk. In 1997, Humanity managed to find a universal response to the challenges of the Human Genome to result in the Universal Declaration on the Human Genome ratified by the UNESCO on November 11th, 1997. The Forum d’Avignon wishes to bring a preliminary declaration of digital human rights, respecting the fragile balance between the necessary protection of individuals and the development of research and innovation.

Culture and sharing of data is a collective chance. Consolidating an ethical approach on the use of individuals’ identity — or perceived as such — will be, in the future, a competitive asset and a key reputation advantage for the players who will manage to enhance it. The right to oblivion recognized by Europe is an exemplary first step for a positive ethics on personal data. Favoring a collective research through an active sharing of a collected and anonymized data heritage is an additional step of the use of data for the general interest.

International organizations clearly have an ethical and universal role to play in defining a personal data framework respecting human dignity and cultural diversity. This dynamics will complete the Convention on cultural diversity of 2005 with a digital section that would state that personal data, as a reflection of cultural identities, are not a commodity like any other one.

Europe has finally a great ethical and economic lead to take. It is urgent, as distrust is growing — between institutions, companies and citizens —, to settle a debate around a preliminary declaration of digital human rights, affirming for example that “The reasonable exploitation of data is an opportunity for the development of research and the pursuit of the general interest. It must be governed by a universal code of ethics that protects each individual’s dignity, privacy and creative works, and the diversity of opinions”.

The next generation will be thankful.
- SPEAKERS -
KENNY ANDAM  
**CEO - WorldVuer, Globa**

Kenny Andam is the CEO & founder of WorldVuer, a US-based company delivering integrated Video Interactive Portal solutions since 2004. WorldVuer provides cloud-based dashboards for collaborative computing and video interactive network applications to empower employees of organizations and corporations in executing their everyday tasks.

A former Olympic athlete, Mr. Andam is a successful entrepreneur dedicated to his ultimate aim of applying innovative high-tech solutions to improve the lives of everyday people in Africa and developing nations. Most recently, Mr. Andam founded Globa, which provides transaction and mobile payment services within Africa to service needs of the banked and unbanked. Mr. Andam partnered with current WorldVuer CTO, to pioneer a concept of mobile interactive currency and remittance payout system for Africans. Mr. Andam was CTO of HealthRight, a web based personal health services software provider and lead the original development of visual communication application suite called the VUEWareSuite.

Mr. Andam holds an MSIS in IT Management and a Database Management Certification. He also earned his Bachelor of Science Degree from Brigham Young University.

ISABELLE ANDRÉ  
**CEO - Le Monde Interactif**

Isabelle André is currently Director of Digital Activities for Le Monde Group and CEO of Le Monde Interactif since March 2012. Before that, she has been head of the New Medias for Le Parisien Group and then she managed the Strategy and Development Department of Amaury Group which includes L’Equipe, Le Parisien and Amaury Sport Organisation. Beforehand she founded and grew start up in the publishing field and she was advisor in strategy for some Medias and Telecoms. She is also Vice-president of Le Geste and graduated from Sciences Po Paris.

CHRISTOPHE AGUITON  
**Activist & researcher - Orange Labs**

Christophe Aguiton is a French activist and researcher. He works in the social science lab of the telecom company Orange and teaches graduate courses in information technology and society at the Sorbonne and Marne-la-Vallée universities. Christophe Aguiton was also and still is very active in the European and worldwide movement for global and environmental justice.

ABD AL MALIK  
**Rapper, slammer, composer, writer & film director**

Abd al Malik is a rapper and poet, he grew up in Neuhof, a housing estate near Strasbourg. He founded with his brother Bilal, who is also composer, the rap group N.A.P (New African Poets) in 1998. Following the success of his first book, Qu’Allah bénisse la France! in 2004 and of his second solo album Gibraltar, Abd al Malik was granted with a Victoire de la Musique award in 2007 and had become not only a major figure that embodied what is used to be called “urban cultures” but also an emblem for the France of diversity. After that he released two albums, Dante and Château Rouge, both were granted with a Victoire de la Musique award. In 2013, he created and staged L’Art et La Révolte at the Grand Théâtre de Provence in Aix-en-Provence (within Marseille-Provence 2013 – European Culture Capital) a show in tribute to Albert Camus mixed with theatre, poetic declamation and song. He released in the same year his fourth book entitled L’Islam au secours de la République rewarded with the Mediterranean Prize in 2014. He is directing his first film, an adaptation of his book Qu’Allah bénisse la France! (selected at the Toronto International Film Festival) which is expected to be released on the 10th of December 2014.
PIERRE BELLANGER  
Founder & CEO - Skyrock

Pierre Bellanger is the founder and CEO of the Skyrock group. With more than 3.5 million daily listeners, Skyrock is the second radio in France for the 13-49 years old demo. On its Internet and mobile network sites, services and applications, Skyrock welcomes more than one million daily visitors. Pioneer of free radio broadcasting against state monopoly in the late seventies, Pierre Bellanger has developed several successful businesses in radio, television and online services. He is an entrepreneur and expert of the Internet. His first Internet service company was founded in 1994, in participation with France Telecom. Today, skyrock.com is the first French social network of blogs and the first French-speaking social network in the world. Mobile applications of the group have been downloaded over 5 million times. Since twenty years, Pierre Bellanger has published about media and computer networks. His latest book, The digital sovereignty, was published this year by Stock editions. Pierre Bellanger is at the origin of the adoption in France of « Alerte-Enlevement », the French equivalent of the US « Amber Alert ». 

FRANÇOISE BENHAMOU  
Professor of economics / member - Université Paris 3

Françoise Benhamou is economist, Professor and member of the ARCEP. She is member of the Economists Circle, President of the ACEI (Association for Cultural Economics International), Co-President of the Scientific Board of the LABEX Cultural industries and artistic creation, member of the redaction committee of the journal Esprit, of the Board of the Jean Jaurès Foundation, of the Board of the Musée du Louvre, of the Council for intellectual and artistic property, of the scientific board of the national heritage institute, of the advisory board of the ARTE channel and of the Board of the National Centre of popular music and jazz. She published many books including : Droit d'auteur et copyright with Farchy J. (Paris : La Découverte 2007 , 2e éd. 2009) ; Le patrimoine culturel au risque de l'immatériel. Enjeux juridiques, économiques, culturels avec Cornu M. (L’Harmattan, 2011) ; Valoriser le patrimoine culturel de la France, Report for the Council of Economic Analysis with Thesmar D. (Paris, La Documentation française, 2011) ; Economie du patrimoine culturel (Paris : La Découverte 2012).
Solenne Blanc is Executive Director at EY Advisory, focusing on Media, Culture & Digital. Solenne has been working for 18 years in strategy and management for the media and cultural industries (audiovisual, press, publishing, music, movie production...), assisting key players in designing their growth strategy and implementing digital transformation.

Graduated from ESSEC in 1995, she began her professional career at Arthur Andersen Management as a consultant, before joining TheatreOnline, an online portal providing editorial and ticketing services. She has been developing the Media practice of Greenwich Consulting since 2002. The company joined EY Advisory in 2013 to become the “Strategy Marketing & Innovation” department.

