450 participants, 42 nationalities,
Six great debates around the thema

Culture: reasons to hope
Imagining and passing on

Back to the 2012 edition
debates, tribunes, interviews, studies, articles, videos, photos

Edition 2012
CULTURE : REASONS TO HOPE

15 to 17 November
Avignon - Palais des Papes
#FA2012
Dear participants of the Forum d’Avignon 2012,

Thank you to all of you for your support, your commitment, your proposals and your smiles during these three days of the Forum d’Avignon 2012. **450 participants including a 100 students, 40 countries, 50 different sectors**: thanks to everyone who made possible this fifth edition, to their reflection during the year in the framework of the think tank of Forum d’Avignon but also to all the good ideas that have allowed us to combine talents, artistic performances, debates, analysis and perspectives.

Like every year, the reach and richness of the meetings and exchanges have been multiple. Is it because it was risky but also constructive that the exchanges on the theme of the “reasons to hope for culture” have been a spiritual enrichment? You have contributed to replacing culture at the heart of our societies’ future, to supporting the creators’ ability to innovate and the reminding the impact of creative imagination in social cohesion.

Far from being a purpose, the perspectives opened by the people who embody reasons to hope on different continents, strengthen more than ever our conviction and our blog **Culture is future**. You have, in your way and according to your personality, strengthened our willingness to strengthen the links between culture, innovation and economy. We stay on course around three perspectives: the financing and economic models of culture, the innovation and digital and the attractiveness of territories. The working groups, tribunes, proposals and exclusives interviews are published all year long. To move forward, discover or simply extend the pleasure of this shared experience.

We were deeply happy to welcome you: **let’s invest individually and collectively in culture.**

*Laure, Rebecca, Hannah, Camille, Olivier*
Summary
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The theme 2012
Culture: Reasons to hope
Imagining and passing on

Responding to the ambient pessimism, the Forum d’Avignon wishes to counter with reasons to hope for and thanks to culture. To feed them, the Forum d’Avignon relies on strong convictions and realities: on the capacity for innovation of creators renewed by the digital revolution, and their contribution to society, and in a more ambitious way, on the integration of creative imagination as a springboard for social and economic development.

Exemplary initiatives, cultural practices and federative territorial dynamics: there are many reasons to hope coming from men and women who focus on the way to plan the future, to stimulate creativity, to pass on their values and open stimulating perspectives about the factory of culture and the jobs of tomorrow.

In 2011, the Forum d’Avignon insisted on « Investing in culture » but also in sharing its conviction that culture must be considered an investment, not a cost.

To give a meaning to abundance, profundity and flavor to our daily lives, emotion to reason … : the fifth edition aims to replace culture at the heart of our societies’ future, and highlight the fecund links between culture, economy and society in a period of a time’s acceleration perception.

This year, the Forum d’Avignon offers to go to meet, through the different continents, the people who embody in their own way the reasons to hope thanks to culture, whether they are famous or emerging, acclaimed by the public, or far from any source of diffusion.
Three days at the Forum d’Avignon

Chef Masterclass for the students of the Hotel School of Avignon/CCI (video realized by EJCM)
Every year, on the occasion of the Forum d’Avignon, chefs with international reputation share their passion with students of the Hotel School of Avignon/CCI

Exquisite corpse
An ephemeral work will evolve throughout the Forum d’Avignon. Let’s draw in the Paneterie room!

The innovations in the Paneterie room
Croisements by Julien Levesque,
Cultural Institute, presentation of the last innovations of Orange, Ikono tv: the first television channel dedicated to the art ...

Artistic performances:
Renaud Capuçon, Hector Obalk, Fabrice Di Falco, Mircea Cantor, Tishani Dishi et Markus Schmidt.

Exhibition of the photographer Léo Caillard
Inspired by the anachronistic, the poetic intrusion or the trompe-l’œil, his photographs transform the borders between icon and screen, old and modern, memorial and rational. Master of the digital, this young photographer questions the pixelized past and present and the rematerialization of the digital photography.
The Forum 2012 sketched by:

**Cartooning For Peace**
After Plantu and JUL, this year again, talented cartoonists from Cartooning For Peace sketch the debates. 4 cartoonists, three continents, more than 50 drawings for two days of debates and reasons to hope.

**Michel Kichka**
Born in Liège (Belgium) in 1954, Michel Kichka lives in Jerusalem since 1974. He has graduated in 1978 in Visual Communication from "Bezalel" Academy of Arts & Design Jerusalem, where he teaches illustration, comics and political cartoon. He is a Member of Cartooning for Peace.

**Nadia Khiari**
Nadia Khiari, painter and artistic director of an art gallery in Tunis released a collection of chronicles from the revolution and published drawings in Siné Mensuel. She has just received the Honoré Daumier award during the second meeting of Cartooning for Peace in Caen.

