



CREATING_PROGRESS

STRATEGIC PARTNERSHIPS FOR
CULTURE AND ECONOMY IN A DIGITALLY
NETWORKED SOCIETY

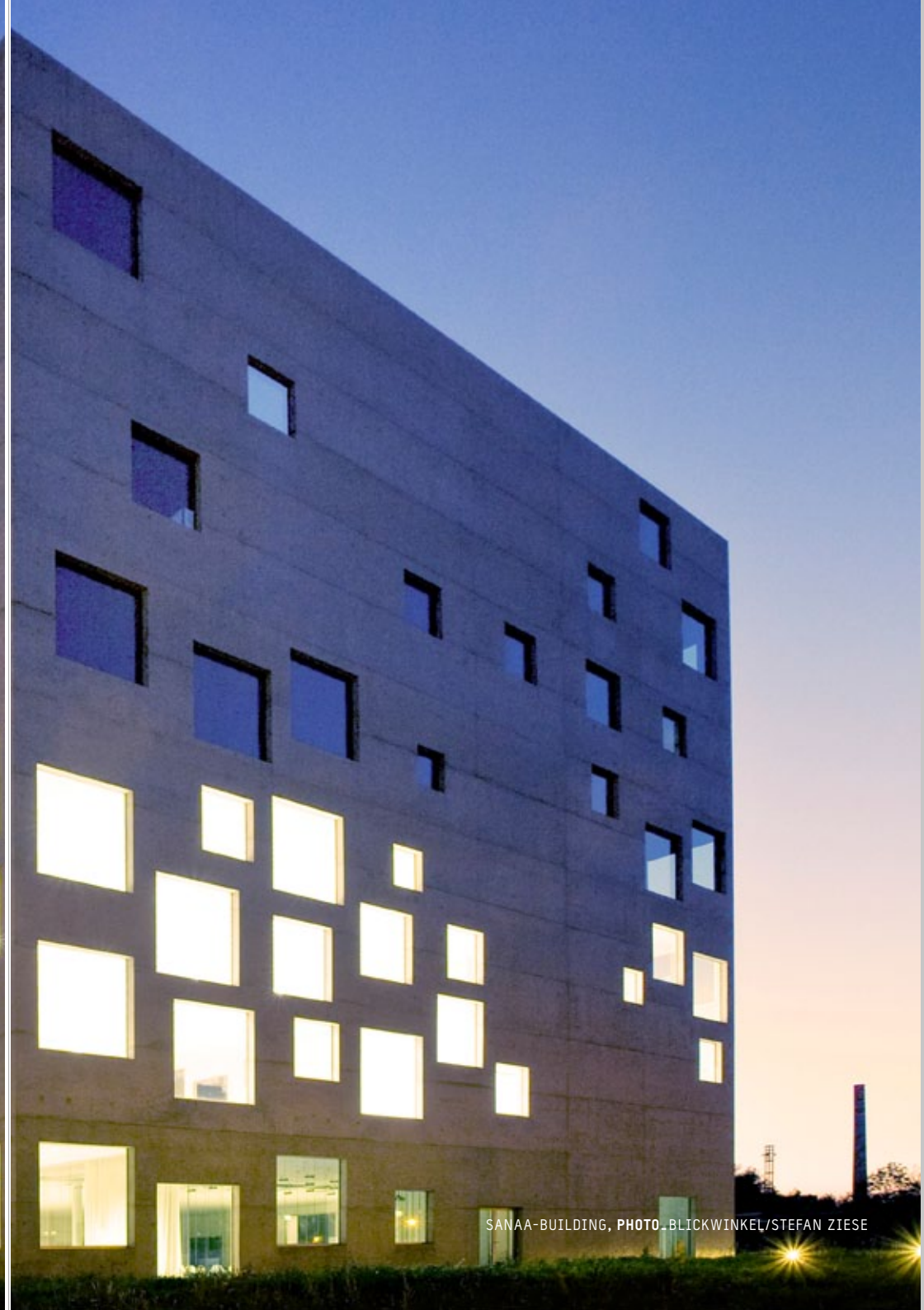
CREATING PROGRESS

8TH / 9TH MARCH 2012
ESSEN, SANAA-BUILDING
ZOLLVEREIN WORLD HERITAGE SITE



**FORUM
D'AVIGNON
RUHR**

THE VENUE
SANAA-BUILDING, ZOLLVEREIN



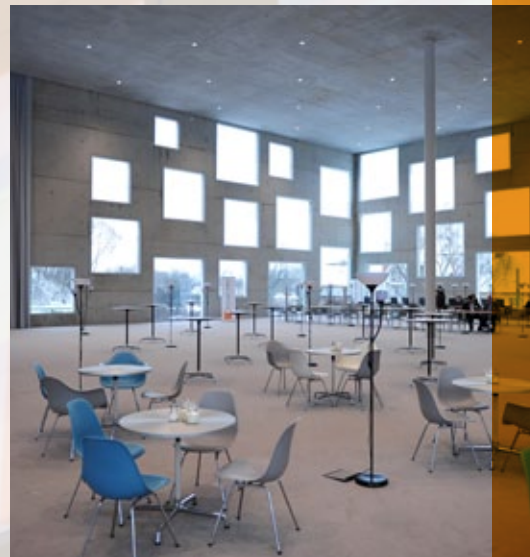
SANAA-BUILDING, PHOTO: BLICKWINKEL/STEFAN ZIESE

SANAA-BUILDING,
PHOTO_MANFRED VOLLMER
BACKGROUND_SANAA-BUILDING,
PHOTO_RUPERT OBERHÄUSER

ZOLLVEREIN WORLD HERITAGE SITE

The Forum d'Avignon Ruhr will take place at the Zollverein World Heritage Site in Essen, which is the most renowned industrial monument in the Ruhr. Zollverein is exemplary for the coal-producing industry of the 19th and 20th centuries.

After being shut down in 1986 [the coking plant followed in 1993], Zollverein was put on Essen's list of protected monuments by ministerial decree. Since 1987 the halls have been restored, new users have moved in and visitors have been attracted to the once "Forbidden City". The inscription on the UNESCO World Heritage List in 2001 sealed this structural change. The refurbishment of the site continued with the works of the Dutch architect Rem Koolhaas. The new visitor centre, the Portal of Industrial Heritage, the Heritage Trail and the Ruhr Museum provide the Ruhr Metropolis with a showcase for its history, memory and present.



THE SANAA-BUILDING

Since its inception in 2006, the SANAA-Building has been regarded as an architectural masterpiece. In 2010 the two SANAA architects Kazuyo Sejima and Ryue Nishizawa received the Pritzker Prize, the world's top award for architects. Uniting heritage with the modern, it breaks the architectural mould of former industrial buildings. Its unique feature is its internal structure, which consists of five levels, each of differing height.

The SANAA-Building has been used by the Faculty of Design of Folkwang University of the Arts since January 2010.

THE FORUM D'AVIGNON RUHR

The European Capital of Culture RUHR.2010, its institute european centre for creative economy (ecce) and the Forum d'Avignon have entered into a Franco-German partnership in form of the Forum d'Avignon Ruhr.

The Forum d'Avignon was established during the French Presidency of the European Council in 2008 and has developed since then into one of the leading platforms in Europe for research and dialogue. Each year the Forum organises international meetings under a new thematic focal point which provide opportunities for unique discussions and exchanges between actors from diverse working fields.

The aim of the Franco-German cooperation is to make a joint contribution to the shaping of policies for the future and to provide an internationally significant contribution to mastering today's challenges by bringing leading European figures from the world of culture, creative industries, economy, politics and the media together in the Forum d'Avignon Ruhr.

Cultural changes to society and seismic displacements of global economic activities are to be observed world-wide. The

rate of technological change has never been so rapid, the effect of the changes has never been so profound and the requirement for sustainability represents an essential factor for present and future developments. This is also emphasised in the "Europe 2020" agenda of the European Union which is based on the concept of "intelligent growth". The idea is to open up new perspectives not only for the different sectors of the economy but also for the field of culture.