Her contribution to recent EY publications includes: “Cultural behaviour and personal data at the heart of the Big data industry (EY Report for Forum d’Avignon, 2013) and French cultural and creative industries economic panorama (EY & France Creative network, 2013).

François Bourdoncle, a pioneer of Big Data and Search technologies, is currently CEO of FB&Cie. Previously, he co-founded and was the CEO of Exalead, a global provider of Enterprise Search software, acquired in 2010 by Dassault Systèmes for $200M. Prior to founding Exalead, he was a senior researcher with Digital Paris Research Laboratory and Digital Systems Research Center in Palo Alto, California.

He was also for 15 years an Associate Professor at Ecole Polytechnique and Ecole Normale Supérieure. He is a graduate of Ecole Polytechnique, an engineer from the corps des Mines, and earned a Ph.D. in Computer Science from Ecole Polytechnique.

He is a member of the French Society for Informatics and of the French Commission for Innovation 2030, and has been appointed co-head of the French Big Data Initiative. He is also Chevalier dans l’Ordre National de la Légion d’Honneur and Chevalier dans l’Ordre National du Mérite. In 2005, he was awarded the French Engineer of the Year prize, and received the Louis Armand Prize in 1987.
NICOLAS DE CORDES
Vice-President Marketing Anticipation - Orange Group

Nicolas de Cerdas has been in the telecom industry for 18 years, and is today Vice President Marketing Anticipation for the Orange Group, in charge of identifying trends and exploring new business opportunities. He worked in the past in various strategy and operational marketing positions for affiliates and for the Group in Belgium, in the UK and in France.

Before joining Orange, he worked as a consultant for Accenture and The Boston Consulting Group, and is a graduate from Ecole Polytechnique of Brussels.

Nicolas is also member of the WEF’s Global agenda Council on Data-Driven Development, and serves on the UN Secretary-General Independent Expert Advisory Group on the “Data Revolution for Development”.

JEAN-PAUL DELEVYOE
Chairman - Economic, social and environmental Council (CESE)

Born January 22, 1947 he was deputy of the Pas-de-Calais from 1986 to 1988. In 1986, he became a Steering Committee member of the Association of Mayors of France (AMF), and Chairman of the Finance Committee. He was also Chairman of the AMF from 1992 to 2002.

Senator of Calais from 1992 to 2002, chairman of the Senate mayors, he led the report “Social Cohesion and Territory” for the Planning Commission in 1999. He presided over the Senate mission information charged to take stock of decentralization and to propose improvements to facilitate the exercise of local powers in 1999-2000. He also led the task force on criminal responsibility of policy makers at the Department of Justice. In 1998, he participated in the study “a comprehensive approach to the time of the child: the testing of school timetables.”

Minister of Civil Service, State Reform and Regional Planning from 2002 to 2004, he has initiated the reform of the ENA and the retirement of civil servants. He was appointed Ombudsman by the President of the Republic in April 2004, a position he held until March 31, 2011.

Jean-Paul Delevoye was elected President of the Economic social and environmental council on November 16, 2010.
STÉPHANE DISTINGUIN
Chairman - Cap Digital

Stéphane Distinguin is chairman of Cap Digital, a competitiveness cluster dedicated to digital contents and services that includes 800 members. French entrepreneur and innovation activist, he created the innovation agancy FABERNOVEL in 2003. It is based on the conviction that for the digital revolution, associating the two seemingly opposite forces of big industry's impact power and startups' creative agility is an unlimited source of value.

FABERNOVEL is established in Paris, San Francisco - with its open incubator PARISOMA, New York, Moscow and Lisbon. Beside its consultancy business, FABERNOVEL's mission includes creating startups such as Digitick, at33 or more recently ShareYourOffice and Quantstreams.

Stéphane Distinguin is also member of the French Digital Council (CNNum) and of the French Industry Council (CNI) and honorary chairman of NUMA. As honorary chairman of NUMA is behind new innovation models like the Cantine network and the accelerator program for star-up named Le Camping.

ISAELLE FALQUE-PIERROTIN
State Councilor / Chairman - CNIL

Isabelle Falque-Pierrotin was born on January 21th, 1960 in Le Creusot. She graduated from HEC in 1982 and studied at the ENA and the Institut Multimédia in 1990. She was auditor from 1986 to 1989 and ‘maître des requêtes’ from 1989 to 2001 at the State Council, then press relations officer at the State Council from 1988 to 1991, and assistant manager in the Office of the Minister of Culture and French-speaking from 1993 to 1995. Isabelle Falque-Pierrotin is state councilor since November 2001.

Head of the Interministerial Committee related to the web in 1996, expert for the OECD in 1997, general recorder for the report of the State Council about “Internet and digital networks” from 1997 to 1998, she was the President of the Council of Orientation and director of the Forum about the rights on Internet from 2001 to December 2010.

Isabelle Falque-Pierrotin formed part of the National Committee for the computer science and liberties (CNIL) from January 2004 to January 2014. She was elected vice-president of the committee in February 2009 and President of the CNIL on September 21st 2011. Isabelle Falque-Pierrotin was appointed member of the CNIL by the State Council on January, 30th 2014 and she was re-elected President on February, 4th 2014. The 27th of February 2014, she was elected for two years President of the G29, the group composed by European CNIL.

YANN FRISCH
Mentalist & Magic World Champion • Compagnie 14:20

Born in 1990, Yann is already an experienced artist. Fascinated from his childhood by magical technics, he learnt by himself before going to Lido circus school (Toulouse, France). At Lido school, he discovered juggling and clown arts. In clown arts, he received teachings by Sky de Sela, Eric Blouet, Cedric Paga alias Ludor Citrik, Michel Dallaire.

In 2008, his meeting with Raphaël Navarro, co-founder of Compagnie 14:20, is a crucial moment in his artistical path it is now clear for him, magic is his first way of expression. Yann Frisch became France Champion 2011, then European Champion 2011 in close-up magic with his act named “Baltass”, which is toured in France an all over the world. During summer 2012, he became World Champion in close-up magic.

The full length video of his “Baltass” has been viewed more than 3 000 000 times on the Internet.

MERAV GRIGUER
Attorney partner • Cabinet Dunaud Clarenc Combles & Associés

Merav Griguer, an attorney partner in the firm Dunaud Clarenc Combles & Associés. Merav Griguer has developed a well-respected practice concerning data privacy (data protection, IT system compliance, notifications to the French Authority, investigations and litigation before the French Authority (CNIL), BCR, Big Data, Cloud, international data transfers, e-discovery, cyber security...).

Her practice also includes e-commerce, contracts and IT risk management, reputational risk management on social media and any other IT related field. Merav Griguer is licensed to practice in France (CAPA) and obtained a double master in corporate law (Université de Paris V) and communications law (Université de Paris II). She has the Paris Bar and the Jerusalem Bar. Her prior experience includes Feral-Schuhl, Sainte-Marie (2006-2014) and Salans (2004-2006). She participates in several publications (co-author of “Guide de la communication sans risque”, ed. Eyrolles 2012), co-author of the chapter “The Privacy, Data Protection and Cybersecurity” of Law Review (forthcoming), training seminars (ENM, AFJE) and conferences (CCI, Les Echos, Hub Forum International).