**Liza Donnelly**
Donnelly is cartoonist for the New Yorker Magazine and journalist for Forbes.com. Her drawings and comments appear on many other such as NewYorker.com or HuffingtonPost.com and in numerous newspapers. As international public speaker and teacher, Donnelly has intervened at the United Nations, at the New Yorker Festival and at Vassar College. Donnelly is a member of Cartooning For Peace.

**Ali Dilem**
Ali Dilem, born in 1967, is an Algerian press cartoonist. He publishes his drawings in the daily newspaper Liberté and in the TV show Kiosque on TV5Monde. His drawings were awarded by about twenty international prizes including the International Award for Press cartoon in 2001 and Reporters sans frontières in September 2005, the Cartoonists Rights Network’s Award for Courage in Editorial Cartooning in Denver in June 2006. On October 11, 2010, he was named Chevalier des Arts et Lettres.
Opening of the Forum

Finissage « The masterpieces of the Yvon Lambert donation»
Welcoming of the participants at the Collection Lambert by Marie-Josée Roig, Mayor of Avignon and Hervé Digne, President of the Collection, Vice President of the Forum d'Avignon.
ARTISTIC PERFORMANCE BY MIRCEA CANTOR

Opening of the Forum d'Avignon
Nicolas Seydoux, President of the Forum d'Avignon
Lab of the Forum d’Avignon

The meetings of culture and technology present exclusive cultural innovations. Digital books, museum curators, film directors, conductors and musicians have the place of honor.

**Candide, or the (re)birth of the book**, by Thierry Grillet, French National Library, David Lacombled, Director Strategy of contents and Armelle Pasco, Partnership director, France Telecom-Orange: Orange and the BNF (French National Library) fulfilled a dream: poetry and knowledge gathered together in a digital book. Original manuscript, commentaries from the author, annotations, discovery and constitution of worlds to share, the 2012 Candide isn’t only a technological prowess, it is an invitation for Voltaire’s magic.

**Are orchestra conductors controllable?**, by Itay Talgam, orchestra conductor, Israel

Complex organizations, such as an orchestra, need to be controlled in order to serve specific purposes. How can the conductor obtain the best results from his musicians, give them the means to surpass themselves? In which situation does control become abusive? Is it possible to conduct without abuse of power?

**The blue bird becomes a composer**, by Peter Gregson, cellist and composer, United Kingdom

Can Twitter’s blue bird create music from 140 characters? No, but Peter Gregson can. Peter Gregson, cellist and composer, in collaboration with Daniel Jones, devised a way of turning the conversations of Twitter users attending the Forum d’Avignon into generative music that reflects the collective mood of participants. “The Listening Machine” analyses Tweets for mood and topic and then translates the rhythm and intonation of each Tweet into flowing sequences of musical notes creating amazing music from conversational data.

**Imagination at work**, by Jean-François Chianetta, President, Augment, Belgium

How to imagine the most efficient exhibition itinerary, or the most enhancive hanging in a living room, for the artwork and for the spectator? Thanks to the Augment application, your exhibition space, collective or personal, is immediately laid out in 3D.

**ScreenerOne**, by Christian Horz, Vice President media and technologies, Arvato-Bertelsmann, Germany

Christian Horz presents a cloud based collaboration platform for the exchange of all kind of digital media content. Ease-of-use and secure access are the main drivers of the service. Actually it is used during the creation process of TV- and Video productions amongst others.

**Lune Operation – The hidden wreck of the Sun King** by Mehdi Tayoubi, 3DS and Michel L’Hour, archeologist and deep-sea driver, France

Plunge into an extraordinary archeological investigation on the « Lune » wreck, a flagship of Louis XIV, discovered near Toulon in 1993, and never explored before. In collaboration with Michel L’Hour, director of the DRASSM, Dassault Systèmes revolutionizes underwater archaeology thanks to 3D virtual worlds: a world premiere!
Weaving the threads between culture and economy – My first constructions

Aurélie Filippetti, Minister of culture and communication, France
During an economic crisis, it is important to give meaning to culture, which is too often considered a luxury. We need to redefine the relationship between economics and culture. Today, we are talking about competitiveness, and culture contributes to competitiveness. Striking out against the stereotypes of a variable adjustment culture, Aurélie Filippetti speaking to the Forum d’Avignon based herself on two convictions: the importance of culture as an essential collective and individual commitment to the country’s economic development and its territories’ attractiveness, on the one hand the importance of the state’s role in supporting cultural policy, the only guarantee to access to culture for all, of equality between territories, and of bringing a true federatory project to the European level.