Thus, interacting with the Forum d'Avignon, RUHR.2010 GmbH and ecce will be addressing themselves at the first Forum d'Avignon Ruhr, in March 2012, to the economic and cultural changes which have come about and are coming about through the onward march of digitalisation in the 21st century. The objective is to aid in the shaping of these changes and to contribute to sustainable growth through cross-sector strategies covering economy, culture, education and technology.

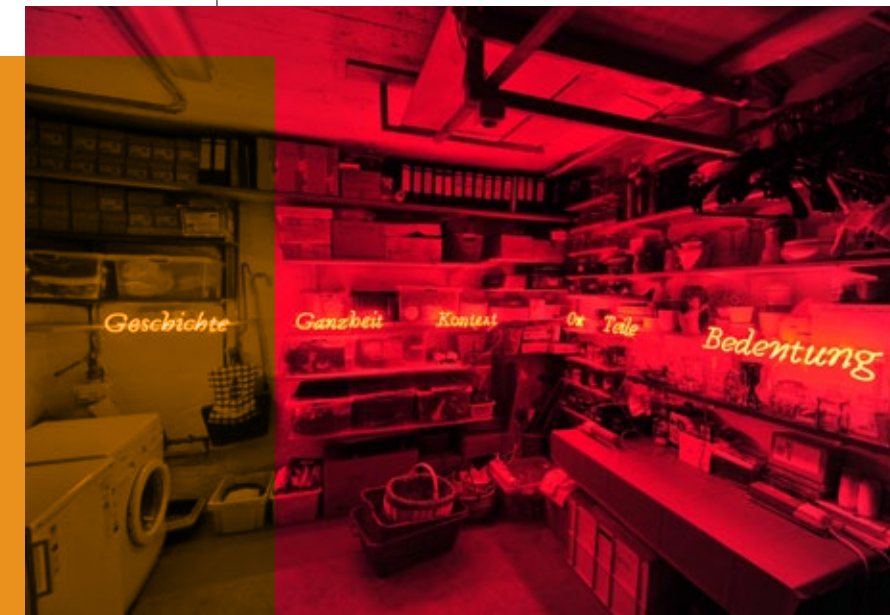


CREATING PROGRESS

The Forum d'Avignon Ruhr will organise three debates around the thematic focus "Creating progress. Strategic partnerships for culture and economy in a digitally networked society".

In the debates internationally renowned experts will tackle the question: What can and what must be done to keep Europe capable of meeting the future and of remaining competitive in the area of conflict of globalised economies and technological innovations as well as of cultural traditions and experience? A study conducted by Charles Landry, one of the world's

leading urban researchers, highlights successful models for shaping the economic and cultural future in a sustainable manner and the contribution to this by culture and creative industries. To this end Charles Landry examined the qualitative factors leading to success of a number of different cities of culture: Bilbao, Krakow, Liverpool, Bologna, Lille and Ruhr.



LEFT: ZOLLVEREIN WORLD HERITAGE SITE, PHOTO_RUPERT OBERHAEUSER

RIGHT: OPEN LIGHT IN PRIVATE SPACES, PHOTO_MANFRED VOLLMER

THE EUROPEAN CAPITAL OF CULTURE RUHR.2010

As an unconventional "metropolis in the making", the Ruhr area has been European Capital of Culture 2010 under the motto "Change through Culture – Culture through Change". With its 53 towns and cities, it is now well on the way to becoming a new centre in Europe.

With a programme consisting of 300 projects with 5,500 events, RUHR.2010 showed that after coal and steel, culture, innovation and creativity are the new driving forces to transform the old Ruhr area into a new metropolis. New concepts were put forward and initiatives implemented with the aim of spotlighting the rich but hitherto unsung diversity and cultural strength of the Ruhr Metropolis.

After all, RUHR.2010 did not end on December 31, 2010. There are prestigious projects from the Capital of Culture programme that will be completed or continued in the future, thus assuring a sustainable development for the region.

RUHR.2010 was furthermore the first European Capital of Culture to dedicate a considerable part of its programme to the creative industries. As a result of the commitment in this field, the institute european centre for creative economy (ecce) was set up to develop the creative industries. It is located at the Dortmund U, a former fermenting and storage building of the Union brewery, now being used for culture and creative industries.



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