She teaches “data privacy” in the Master 2 of Paris II (DMI multimedia and computer law).
DANIEL KAPLAN
CEO & co-founder - Fing (Fondation Internet Nouvelle Génération)

Daniel Kaplan is the co-founder and CEO of the Next-Generation Internet Foundation (FING), a collective and open project that produces and shares novel and actionable ideas to anticipate digital transformations. He is also a member of France’s National Digital Council.

CAIA HAGEL
Creative Director & Co-founder - Guerillapop+medialab

Caia Hagel cajoles cultural thought with her media presence as a creative writer and an international pop culture critic. Her involvement in avant-garde advertising, filmmaking and pop-up art as creative director and co-founder of guerillapop+medialab place her at the intellectual vanguard, where collective thought and progressive change ignite. Her innovative work and interest in bridging high and low art, and established and digital culture, have won her several awards, including the Tiger Award at the Rotterdam International Film Festival, Best Feature Article at the New York Folio Media Awards, and Best International and Best Experimental Short Film at the Brooklyn Film Festival. “Girl Positive” her anticipated book on girl culture and politics, co-written with Tatiana Fraser, will be published by Random House in 2015.

SIMONE HALBERSTADT HARARI
CEO - Groupe Effervescence

Simone Halberstadt Harari is Founder and CEO of the Effervescence Group. As an Independent Producer the Company creates and produces a wide range of programs in different genres:
- Game shows: Hold on to your Seat! (2006) and Slam (2009) are daily the highest ratings of public channels France2 and France3. Both original formats are adapted internationally. Both have web versions as well as successfull « apps »;
- Magazines (FUTURE, the weekly magazine about Innovations on ARTE);
- Specials (Here’s to our 100 Years!, Kicking the alcohol addiction);
- Entertainment (The great Spelling Tournament);
- Historical dramas (Mendès France Trial: An unlikely alliance);
- Documentaries (portraits, History, Science)...

Simone Halberstadt Harari is a graduate of Sciences Po Paris and E.N.A. She is the recipient of many prestigious awards and has been named an Officier de la Légion d’Honneur, Officier de l’Ordre national du Mérite and Chevalier de l’Ordre des Arts et des Lettres. She is the author of several works, including La Télé Déchaînée, published by Flammarion in 2009.

AMIT KHANNA
Chairman - Reliance Entertainment

Amit Khanna started his film career as an Executive Producer with Actor ‘ Producer, Dev Anand’s ‘NAV KETAN’ in 1971. He has written lyrics for 400 film & non-film songs including many all-time hits as well as a dozen feature film scripts which include award winning films like SAARANSH. He also directed India’s first music video with Nazia & Zoeb Hassan in 1984. He pioneered Business News on Indian Television. In 1980, he produced his first feature film “MAN PASAND”. In the Eighties, he wrote and directed critically acclaimed films “SHEESHAY KA GHAR” and “SHESH” and several documentaries. One of the first independent Producers of TV programming in India, Amit Khanna, set up PLUS CHANNEL in 1990, India’s first entertainment conglomerate where he produced 10 feature films, over 3000 hours of original TV programming and over 1000 music albums in various genres and languages. Amit Khanna has been involved with media since school. He has worked in Theatre, Radio, Television, Journalism, Films and new Media. He is a pioneer in the Converged Media space.
JULIEN LEVESQUE
Artist

Since a few years, Julien Levesque has been regularly integrating internet as a material in his work inventing interactive mechanisms, websites or connected objects. Taking shape through different media, the artist who loves collecting, deciphering, transforming the data by giving them an unexpected aspect, explores the landscape of information that surrounds us. His works are halfway online and outstanding, and also question the porous border between them. Since March 2010, Julien Levesque has been the initiator with Albertine Meunier of the project Hyper(r)olds, (Group of connected seniors), of internet and multimedia workshops with women older than 77 years who take place every week in the Gaîté Lyrique in Paris (hyperolds.com). Julien Levesque lives and works in Paris (www.julienlevesque.net).

ROUIN LACOMBE
Former Head of Innovation and Development Mission Etabl (data.gouv.fr)

Romain Lacombe just stepped down as Head of Innovation and Development of Etabl (data.gouv.fr), the French Prime Minister’s task force for Open Government Data, which he helped create in 2011 after authoring a seminal report on Open Data’s potential for France. At Etabl, Romain focused on policy delivery, startups outreach and international relations, representing his country in GB Open Data Charter technical negotiations in 2013 and coordinating France’s recent adhesion to the Open Government Partnership. A former Silicon Valley entrepreneur, environmental researcher and World Bank consultant, Romain graduated in physics, applied mathematics and economics from Ecole Polytechnique and holds a MS in Technology Policy from MIT where he was a Fulbright Scholar. He is now launching an Internet of Things startup for greener cities.

AGNÈS LANOË
Forecast & Strategy Director - ARTE France

Born in 1964 and holder of a Diploma of Architecture and a Specialized Masters Degree in Multimedia / Hypermedia, Agnès Lanoë began her career as an architect in 1987 and after ten years of practice, joined La Sept ARTE. In 1998, she became Head of Video & Multimedia documentary for ARTE/The Fifth. After working with a draft electronic publishing house in 2000 for Havas, she returned to ARTE France as Head of Editorial Coordination for the Development Department (October 2000 - June 2002). She then became Project manager and Advisor on Thematic New Uses/New Media (July 2002 - January 2008). She was appointed Special Adviser to the Director of Strategy and ARTE France’s Chief Executive Officer in February 2008 before becoming Deputy Director of Strategy in January 2010 and Director of Forecast & Strategy in September 2011.

MAURICE LÉVY
Chairman & CEO, Chairman of the Management Board, President of the P-12 Executive Committee Publicis Groupe

Maurice Lévy is Chairman and CEO of Publicis Groupe. He is widely recognized as a leading figure in the communications industry, responsible for the Group’s international expansion and pioneering strategic focus on digital communication and fast growing markets. Mr. Lévy also serves as the Chairman of the board for several entities, including the International Board of Governors (IBoG) for the Peres Center for Peace, and the Media, Entertainment and Information board of the World Economic Forum. Mr. Lévy has been honored with numerous distinctions and accolades for his contributions to communications and media, business leadership, innovation, tolerance and diversity.
MARC MOSSÉ  
Director of Legal and Public Affairs / Vice-President  
Microsoft France / Renaissance Numérique

Marc Mossé is the Director of Legal and Public Affairs and a member of the Management Board of Microsoft France. He founded and is ruling the think tank Microsoft France: “rslnmag.fr.”

Former parliamentary co-worker of Robert Badinter, he was a lawyer until 2003 particularly taking part in new technology and intellectual property rights, in public rights and in the defence of public liberties.

He is now a member of the Superior Council of Literary and Artistic Property (Conseil Supérieur de la Propriété Littéraire et Artistique) and also Secretary-General of the Union of Manufacturers (Union des Fabricants) and Vice President of the Think Tank Renaissance Numérique.