Overhauling our perception of the deep realities of the economics of culture, and putting culture back in the hardcore of the economy: the minister presented several projects which are under way: creating tools for evaluation, today often too heterogeneous; rethinking the role of private and public actors, reaffirming that not enough lessons have been drawn, sharing how culture bears on all levels of the economy; and thinking anew about tools of a cultural policy less oriented towards an often inflationary supply-side policy, and more towards access to culture for all, a policy emphasizing curricula and training. She announced two laws in coming months, on heritage and creative orientation. She also described her readiness for the challenges engendered by the digital transition and her support for forms of sponsorship which represent citizens’ commitment rather than money talking. Refusing to express any utilitarian conception of culture, she concluded by stating that the state’s role in culture needed to be relegitimized to create a truly democratic future for the country.
C'est parti pour le Forum d'Avignon @forumavignon #FA2012 @orange partenaire http://www.forum-avignon.org/

"L'écran n'est pas en lutte contre l'écrit" dit @david_lacombe à la stratégie des contenus chez @orange #FA2012

#FA2012 le palais des papes devient le palais des pages #livrenumerique #voltaire #candide

La BNF a mis à disposition d'Orange le manuscrit de 1759 de Candide et 5 éditions illustrées #FA2012

Le compositeur Peter Gregson va produire de la musique à partir de tweets ! #FA2012

Itay Talagram rocks the classical music world ;-) #FA2012

Présentation d'archéologie virtuelle sur l'épave de la Lune... Dassault Système fait fort! #FA2012

"La culture est un partage" Aurélie Filippetti - #FA2012

"Certains ont pris conscience de l'importance économique de la culture" #FA2012 #Filippetti

Aurélie #Filippetti au #FA2012 : "trouver les externalités positives à la culture"
The reasons to hope of culture

The session « The reasons to hope for culture » started by Pierre Lescure’s vibrant reason to hope of Pierre Lescure, moderator of the session but also President of the mission Culture –acte 2, with the Minister Aurélie Filippetti for a reflection on digital economics. « It is not possible to go back because digital revolution has come. We need a reflection which accompanies the individual’s behavior and takes into account the rights of all the actors contributing to the cultural ecosystem. »

Starting with the constat of the philosopher Michel Maffesoli « there is in our time a generosity which puts into perspective the economic selfishness », Pierre Lescure let Bertrand Moineau, Partner, Louvre Alliance and author of the study – 7 reasons to hope – Creation and creators. He evoked the seven reasons to hope, which summarize dozens of interviews, meetings and readings from intellectual or artistic personalities, famous or unknown and decided to create an eighth ; ‘If we look at the right place, we can always hope and we must look in three directions : the human being, the shapes and the world – to find the fireflies which highlight our hopes.’

Presentation of the Louvre Alliance study – The reasons to hope, creation and creators

Bertrand Moineau, Louvre Alliance, France

They are seven. Seven reasons to hope, which sum up dozens of interviews, meetings and readings of intellectual and artistic personalities, famous or unknown.

Seven reasons: it is both ambitious and presumptuous, the material being more and more resistant as going along with the reflections.

Download the study
"La culture est née avec la parole" Nicolas Seydoux - #FA2012

"D'ici fin mars, nous allons définir les principes qui fondent la Culture en France, en EU et dans le monde " P.Lescure #FA2012

Pierre Lescure : "Après tout, Gutenberg était le premier pirate" #FA2012

Esperer de l'individu, esperer des formes, esperer du monde exterieur #fa2012

#FA2012 l'industrie culturelle sait renaître dans les plis de l'histoire

"Rien n'est pire dans une création qu'une stase dans une lumière étale. Il vaut mieux des lucioles..." - Bertrand Moineau #FA2012

Barnavi: la culture qui lutte contre le fanatisme, c'est la culture humaniste #FA2012
Their reasons to hope

Zahia Ziouani, orchestra conductor and founder of the symphonic orchestra Divertimento asserted, based on her career and her projects, that culture enables everyone to believe and to reveal its potential. She develops this training spirit, towards the young people in her orchestra, in her music school in Stains and the Demos project she conducts with the Cité de la Musique. Elie Barnavi, Scientific advisor, Museum of Europe testified on how culture could constitute a rempart against the fanatisms: 'The man only is able to choose his place, not assigned in advance by nature thanks to his freedom to create'. He advocates a rehabilitation of what he calls ‘the cultured culture’ because not everything is the same and it is about politics. Stéphane Richard, CEO of France Télécom-Orange reminded us that culture was a reason to live as a man. But it is also at the heart of the digital fracture. The necessity of viable economic models requires to favor transparent financing models instead of a free model. The success of the agregators comes from the free but relies on the management of the consumers’ big data which is not controlled. The importance of the right to firget is for him an essentiel perspective for every internet user. Before his concert with the pianist Anne Pagès-Boisset with pieces by Ravel, Massenet and Kreisler, Renaud Capuçon, violinist, insisted on the key role of the transmission for the musician, the interpretation of the score as a soloist, chamber musician of orchestra conductor, good at explaining to the young people and particularly the youngest, with a festival in Aix en Provence which will be held in March 2013, where the quality of the interprets, the program and the rates enables to have a large audience.
The strength of cultural diversity