He is a member of the Lawyer Lecture (Conférence des Avocats), the Council of State (Conseil d’Etat) and at the Supreme Court (la Cour de Cassation), he is graduated with a DEA in public right and with a DEA in European right from the Universities of Paris I and Paris V.

FABRICE NAFTALSKI  
Partner/Attorney - EY

Fabrice Naftalski is Partner/Attorney at EY, société d’avocats and EMEIA Head of IP/IT/Data Protection practice. He works on contractual and regulatory projects in connection with the use of Information Technology (data protection and privacy law including compliance audit and privacy impact assessment, personal data management procedures (including Binding Corporate Rules and other tools to secure transatlantic, IT outsourcing projects, internet law and e-commerce, BCRs and also on transactions dealing with intangibles. Fabrice is also EY France Data Privacy Officer, CIPP/E holder (certificate delivered by the International Association of Privacy Professionals) and EuroPrise legal expert to certify compliance of IT services and products to European Directive 95/46 and 2002/58. He also is a Member of French Observatoire de l’Immatériel. He is also a regular Lecturer on Information Technology Law within ESSEC Business School and French Universities.

He has contributed to Forum d’Avignon/EY surveys 2013 dealing with Personal data and cultural data in Big Data environment and 2011 dealing with intellectual Property in the digital world.

LOUISON  
Cartoonist - Cartooning for Peace

Louison was born in Paris in 1985 where she is still living and working. After she graduated from a two years post baccalaureate training at l’Atelier de Sèvres in Paris, she was hired by Marianne in 2009 and had her draws released first online and then in the printed form. In 2011 she began to collaborate with the online site of the weekly magazine Voici, collaboration which is still effective. This one has been followed by others such as with the Licia, the Marie de Paris, Greenpeace or the Nouvel Observateur. In October 2014, a publication gathering the draws carried out for a year in the online Cheek Magazine, named “Y gamma Romy” was released.

ALBERTINE MEUNIER  
Digital artist

Albertine Meunier has been practicing so-called digital art since 1998, and is particularly inclined to use the Internet as raw material. She defines herself as a Net artist, which is not necessarily her artistic net value. This mildy absolute expression—a Net artist is, quite simply, an artist of her time—helps to give her a human face, far from the coldness of digital machines.

Her works question, both critically and playfully, big online players such as Google, Twitter and Facebook, as well as our new environment full of transistors and microprocessors, where we live at the speed of fiber optic networks. This online world that Albertine knows so well has become her raw matter for creativity and exploration. In her research and in her artworks, she attempts to reveal the invisible poetry of all digital things.
JON RAPPAPORT  
CEO & Co-founder - CIRPLE

Jon Rappaport is the CEO & co-founder of CIRPLE, a market-focused social media & brand engagement platform harnessing the collaborative energy generated within Social Business Ecosystems. The USA-based company is dedicated to respecting the principles of user privacy, focus & trust. Mr. Rappaport is an innovative technology executive and serial entrepreneur with over 25 years of international strategic business development experience creating new markets & technologies in complex integrated environments. A highly motivated and globally connected thought leader, he has a history of creating & managing cutting-edge ventures, engaged in social media, smart grid, demand response, digital home, automation & control networks, and enterprise software platforms. Jon Rappaport has served in numerous board positions advising start-up ventures and founded a non-profit standards organization in the energy & utility sector (USNAP Alliance), now a CEA/ANSI standard.

CARLO RATTI  
Director & Partner - MIT Senseable City Lab and Carlo Ratti Associati

An architect and engineer by training, Carlo Ratti practices in Italy and teaches at the MIT, where he directs the Senseable City Lab. Ratti has co-authored over 250 publications and holds several patents. His work has been exhibited in several venues worldwide, including the Venice Biennale, MoMA in New York City and MAXXI in Rome. At the 2008 World Expo, his “Digital Water Pavilion” was hailed by Time Magazine as one of the “Best Inventions of the Year”. He has been included in Blueprint Magazine’s “25 People who will Change the World of Design” and in Wired Magazine’s “Smart List 2012: 50 people who will change the world”. He is curator for the ‘Future Food District’ at Expo Milano 2015.

HECTOR OBALK  
Art critic and historian

He is art critic, writer, archivist and a specialized person in Art History. Moreover he has directed the documentary GRANDART that is broadcasting by ARTE-TV which content is a survey of History of painting (10 episodes until now, DVDs in English). He is the author of different essays on esthetics, like AIMER VOIR (Hazan). He also has written chronicles in ELLE and LE MONDE MAGAZINE. In addition he has made one-man-shows, with music and videos but this is his TV shows that have made him popular.

CÉCILE PORTIER  
Civil administrator - French Ministry of Culture and Communication

Cécile Portier is a civil administrator for the French Department of Culture. In parallel she is pursuing a career as a writer, she has released two books (Contact, published by Le Seuil and Antalogs, travaux de terrassement du rêve, at Publia.net) and many columns in different literary periodicals. She is holding a blog named www.petilleracine.net and try to answer how social issues and privacy are linked together nowadays. She is carrying a project of “increased writing” aiming to ask the rising data settings of our lives and of the real through fiction. This three-part work has already achieved two fullfilments: “Simple Appareil™”, striptease from a woman through figures, “Tracking print”, common fiction of a statistical people. And the webfiction “Etantdonnee.net”, a work in progress, poetic intent to recollect the life of an amnesic woman thanks to her digital prints.
FRANÇOIS TADDEI
Doctor in molecular and cellular genetics & Director - Center for research and interdisciplinarity (CRI)
Francois Taddei is a researcher in evolutionary systems biology and an expert on the future of research and education. He has created bachelor, master & PhD programs in the Center for Research and Interdisciplinary in Paris.
He conducted learning through research experiment in a primary school located in an underprivileged area. Schoolchildren worked with two of France’s leading myrmecologists exploring the frontiers of knowledge. The students were empowered to be actors of their own learning process and their findings about science and themselves triggered the desire to be effective actors in a global society. This experiment is already spreading through Paris where kids and PhD students work hands in hands in 44 learning through research weekly workshops.
Francois Taddei has taken the lead of the Institute for Learning Through Research that has been selected in March 2012 by the International Scientific Committee of the National Innovative Training Program (IDEFI) of the French ministry of research.
Francois Taddei participates in various working groups on the future of research and education (« France 2025 », OECD report...). He holds the UNESCO Chair “Learning sciences”.

PHILIPPE TORRES
Head of the Studies and Consulting Department - L’Atelier BNP Paribas
Philippe Torres runs since 2007, the Studies and Consulting Department of the Atelier, technological watch unit of BNP Paribas, whose principal activity has for over thirty years been to observe, analyze and experiment new practices related to information technologies. Within the workshop, the Studies and Consulting Department aims at analyzing the impact of these technologies on our world and value the studies by providing businesses public organization consulting services. The main customers are the CAC 40 companies, all sectors combined, and the French administration. Prior to this position, he worked for 17 years within the group holding many responsibilities within the different branches, functions of the group BNP Paribas, focusing on the introduction of new technologies in the Firm. His last three positions have been: Manager of the consulting department- Centre for Innovation and Technology - BNP Paribas; Strategic Analyst - Management Information Systems Group - BNP Paribas; strategic analyst in “venture capital” - Head of Development BNP Paribas.

ERIC SCHERER
Director of Future Media - France Télévisions
Eric Scherer was Director of Strategy for Agence France-Presse (AFP) before becoming Director of Future Media at France Televisions. For 25 years he has spent his career working for AFP, Reuters and AFX News in a wide range of functions spanning journalism, management, and business development, professor in strategy and new media, evangelist of the Internet in locations across the globe including Japan, North America and the UK.
He blogs at meta-media.fr about his favourite subject: all aspects of the digital revolution and how media industries should adapt and surf the accelerating pace of change. He teaches Entrepreneurial Journalism, is a regular speaker at conferences in Europe, and is the author of a glossary La Révolution Numérique: Glossaire (Dalloz 2009) and an essay « A-t-on encore besoin des journalistes ? - Manifeste pour un journalisme augmenté » (RUP 2011).
He is also vice president of GESTE (biggest French online editors organization), director at the Aix-Marseille School of Journalism and jury member for the Awards from the biggest American association of online media called DNA.

NICOLAS SEYDOUX
Chairman - Gaumont
A graduate of the Law Faculty of Paris and Sciences-Po Paris (IEP), Nicolas Seydoux was Chairman and CEO of Gaumont from 1975 to 2004. Since 2004, he is President of Gaumont. Since 2002 he also is President of the Association against Audiovisual Piracy Association (ALPA) and since 2003, Vice-Chairman of the Supervisory Board of Arte France. Since 2008, he is President of the Association Forum d'Avignon.

#FAparis @forumavignon #DDHN #FAparis @forumavignon #DDHN #FAparis @forumavignon #DDHN
CULTURAL DATA VILLAGE
Concurrently with the debates, discover the Cultural Data Village during the first Forum d’Avignon@Paris, 100% Data. More than thirty innovations will arouse your artistic and creative curiosity and will ease, sharpen and awaken your current and future everyday life!

Come and live experiences, discover cultural and artistic innovations linked with Big Data and the uses of personal cultural data in our Cultural Data Village! Companies and civil society stakeholders, in particular our partners Albertine Meunier, Cap Digital, Clear Channel, Dataveyes, EY, InsidePic, Moben Fact, Orange, Strate Ecole de Design and User Studio offer you demonstrations, digital apps and innovative projects using personal data in all the cultural sectors. Come and discover the eight areas of the village: art, education and development, music, participative and practical tools, augmented reality, performances and shows, tourism and smart cities, and video games. You will find the plan of the Cultural Data Village and the description of all the projects in an off-print.

**Education and development**

It is time to awake with DIRTI for Ipad, world’s first tapioca interface and Lunii, the modern storyteller. Learning is renewed thanks to The Tree of Thot and reading becomes visual thanks to Realize: many ways to rethink education and development which are to be discovered at the cultural data village.

**Music**

At the Cultural Data Village, music is tuning to the data rhythms! The platform Bee Music gathers all musical French catalogues while Blitzr reveals new ways of enjoying it! Dance! With the Musical Jacket, you can create your own song while moving!

**Participative and practical tools**

Transform your personal pictures into interactive media with InsidePic, write quality collaborative articles thanks to Unli DIY, and optimize your note taking with the augmented platform CLIP. While SOURCE is helping you to share your ideas to have your neighbourhood livelier, Unlimited Cities PRO initiates public inquiries of imagination. With Artisanum, crafts and arts are matching well and bring all generations back together. With D4D, massive data crossing is challenged to enhance social development.

**Performances and shows**

Data is a real artistic material able to produce works! Come and see by yourself, and discover these three demonstrations and art installations made by the artistic collective DataDada, by Albertine Meunier and Julien Levesque. They will appeal to you as much as they will have you cried out! Have you ever wanted to know everything about Big Data? Thanks to Big Data: Big family, you will understand all its secrets!

**Augmented Reality**

These devices are painting for you a digital life picture utterly disconcerting. While EyeVision propose you to see from the the viewpoint of someone else, the GIA (Augmented Identities Generator) enables you to manage your identities! TatM is figuring out our 2050 digital tattoo and SonaR transcripts the “beauty” of our telephone network into real life. In the end, get a personalised lesson of philosophy with Transcendenz.

**Art**

Artistic and creative projects to surprise and entertain you! With The Maieutic Engine by eGonomy, the reconstitution of the Invisible Museum, The Reward - Tales of Alethrion, the reading of an enriched story by Flamefy, and Movement print, Orange’s cartography which renews the urban imaginary, all sort of tastes will be satisfied!

**Tourism and smart cities**

Bring out the treasures of your city thanks to these interconnected apps. With Clear Channel, communication in the city becomes interactive. Find a Velib’ bicycle easily with L’App’, discover the city Street-Art tracks via Le Cadavre Exquis Urbain, explore your urban heritage thanks to Citytelling and enter at the core of the subway through Metropolitain.io. Check the portrayal of Rennes Metropolis’ inhabitants and, for cinema-lovers, visualize the digital activity from cinemas around the world with Cinégraphe.

**Video Games**

Since video games are at the cutting-edge of technology, why can’t we take advantage of it to go for a walk? Have fun everywhere with iParc which is turning your visits into playful and spicy ones, or (re) discover your environment playing with GPS Invaders and its aliens!
The partners of the Cultural Data Village

The Forum d’Avignon thanks the Passion for Innovation Institute of Dassault Systèmes for its DVD “D-Day, they created the landings”. Also discover our partners EY and Orange’s innovations in the Cultural Data Village of the Forum d’Avignon @Paris.

DATA DADA

Written on Friday the 13th of June 2014 by the artists Albertine Meunier and Julien Levesque, the DataDaDa Manifesto expresses their opposition to Data being progressively considered as mere digital bits of information. Albertine Meunier and Julien Levesque wish to wrap, powder, decorate, style and envelop Data with the influence of the Dada art movement.

One century after DADA, a new art movement is created: DataDada*

(*) DataDada hereby refers to any new artwork that incorporates both (digital) data and a touch of dadaism.

CAP DIGITAL

Established as a non-profit organization, Cap Digital is the French business cluster for digital transformation. We are trusted by over 800 valued members: 670 innovative SMEs, 50 major corporations, 70 institutions of higher education and 12 capital investors.

Cap Digital aims at promoting the Paris Region as one of the world leaders in digital contents, creative industries and services. Fostering R&D, helping companies to expand, networking our members and showcasing them throughout the world, are some of the activities we undertake to support the creativity and competitiveness of this important sector.

Cap Digital organizes Futur en Seine, the annual digital world festival in Paris and the Île-de-France Region. It gathers the main forces of creation, innovation and digital economy. All the players in the digital industry find a unique opportunity to share their vision of the future with the public. The 2014 edition of the Innovation village brought together nearly 23,000 people for 4 days. We are deeply committed to demonstrate links between cultural issues and data as well as business models associated and to enable relevant structures to present their solutions.