As soon as we talk about cultural diversity, the word « politics » is related to it. The testimonies and the interventions were numerous to underline the fact that cultural diversity is a strength but that we should not confuse diversity and entertainment, and keep in mind the fact that it is always related to essential political decisions like the signature of the UNESCO convention on cultural diversity and the UN agenda. Both actor and think tank, Europe is one of the first melting pots in the world with 23 languages in the 27 countries of the Union, almost 400 regions, Oblasti, Länder, comitats, districts and autonomous communities, more than 30 000 museums ...

The video created by the Agence France Presse to commemorate the Treaty between France and Germany in January 1963 reminds us that there has been two men brave enough to brush memories aside and move forward. For the European politicians, the Forum d’Avignon would like France and Germany, which will celebrate the 50th anniversary of the signature of the treaty, to rely on the symbolic event in order to give culture a central place in the ‘construction of the united Europe, which is the goal of the two peoples », as the founding fathers Schuman and Adenauer wrote. As Krzysztof Candrowicz, Director of the Lodz Art Center, member of the European Young Leaders, 40 under 40, he came to talk about future, be the voice of his generations to change the Europe 2.0. For him, we must think the future of Europe in terms of solutions and not in terms of problems. More technologies, we must talk about values, creations which will give hope to the European citizens.

Frenchspeaking Canadian entrepreneur, Pierre Karl Péladeau, CEO of Quebecor illustrated the fight of Quebec to preserve their French language and culture. « For a French Canadian, culture and cultural diversity are the same thing ». Reminding us that culture depends on economics, he underlined the fact that we need to make it flourish and assure its permanence. He calls for the responsibility of the business world, saying that the companies should give up the logic of shareholders to adopt a socio-economic-cultural approach to enrich the cultural diversity.

The integration of cultural diversity is also at stake at the UN level, as Jean-Christophe Bas underlined it, Advosir, Strategic development and partnerships, Alliance of civilizations. He reminded us that we needed to stay focus on the negotiation ‘Millenary 2015’ in order for cultural diversity to become an essential part of the sustainable development policy. « For 20 years, biodiversity has been related to the economic sphere », as David Throsby said, economist and spokesman of the UNESCO cultural diversity. The politicians Joakim Stymne, State Secretary of Sweden and by video, Didier Reynders, Deputy Prime Minister and minister of Foreign Affairs, confirm in a very concrete way that we must take decisions which enable creation to exist. The Unesco convention is a wonderful step and a juridical weapon, but cultural diversity must remain a fight and a demand for the coming generations.
Jean-Karl Péladeau explique l'enjeu de diversité culturelle à travers cas du Québec: question de survie face à continent anglophone #FA2012

#FA2012 et si comme l'a dit Jean Monnet l'Europe avait commencé par la Culture ? #UE faut remettre la culture au cœur du débat

David Throsby discute la notion d'exception culturelle et préfère parler de "cultural recognition" #FA2012

#FA2012 Stéphane Richard d’Orange : "So Google est la marque la plus populaire du monde, c'est parce qu'elle propose des services gratuits"

On parle d'Erasmus, rappelons que le programme est menacé :-( #FA2012

"Il n'y a pas de message clair pour l'avenir de l'Europe, le besoin d'un plan directeur..." K.Candrowicz #FA2012 cc @forumavignon

#FA2012, "coup de gueule " de Pascal Rogard contre Bruxelles et la façon dont la commission traite la question de l'exception culturelle

#FA2012 Stéphane Richard d'Orange : "So Google est la marque la plus populaire du monde, c'est parce qu'elle propose des services gratuits"
"DE GAULLE AND ADENAUER SIGN THE ELYSÉE TREATY"

Video created by the Agence France Presse for the Forum d’Avignon 2012

The Forum d’Avignon calls on France and Germany, which will celebrate in January 2013 the 50th anniversary of the Elysée Treaty, to rely on this symbolic event in order to give culture an essential place in this ‘building of a united Europe, which is the goal of the two peoples’, as written by the founding fathers Schuman and Adenauer.

The Fabric of culture

Session moderated by Olivier Poivre d’Arvor, Director France Culture, France and sketched by Liza Donnelly, USA

(at 10:16)

Culture in weightlessness

Opening in weightlessness. The meeting between the choreographer Kitsou Dubois and the President of Universcience and astronaut Claudie Haigneré embodies the work of the artist and the scientist in an intense physical training and weaves threads between two materials, not so far from each other, because their require demand, imagination and time. Links are numerous between the two imaginaries and feed each other.

Claudie Haigneré, President of Universcience, France

Kitsou Dubois, choreographer, France
"France Culture a gagné 30% d'auditeurs en deux ans, c'est une raison d'espérer." - Olivier Poivre d'Arvor #FA2012

Kitsou Dubois a proposé de la vidéo qui vient d'être diffusée #FA2012 " Réalisée dans un avion conçu pour les astronautes" cc @forumavignon

"On dit toujours qu'il y a la science de jour ou on travaille en labo et la science de nuit où on incube et on découvre"
CHaigneré #FA2012

Coup de cœur pour kitsou Dubois qui fait danser les artistes #FA2012

"2004-2005 certains devices et autres jeux vont bouleverser nos usages et les contenus à produire " P.Béhar de @BainAlerts #FA2012
Presentation of the study: Seven years, the age of reason?
2005-2012: creating value(s) in the digital age » by Patrick Béhar and Laurent Colombani, Bain&Cie, France

Music and video game, readers and other tablets, connected games ... The last seven years have seen the development of multiple technologies, with each of them supposed to revolutionize the media and entertainment economy. Have these evolutions lived up to their promises? Have the cultural consumption models observed in 2012 really created value – usage value, economical value, or social and cultural value? With a survey among 7000 people in 8 countries, Bain&Cie underlines the fact that innovations which seem muddled are echoing in fact underlying trends of habits of consumption of cultural goods and services. If the "age of reason" of the cultural industries is not coming any time soon, the study tries a prospective exercise of modelling of value(s) by 2016, integrating the cycles of music, book audiovisual and video games. It underlines that diversity appears as the main driving force of creation of value, notably thanks to the emergence of a “middle-earth” favourable to a niche creation and production.

Download the study
Patrick Béhar et Laurent Colombani de @BainAlerts prennent la parole "7 ans, l'âge de raison ?" #FA2012 cc @forumavignon

"6 000 consommateurs dans 8 pays" #FA2012

"[…] le père Noël qu'était Steve Jobs." - Patrick Béhart et Laurent Colombani #FA2012

La mobilité des écrans est la suite logique des écrans domestiques! #FA2012

"Les marchés émergents, à la fois relais de croissance et promesse de dialogue culturel." #FA2012
Is the diversity of publics a strategic goal?

The testimonies of the Moroccan film director Nabil Ayouch, and the Tunisian business women Sana Ghenima, CEO of Sanabil Med SA highlighted that the possibility of a relationship between a creator and a public first depended on the respect of the freedom of expression, and that it was not subjected to cultural and politic considerations. When the artist’s right to exist depends on political and religious considerations, we must be careful and resist against vague notions such as the clean art which respects a sacred text.

Less tragic because far from the religious fanatisms which pretend claim saying what is ‘clean’ or not, the experience of the Chilean conductor and professor, Eduardo Browne, underlined the fact that culture could be stifled by the indifference and its armed joystick, the accelerated zapping. He calls for the amateur practice, useful lever to develop committed viewers and do give time to win over by the works.

As a counterpoint, the independent producer Patrick Zelnik, CEO of Naïve, brushed aside the public distinction between mass and niche market, advocating the diversity of public establishing itself. On the contrary, we must create the conditions -through the regulation and the offer – to avoid any kind of hegemony. “Culture should not be an exception, a bad word to designate a true reality, it must be general”, as Patrick Zelnik concluded.

Nabil Ayouch, film director, Morocco
« Innovation, research, creativity, imagination with no limits give me reasons to dream, to believe. This belief is my driving force because it recognizes no form of censorship. » Read more...

Sana Ghenima, CEO, Sanabil Med SA, Tunisia
« Cultural diversity, sharing with other cultures and adopting a constructive behavior towards other visions could really help overcoming the conflicts, such as the ones shaking the post revolutionary Tunisia. » Read more...

Eduardo Browne, orchestra conductor, Chili
« A reason to hope in this world is the development of activities that foster the actual interaction between human beings and not their estrangement through the use of technology or a solitary approach to culture. » Read more...

Patrick Zelnik, CEO, Naive, France
Culture, a risky bet?