On the occasion of the Forum d’Avignon @Paris, Cap digital introduces the projects of its members Blitzr; Culture 3D Cloud; Dédale; FlameFy; Kantar Media; Sirius productions, UFO and XiLabs.

CLEAR CHANNEL

Clear Channel France is a subsidiary of Clear Channel Outdoor, one of the world’s largest outdoor advertising companies. With 120,000 displays and a turnover of €256 million, France is the second largest market of the group.

Our displays are present in a large variety of locations: from inner cities to suburbs and extra-urban districts, from Paris to cities of 10,000 inhabitants. Leader in the digital display with its brand Play, Clear Channel is committed to innovation with cities, its historical partners.

The Forum of Avignon, a think-tank dedicated to culture, aiming at producing innovative thinking and expressing operational proposals, is a great opportunity for us to participate to debates on the city of tomorrow.

DATAVEYES

The start-up which engineers Human-Data interactions.

We connect users to data through interfaces: web and mobile applications, software, editorial content, creative installations, etc.

We help people to understand, operate and communicate their data.

We translate data into experiences, to share narratives, support new uses, and make sense of a world increasingly shaped by algorithms.

We design useful, relevant interfaces through our workflow, which revolves around both data and user needs.

Our interfaces are a game changer, in that they introduce our clients to a strategy that makes the most out of data.

Our core competencies relate to data-driven strategies, information and interaction design, as well as data visualization.

Within Dataveyes, we share the firm conviction that the upcoming era of rich data and smart objects will disrupt the way data is conventionally used. Through our works, we take an active part in the revolution of Human-Data interactions.

On the occasion of the Forum d’Avignon @Paris, the Cultural Data Village thanks the Passion for Innovation Institute of Dassault Systèmes for its DVD “D-Day, they created the landings”. Also discover our partners EY and Orange’s innovations in the Cultural Data Village of the Forum d’Avignon @Paris.

The partners of the Cultural Data Village

The Forum d’Avignon thanks the Passion for Innovation Institute of Dassault Systèmes for its DVD “D-Day, they created the landings”. Also discover our partners EY and Orange’s innovations in the Cultural Data Village of the Forum d’Avignon @Paris.
Cultural Data Village

**MOBEN FACT**

MOBEN FACT is a cultural research and innovation enterprise that develops, supports and enhances the work of its founder Maurice Benayoun, aka Moben. As a digital pioneer, Maurice Benayoun has, for the last 20 years, been at the forefront of media practice, designing and developing innovative works in the fields of art, technology, media and culture. MOBEN FACT’s portfolio of work under Benayoun’s directorship has included collaborative research projects in areas such as: the treatment of cultural data (eGonomy), urban navigation (Kitsun), and behavioral design (Softchair), while Benayoun’s artistic work has also focused on these same themes. His series of artworks, Mechanics of Emotions uses data from the Net to provide a critical and poetic vision of the world. Today, MoBen Fact is proud to present at the Forum d’Avignon @Paris the result of the collaborative project eGonomy, the motor of suggestion that revolutionize research in picture data bases and offers to the user a totally intuitive browsing, only guided by his own personal tastes, without any textual request. eGonomy reinvents cultural access thanks to an immersive and playful interface which enables everybody to discover and seize the greatest works of any era.

**INSIDEPIIC**

At InsidePic we understand that images are the most engaging and widely shared media content on the internet with around 3000 billion images available online. InsidePic is an innovative web platform which specialized in marketing and distribution of sponsored content in images. InsidePic uses a variety of modern techniques which allows to add different types of tags for relevant targeted advertisements related to the contents of the image. This is achieved by way of providing cutting edge in-image advertising formats to help publishers draw attention to each individual product on the image and thereby allow advertisers to promote their products through pictures. This platform allows for a new and dynamic way for advertisers to tell their brand stories through pictures and enables publishers to provide a first class and interactive customer experience on their website. Our participation at the first cultural forum 100% data is an important issue for the future of InsidePic because we exploit data to be able to deliver the good message at the right moment and for the right profile.

**USER STUDIO**

User Studio is a boutique innovation agency based in Paris. Its designers and creative technologists design products and services for various sectors, from connected products, to online banking or sustainable energy consumption. User Studio carries its vision of a delightful future, in which products and services are smart, appealing, and offer amazing experiences to their users. This is the vision User Studio will put forward at the Forum d’Avignon @Paris. In order to explore the future of data, User Studio invents interfaces which could simplify data use. Such interfaces were first created when Apple generalized the use of the mouse and made computers more manoeuvrable. Years later, Apple would once again offer a new intuitive interface: the world wildly adopted iPad and iPhone touch screens. But shouldn’t we go further? Thanks to DIRTI, User Studio foresees a future in which human-computer interactions could be as natural as a child playing in the sand... This controller enables an intuitive and sensitive handling of visual and sound data. This way, data is getting closer to human beings.

**STRATE ECOLE DE DESIGN**

Making the world simpler, fairer, more beautiful here is the project of Strate, School of Design. Small or big, private or public, personal or professional, every life situation deserves simplicity, accuracy and harmony. In the 21st century, this is the designers’ mission to bring back meaning and link, allowing a dialogue between disciplines, unifying techniques and markets, bringing together business units, requiring that individual talents express in depth and with sensitivity for collective success. So, living a beautiful life. And, inevitably having access to culture by thinking, creating, sharing. For the Forum d’Avignon @Paris, Strate shows remarkable students projects that address the issues linked to culture and the way we live together. Diploma projects, or projects developed with partners as Orange, Alcatel Lucent Bell Labs, l’IRI, le Cube, WebSchoolFactory and HETIC, they illustrate how young designers seize upon human issues and how they highlight them with creativity, enthusiasm and generosity. In a nutshell: how they build tomorrow.
THE FORUM D’AVIGNON
Forum d’Avignon – Culture is Future

The Forum d’Avignon is an international think-tank dedicated to culture and creative industries and their dialogue with economy and innovation. Supported by a global network of creators, entrepreneurs, experts, international consultancy firms and more than thirty partners in both public and private sectors, the think-tank elaborates studies and concrete proposals around three main areas of reflection: financing and economic model, innovation and digital, cultural attractiveness and social cohesion. As a non-profit association (under the French law of 1901), supported from its first edition by the Ministry of Culture and Communication and more than thirty partners, the Forum d’Avignon relies on an active governance, composed of private and public leaders, creators and journalists, who efficiently contribute to build and relay the positive values of the Forum.

Thanks to Camille Gauthier, Margot Beck and Galien Renault for their valuable contribution.

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Of the social networks:
Facebook.com/Forum.Avignon
Forum Avignon
#FAparis @forumavignon
#DDHN

The Board and the Advisory Board

The works of the think tank on personal cultural data

Tribunes, studies, key figures, working groups
- Tribunes, manifestos and proposals drafted by the Forum d’Avignon
- The Forum d’Avignon’s studies
- Key figures
- Legal framework
- Project of Universal declaration
- Selective external bibliography
- Glossary
- Watch the debates of the Forum d’Avignon
- Experts and contributors

EXCLUSIVE STUDIES FOR THE FORUM D’AVIGNON

“With the Big Data, it is the context which gives value to personal data. A scale of value emerges from this context, which is the hidden part of this iceberg: getting behavioral information can respect anonymity. That is why, because of its inherent high value, the personal cultural data is now at the heart of all Big Data players’ attentions.”