For the second debate, ‘Culture, a risky bet?’, inspired by the Kurt Salmon study on the ‘Fabric of innovation’, several topics were discussed:

- The risk that theft or pirating weakens the financing of the works of art, because the financiers cannot value their investment, and the creators cannot afford to get a salary: a risk underlined by Rick Cotton, Executive VP of NBCUniversal,
- The risk to let the Anglo-Saxon creation too much space was evoked by Carlo d’Asaro Biondo, President, Operations, Southern Eastern Europe, Middle East Africa of Google, and he underlined the fact that culture is a major challenge for the countries’ competitiveness in globalization. We must defend the copyright without building barriers which do not exist on the internet.
- The risk for someone to not become himself, highlighted by the choreographer Mourad Merzouki. Without the support of an institution or a patron which took the risk to recognize his work, to take him out of the street, he would not have become the artist he became. He advocates the necessity to weave threads between the disciplines, and the dialogues between the arts.

As witness, Jérôme Clément reminded us that the risk was inherent to culture, for the one who produces it and the one who receives it. And he offered 4 reflections: it is always difficult to know what culture can bring in, at the individual and collective level, but a policy of cultural offer requires a regulation and a public support, culture remains an asset more than a risk, a societal chance that an educative work can transform into something obvious, the creative movement does not depend on the digital and the real risk for cultural diversity is the lack of European commitment.

Rick Cotton, Executive Vice President, NBC Universal, United States of America

Carlo d’Asaro Biondo, President, Operations Southern Eastern Europe and Middle East Africa, Google, Italy

Mourad Merzouki, artist, France

« More than a reason to hope, it is a hope come true: the artistic disciplines change the look, the image, the conception, the apprehension of the individuals. In a positive way. »

Jérôme Clément, Chairman Théâtre du Châtelet, France
Artistic performance by Tishani Doshi and Markus Schmidt
The performance by Tishani Doshi and Markus Schmidt illustrated the beauty of the risk of the creative cultural integration. They met in the dedicated high speed train of the Forum d’Avignon. They discussed their respective vocations – poetry and music. But it is only later, after he heard Tishani Doshi read her poems, that Markus Schmidt suggested collaboration. Music adds substance and texture to the poems.(at 1:30:15)
La diversité des publics est-elle un objectif stratégique? Réponse avec Sana Ghenima, Eduardo Browne et Nabil Ayouch #FA2012

"Les marchés émergents, à la fois relais de croissance et promesse de dialogue culturel." #FA2012

"Nous sommes sur des créneaux pédagogiques comme les livres d'enseignement de l'arabe neutre" Sana Ghenima #FA2012 cc @forumavignon

Sana Ghenima : il ne faut pas que le sacré limite l'art en Tunisie #FA2012

Comme sur Twitter RT @carobiscotte: "Aujourd'hui tt le monde peut parler (...) tt le monde peut dire la même chose." - Nabil Ayouch #FA2012

Filmer un spectacle est souvent considéré comme une altération de l'oeuvre, en apesanteur la vidéo en devient une pierre angulaire #FA2012

"Il faut se battre contre une uniformité de la pensée." - Nabil Ayouch #FA2012

Technology is a threat for the user, as it makes culture superficial - Eduardo Browne #FA2012

P. Zelnik : il ne faut pas industrialiser la culture #FA2012
The digital generations and culture

“We must invest boldly in culture”. The president of the university, Emmanuel Ethis, opened the session by questioning as a sociologist the relevance of the concept of generation X, Y and Z. To those who are pessimistic regarding the changes of the digital, he addressed three reasons to hope: the mystic of the meeting between the human being and culture, the passionate expertise enabled by he digital, and the demand for quality for everyone.

‘I share, so I create’. Y,Z ou digital native, the digital generations are multitasks and ‘natively interactive’. For better and for worse. Philippe Torrès, Head of digital strategy at Atelier BNP Paribas, presented the study he had conducted: “New generations and digital culture”.

Session moderated by

Christophe Ono-dit-Biot, journalist and writer, France
« I think that culture, to which I attach the notion of heritage, of open-mindedness, of ability to face unusual situation with a critical mind but also with imagination, allow us to be more than a child when we face the world. »
Read more...

Ramata_Sy, student, La Fémis, France
« It is heartening to see that people choose culture in order to express themselves, pass on, share or claim certain things. And they are right! »
Read more...

Presentation of the study « New generations and digital culture » by Philippe Torres, Head of Consulting and Digital Strategy, L’Atelier BNP Paribas, France

...or how digital natives, the Y and Z generations (15-25 year-olds) integrate digital technologies in their cultural usages and consumption, based on the results of two exclusive investigations – one carried out by GFK in five countries (United-States, France, Germany, Korea, India), and the other by the Forum d’Avignon among young people and the network of universities, partners of the Forum.

Download the study

To find out more about the partner universities of the Forum d’Avignon
What do the digital generations receive and create?