Bruno Perrin, EY.

“Cultural behaviours and personal data at the heart of the Big Data industry. Finding the right balance between privacy and innovation.”

(EY study for the Forum d’Avignon)

“To make cultural development and territorial development converge through ‘data’, we have to first analyze and model the links that exist between the cultural uses noticed on the territory and the territory’s economy, and then convergence could consist in orientating the cultural development policy in order to favor territorial development. From these convergences will emerge new value chains, not only inside every cultural industry, but also between cultural industries, and in general terms, between all activity sectors involved in the development of Smart Cities, as shown by the initiatives led in Santander, San Francisco, Vancouver…”

Philippe Torres, Atelier BNP Paribas.

Big Data: Big Culture? The growing power of the Data and its perspectives for the economy of the culture.

(L’ATELIER BNP Paribas study for the Forum d’Avignon)
The partners of the Forum d’Avignon’s think tank

The whole team of the Forum d’Avignon warmly thanks its members and partners, the participants to the different works of the think tank, the partner universities, the Forum d’Avignon Ruhr and the Forum d’Avignon Bilbao, for their loyalty and their active contributions.

ECONOMIC SOCIAL AND ENVIRONMENTAL COUNCIL (CESE)

The Economic, Social and Environmental Council (CESE) is a constitutional consultative assembly. It represents key economic, social and environmental fields, promoting cooperation and dialogue between different socio-professional interest groups and ensuring they are part of the process of shaping and reviewing public policy on major issues.

The CESE released last January a study about the protection and promotion of personal data in a document entitled « For an open and equitable Internet governance ». The CESE stands that protection and promotion of personal data is a major issue in terms of culture for the present and the future. This issue is a common and shared concern of citizens. The consequences of the use of personal data as much as digital identity need to be brought to the French society. Therefore the CESE strongly supports the Forum d’Avignon.

CENTRE NATIONAL DU LIVRE (CNL)

The Centre national du livre (CNL) has the mission to encourage the creation and distribution of quality books, through aid programmes for the book industry actors (authors, translators, publishers, booksellers, librarians, literary event organisers, digital projects holders).

In particular, it intensifies the literary exchanges in France and abroad and, through actions to promote the book and the reading, contributes to the distribution and the influence of French books. In this framework, it supports large-scale and quality projects, in particular to promote the culture and the expressions diversity.

It has thus hoped to develop a partnership with the Forum d’Avignon by taking part in a collective and shared thinking, to develop a part dedicated to books and reading. After “Culture & Power” in 2013, the 2014 edition revolves around the idea of “Reform through the culture”, a theme that is dear to the CNL, which supports the book industry participants in their digital changes and observes carefully all the new habits used that can modify the readers’ practices and have an influence on the book general economy. With this in prospect, many debate tracks are to be explored like pondering on the personal, cultural data and the “profiling”, questioning the link between territory and immaterial, defending the copyright and also the intellectual property, developing the publishing entrepreneurship, inventing the books recommendations, so that the cultural exception and its plural expression are at the core of the knowledge and the literary works transmission.

RÉGION ILE-DE-FRANCE

The Paris Region of Ile-de-France - France’s top economic region - is also internationally renowned for its outstanding cultural wealth. It has fascinated numerous artists through centuries and continues to inspire them by now. The Regional Council of Ile-de-France supports and promotes contemporary creation. Culture is also an asset for the Ile-de-France’s economy, now such as in the future. Design, Fashion, Fine Craft, digital services… it concentrates a wide range of emblematic activities.

The Regional Strategy of Economic Development and Innovation considers galvanizing the attractiveness and the competitiveness just as increasing the spread of its innovative potential major stakes. The Regional Council invests more than 177 M€ a year in innovation and economic development to face this challenge.

The Regional Council of Ile-de-France shares the ambition with the Forum d’Avignon @Paris that aims for culture to become a major political and social issue as well as one of the possible answers to the current crisis.

NEUFLIZE OBC

Because it is convinced in the dynamic of an event which focuses on the idea that culture feeds economy, Banque Neuflize OBC reinforces its essential role in supporting French cultural field by going into partnership with the Forum d’Avignon in 2014 for the sixth consecutive year.

Neuflize OBC is the historical private banking for traditional families and entrepreneurs in France. Because it helps the creation of value and preservation of the heritage of its customers, its organization is focused on the entrepreneur through an integrated approach to the management of his private and professional wealth. Its strong expertise in many areas: image production, health, media and communication, financial entrepreneurs, Art sector, Foundations & Associations, Luxury diamond enables it to stand as a central organization in French economic landscape.

In the continuation of its business, Banque Neuflize OBC supports contemporary creation and artistic heritage preservation helping cultural institutions and artists in the field of cinematography, photography and plastic art.
The numeric world is constantly evolving creating new approaches and ways of using digital tools. In this context personal data management has become an important societal, economic and cultural stake.

As a trusted telecom operator, Orange has wished to put in place responsible governance that ensures the individuals respect through a charter and a data governance board, a structure dedicated to data uses, that aimed to offer our customers the security and control of their data and their use.

In addition, Orange has the ambition to give everyone access to the infinite benefits of “big” and “open data” through innovative projects.

Through those projects, those data (around health local development and culture) are reproduced in an intelligent way that makes their usage more engaging and attractive.

More than ever, we want to actively contribute to the co-creation of tomorrow’s numerical world in a transparent and respectful way.

Since 2008, EY has figured out for the Forum d’Avignon changes inside media and creative industries linked to the digital revolution that impacted the intellectual property, monetization or the tempo between creation and distribution.

The resulting ecosystem that had progressively gained a new balance between the digital champions, the telecom operators and the media companies is significantly challenged by the revolution of Big data. This breathtakingly fast amount of data can only be understood by a few stakeholders who now access to a powerful lever to control and predict. The new market revolving around personal cultural data has seen many new digital stakeholders coming as explained in the EY study for the Forum d’Avignon 2013: “Cultural behaviour and personal data at the heart of the Big Data industry. Finding the right balance between privacy and innovation”.

It is time to define a legal and ethical framework where, after a debate between citizens, businesses and regulators, this data can serve development and long-term growth.

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It is time to define a legal and ethical framework where, after a debate between citizens, businesses and regulators, this data can serve development and long-term growth.
KURT SALMON

Kurt Salmon is a global management consulting firm dedicated to building the market leaders of tomorrow. More than just partnering with our clients, we ally with them, integrating ourselves seamlessly into their organizations in order to develop innovative, customized solutions for their 21st-century business issues.

Succeeding in today’s increasingly complex, consumer-driven environment is an enormous challenge. But companies need to look beyond today; they need to position themselves for continued success in the even more uncertain future. That’s where Kurt Salmon comes in.