Laura Cerdan, student and winner of the Science Factor competition, France

Julien Levesque, plastic artist, France
His reason to hope: «Culture enables to forecast, to resist, to be free... Culture is the basis of our common history. It is a driving force of hope and of meeting.»
Read more...

The first debate around the theme ‘What do digital generations create?’ enabled to notice the imagination of the young people in their scientific project of remediation of the Toulon harbor, by Laura Cerdan, or their artistic project, associating digital and performances like the plastic artist Julien Levesque, or the hacker Jaromil. With a communicative enthusiasm in the amphitheater, Ramata Sy advocated more power and responsibilities for her generation, which is ready to assume them, convictions shared by the students of the university of Avignon, Sasha Valdès and Théo Cabrero.

How do companies perceive the digital generations?

The second debate ‘What do companies for the digital generations?’ confirmed that the old medias like the Amaury group directed by Philippe Carli or the La Croix group, represented by Georges Sanerot, President of the directory, still had great assets to survive the digital changes and hyper information. On the ‘iron willingness’ to meet their publics, their answers are double: favoring proximity and going back to the heart of their profession, giving reference points. Philippe Carli relied on three words: clarity, transparency and pedagogy to create a strategy; answer to a thirst for proximity, a need for sharing and the rematerialization of the relationship through federative events (like Tour de France). Axel Dauchez, Deezer, also thinks that this last dimension is the challenge of digital culture, which is to rebuild and give meaning to the work. Noticing the fact that digitization of the art works destroyed the emotion related to the purchase of the object, he speaks in favor of the rebuilding of an identity.

Georges Sanerot, Chairman of the management board, Bayard, France

Axel Dauchez, CEO, Deezer, France
His reason to hope: «The emergency of today is to preserve the diversity potential of culture, not by focusing exclusively on the protection of creation, but by making sure that a plurality of cultural distribution is possible.»
Read more...

Philippe Carli, CEO, Amaury group, France

Jaromil, Dyne.org, 40UNDER40, Italy
Evening at the Opéra-Théâtre d’Avignon
Etienne de Crécy

The scene of the Opéra-Théâtre d’Avignon hosts Etienne de Crécy and his turntables... DJ and producer, he has been for twenty years a major figure of the international electronic scene: a talented creator who knew how to satisfy the new electronic generation through the shows he gives around the world.
"Vous n'êtes pas que des utilisateurs, mais aussi des créateurs et des inventeurs." - Nicolas Seydoux #FA2012

#FA2012 Le Forum d'Avignon retourne sur les bancs de la fac ! #amphi pbs.twimg.com/media/A71kJBJcAA6vTL.jpg

RT @anaisbourguin: #FA2012 "la musique est le média le plus populaire" Philippe Torres

" c'est quoi un octet ?" Julien Levesque fait raconter l'informatique aux personnes âgées. Il est artiste numérique #FA2012 cc @forumavignon

La digitalisation de la musique est un support parmi d'autres ; les autres n'ont pas disparu #FA2012

#FA2012 Axel Daucher : finalement, le chantier à venir c'est celui du sens que l'on donne à la profusion.
Organizing time: memory and transmission in a connected world

Moderator: Ezra Suleiman, Professor at Princeton University, USA

His reason to hope: « It is entirely the case today that cultural production and dissemination possess outlets and possibilities that could scarcely have been imagined even a decade or two ago. » Read more...

The times of memory
Michel Kichka, Israel and Ali Dilem, Algeria
This session was opened by a first debate ‘Times of memory’ constituted a real emotional shock thanks to the testimonies of the cartoonists Michel Kichka and Ali Dilem, about their relationship and their national and personal history which were poignant and intimate. Between the indelible tracks of the past, the strength of hope, the necessarily idealized future and a present we want to enjoy intensely, both of them, despite the pain, evoked wonderful reasons to hope.

Reinventing the Europe of culture
Claas Willeke, professor and artist of DIE REDNER– Elysée63, Germany
Then, Claas Willeke, member of DIE REDNER, showed in the extract of their show the nightmare Europe would have been in 2063 if it had not developed the way De Gaulle and Adenauer wanted a hundred years ago: conflicts, nationalism and violence put this continent in the dark.
Presentation of the Ernst&Young study – *Mastering tempo, Creating long-term value amidst accelerating demand*
by Marc Lhermitte, partner Ernst&Young

The presentation of the Ernst&Young study ‘Mastering tempo’ gave an outline of the Homo Conexus, multitasking zapper, whose behavior intrigue both the entrepreneurs of media and culture. And Jean-François Colosimo, President of the national book center, answered to the question: are books, press, music, internet and cuisine soluble in the time acceleration of this quick consumer?

*Download the study*

**Debate: The taste of time**

*Caroline Champion*, flavor’s explorer, France

*Kohei Nishiyama*, Founder-Chairman of elephant design co., ltd., Japan

Caroline Champion, taste explorer and Kohei Nishiyama, President and founder of elephant design co., ltd., brought their points of view. They all reminded that culture is a civilization fact, which requires to take the time for meeting, learning and passing on.

*Jean-François Colosimo*, President of the National Book Center, France

**His reason to hope:** «*Without culture, there would be no reason to hope, which is always a call for surpassing oneself* » Read more...
Artistic performance by Fabrice Di Falco, counter-tenor, France
As a counterpoint, the beautiful performance of the counter tenor Fabrice Di Falco, with the pianist Florent Hu and the slammer Capitaine Alexandre, proved that the artist was the bridge between the memories and that he embodied all of them by his talent, from Vivaldi and Purcell to the hip hop.

The imaginary museum
The debate ‘The imaginary museum’ moderated by Irene Braam, Vice President, Institutional relations of Bertelsmann with Julien Anfruns, Director General of ICOM and Paul Andreu, architect, reminded that despite the profusion of shapes and projects, the museum invents and makes durable the specific relationship to art, between conservation and permanent creation.

Session moderated by Irène Braam, Vice Presidente, Institutional relations, Bertelsmann, Netherlands
Paul Andreu, Architecte, France
Julien Anfruns, General Director, ICOM, France
Hector Obalk, archivist and art historian, immersed himself in the frescos of the Sistine chapel to show us all the details and secrets. The ceiling of the Sistine like you had never seen it.

**Passing on**

The lively exchanges between the philosophers Régis Debray and Richard David Precht confirm that the reading of the world’s evolution can lead to discussions far from the politically correct. Precht reminded that the money which contributed to the quantification of the human relations, and that the digital revolution is only an evolution. Régis Debray is more worried about this evolution, isolating the individuals and leveling the consciences. “Everywhere, distance supplants time and makes our society become a presentism without any depth nor continuity”.

Régis Debray, writer and philosopher, France

Hector Obalk, archivist and art historian, immersed himself in the frescos of the Sistine chapel to show us all the details and secrets. The ceiling of the Sistine like you had never seen it.

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Régis Debray, writer and philosopher, France

Richard-David Precht, philosopher, Germany
Perspectives

With Barbara Hendricks and Mircea Cantor, Hervé Digne, Vice President of the Forum d’Avignon gave an outlook of several perspectives about the ‘reasons to hop’ after those three days of debates:
- Culture is in itself a reason to hope. It addresses to the best of men, to their humanity. It is a rampart against the fanatisms which never end.
- Culture must be at the heart of the European project, inviting the decisions makers to go back to the spirit of the founding fathers
- The bet on the creative potential of the digital generations constitutes an answer which announces tomorrow’s solutions.

Hervé Digne, Vice President of the Forum d’Avignon

His reason to hope: « Culture is a humanism which illustrates the universal character of humanity, irrespective of nationality or time. » Read more...
E. Suleiman "L'homme ne vit pas que par le pain, il a besoin d'espoir" #FA2012

"L'humour est un instrument de transmission de la culture, de la mémoire, extraordinaire" M. Kichka #FA2012 cc @forumavignon

OUF les médias traditionnels ne sont pas [encore?] morts ! #FA2012 #M2PCC

"Le livre ce n'est pas un objet de consommation, c'est un objet de civilisation" JF Colosimo #FA2012 cc @forumavignon

"Il y a au moins 3 temps : la dégustation, la production, le temps de l'histoire" C. Champion #FA2012

Le contre-ténor Fabrice Di Falco est sur scène au #FA2012 une voix envoûtante!

"Toi Aimé Césaire, enseignant d'espoir." - Capitaine Alexandre #FA2012

Paul Andreu, architecte #FA2012 : il faut servir les œuvres, préparer la rencontre entre une personne et une oeuvre

Au revoir et merci @forumavignon qui porte en lui des raisons d'espérer #FA2012
The interviews (1/2)
The interviews (2/2)
The Forum is also...

**Culture is future:**
Think tank of the Forum d’Avignon

*Culture is future* is an independent and international think tank on the links between culture, economy and the media.

Relying on a unique network of artists, experts and public and private decision makers, the Forum d’Avignon has conducted international studies and exclusive propositions around three themes related to culture and creative industries:

- Financing and economic models
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For every domain, you will find:

- Exclusive studies and international comparatives
- Reports
- Articles and exclusive interviews

**New in 2012:**
discover the proposals of the Forum d’Avignon
Some articles of the press review as of November 19th

http://publishingperspectives.com/2012/10/forum-davignon-preview-lets-take-culture-to-the-suburbs/


And more than 200 press articles, web, radio, TV...

And find other articles on the Forum d’Avignon website
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