We call it delivering “success for what’s next.” The results are transformative.

As a trusted advisor, Kurt Salmon is a “thought” partner of Forum d’Avignon since 2009.

ARTCURIAL

Founded in 2002, Artcurial confirmed its position as the leading French auction house in 2013 with 123 sales organised across 20 specialist departments. In 2013 the auction house achieved an overall sales total of 178.1 million euros, representing an increase of 24% on 2012.

Thanks to its uninterrupted success in 2014 Artcurial has kept up its development and strengthened its offer across 20th Century fields with new specialities such as Photography, Limited Editions and Tribal Art. With a strong international bias, Artcurial maintains its presence abroad with offices in Milan, Vienna and Brussels, and touring exhibitions in the United States and Asia.

Since its creation, Artcurial has always been willing to become a place of cultural and artistic dialogue. The auction house continues the development of its cultural activities by supporting different institutions and entities such as: ADIAF, Prix Marcel Duchamp, Fondation Guerlain or Espace Musées at Roissy Airport…

The success of the auction house relies also on trust of buyers and sellers in France and abroad. In 2013, the foreign customers represented 70% of the overall sales. Wealth of an international clientele, it is essential for Artcurial to protect and improve confidentiality and personal data of its customers as well as their treatment.

Artcurial is delighted to be partner of the Forum d’Avignon @Paris for this first cultural forum completely dedicated to data.

BAIN & COMPANY

Bain & Company, a leading global business consulting firm recognised by directors for its ability to make impacts and results happen in its organizations, serves their clients, companies and private equity funds on issues of strategy, operations, technology, organization and mergers and acquisitions. The firm was founded in 1973 on the principle that Bain consultants must measure their success by their clients’ financial results. Bain clients have outperformed the stock market 4 to 1. With 50 offices in more than 30 countries, Bain has worked with over 4,600 major multinational, private equity and other corporations across every economic sector. Bain & Company works on the major evolutions of the media and cultural ecosystems: innovation, digital media and connected devices. Since 2006 as a partner of Forum d’Avignon, Bain publishes an annual report on the evolution of media usage and economic models.

On the 2014 report for the Forum d’Avignon, Bain & Company analyzes the surge of a third generation media, the next step after the evolution of physical formats into their digital form. If digital natives are the spearhead of these new formats, previous generations, the “digital transitioners” are closing the gap.

L’ATELIER BNP PARIBAS

For 36 years, L’Atelier BNP Paribas has been identifying disruptive innovations that signal major changes for industries, and has been aiding companies to transform these innovations into operational projects.

Backed by the BNP Paribas Group, L’Atelier scouts the sector of technical innovations in all fields in order to identify new use-cases, and reveals the full potential for companies, and for society as a whole.

The originality of its technology watch process is based upon its presence in three major innovation hotspots (Paris, San Francisco and Shanghai), and on its cross-industry approach to operating beyond the frontiers of the banking sector.

As well as being a reputed producer of prospective and influential content (website, radio), and a crossroads for the exchange and sharing of information (conferences, immersive programs with local players), L’Atelier is also a provider of digital strategy consulting for large corporations. Finally, the Atelier Lab’s open innovation approach completes the package by connecting innovative entrepreneurs and major corporations to accelerate the development of their shared projects.

On the occasion of the Forum d’Avignon @Paris, BNP Paribas is happy to take part to the debates with the contribution of L’Atelier to the debate “The Smart City: how cultural data contributes to improve our urban everyday life?”.

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#Faparis @forumavignon #DDHN #Faparis @forumavignon #DDHN #Faparis @forumavignon #DDHN
SACEM (SOCIETY OF AUTHORS, COMPOSERS AND PUBLISHERS OF MUSIC)

Created and managed by music authors, composers and publishers, Sacem (Society of Authors, Composers and Publishers of Music) is a non-profit private company which account for more than 150,000 members and represents a varied worldwide repertoire of more than 80 million works. Its primary mission is to collect and distribute authors' rights of French and foreign authors, composers and publishers every times their works are broadcasted. For over 50 years, it has been operating a strong cultural action policy supporting artistic careers; stimulating the broadcasting of artistic works and helping young professionals enter artistic employment. With over 18,220 members from countries outside France and the second-largest export repertoire, Sacem is an international company committed to encouraging and promoting creativity in all its diversity. As a partner of Forum d'Avignon for many years, Sacem is delighted to support the Forum d'Avignon @Paris.

SCAM (SOCIÉTÉ CIVILE DES AUTEURS MULTIMÉDIA)

L'utilisation des données personnelles est un enjeu majeur qui se situe entre deux extrêmes, les peurs des uns et les désirs des autres, les peurs des premiers naissant souvent des désirs des seconds. Même dans ses rêves les plus fous, Orwell n'avait pas imaginé pour 1984 ces big data, ces données personnelles semées sur Internet avec ou sans notre consentement et qui constituent notre ADN numérique.

Les auteurs de documentaires, de reportages, les journalistes, les écrivains, les photographes... sont autant d'auteurs qui travaillent sur la réalité du monde et de fait sur le lien social; les 35 000 auteurs de la Scam sont donc particulièrement sensibles à l'utilisation des données personnelles, notamment les œuvres que l'internaute aime (ou pas), ses goûts, ses humeurs, ses envies... Cette accumulation d'informations et leur exploitation posent une avalanche de questions.

Au-delà des considérations déontologiques que génère l'utilisation commerciale des œuvres, se pose un autre enjeu: celui d'œuvres produites et diffusées uniquement au regard des prescriptions de l'internaute consommateur. La diversité de la création est au cœur de ce débat qui interpelle forcément les créateurs en général et ceux de la Scam en particulier.
FIFTY FIVE

Fifty-five helps advertisers leverage their data, from gathering to activation. We help organisations – enterprises, media groups, institutions, etc. – become truly multi-channel entities, perfectly adapted to a digitised economy. Through measurement, analysis, and the systematic activation of data, we help them gain a deeper understanding of their users in order to better match supply with demand, and to improve overall user experience.

We are convinced that the emergence of a data-driven society holds tremendous opportunities for the future, such as efficiency gains, greater performance accountability, and the acceleration of innovation. Therefore, we guide our clients towards harnessing the data available, both inside and outside of their organisations. Our ambition is to bring data issues, otherwise deemed too technical, to the very heart of marketing and strategy, and beyond the sole sphere of expertise, to allow for the transformation of society as a whole. Our support for the Forum d’Avignon is in line with our goal of promoting the development of a data culture founded on solid, global ethical principles.

PUBLICIS EVENTS

Publicis Events, the event society of Publicis Group, owned by the MSL network, supports the Forum d’Avignon since its first edition in 2008. In 2013, this loyalty led to a partnership agreement between the association and the agency, convinced of the close relation that needs to link culture, economy and media.

This new edition, with this cultural forum 100% data, is in line with the digital expertise of Publicis Group.

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Taxi : 01 40 70 00 36. The taxi station is situated Avenue d’Iéna at just few meters from the Guimet Museum.
Find debates, videos, tribunes, proposals, studies and a continuous international information on:

www.forum-avignon.org