All about the Forum d’Avignon 2013.

Thanks to all of you! Partners benefactors, speakers and moderators, the city of Avignon, the students, the hackathoners, chefs and all the participants of the event and the think tank.
By asserting “No politics without culture”, the sixth edition of the Forum d’Avignon establishes several innovative and pragmatic proposals at the national, European and international scale to reaffirm that culture must be at the heart of politics.

Culture at the heart of politics means to encourage the territories rebuilding through culture.

It’s promoting benefits in their literally sense, and the symbolic ones of cultural investment, real creator of values, jobs and social bonding effects. Culture is an investment that has its own specificities and that cannot be reduced to its mere economic dimension. Nevertheless, investors must to be convinced that the evaluation of a cultural investment can also be grasped as a function of measurable qualitative criteria. The Forum d’Avignon and its partners in the Catalysis project - FA Bilbao (March 2014, 5-7) and FA Ruhr (Essen June 2014, 11-12) - will publish a proposal on culture as driving force of urban and territorial development.

Culture at the heart of politics means to facilitate the emergence of a generation of cultural creators and entrepreneurs aiming to change the way we invest in culture.

Facilitating the evaluation and protection of intangible assets (primarily intellectual property - trademarks, patents, copyrights) since the very beginning a project, developing the versatility of training, stimulating the creation of development agencies networks through a certification of general interest, finally, supporting private cultural investment: as the “Creative business angel”, an opening of eligibility criteria of investment funds, collective cultural funding and sponsorship, tools for individual and societal involvement.

Culture at the heart of politics means to consider the protection and valorization of personal data as a key cultural issue. Considering personal data - especially the cultural ones - left on Internet like a digital DNA of our identity, the Forum d’Avignon calls for a Universal declaration for Internet users’ and creators’ rights in a digital era that enterprises, States and citizens must abide by. The politic would pride itself to remember that culture is the essence of humanity. Economic activity indeed, but watch out for the values that culture conveys. And for their respect.

Culture at the heart of politics means to commit to a Europe of culture! Despite unfortunate prevarications about the cultural exception, the Forum d’Avignon and its participants called for a mobilization of political stakeholders not only to fly the culture and European creation’s flag but actually to develop a collective policy for European culture, which promotes economic development and citizens’ well-being. If there were to do it over again, should we start with culture?

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1 Thanks to the European Union support of the Catalysis Program.

The Forum d’Avignon Bilbao - that will take place the 5th, 6th and 7th of March 2014 - delves into The City as cultural ecosystem.
"Cement of Europe is not the euro, is the culture"

Sneška Quaedvlieg-Mihailovic
Secretary General, Europa Nostra (Serbia/Netherlands)

Band Nouvelle Vague – Elodie Frégé

Emmanuel Ehis
President Université Avignon (France)

"Culture is a factor of resistance and rebuilding"

Sana Ghenima
Chairman-CEO, Sanabil Med (Tunisia)

"Talking about the economic contribution of culture, not remove its essence"

Nicolas Seydoux
Chairman of the Forum d’Avignon (France)

NATIONALITIES TO DEBATE
IDEAS AND SUPPORT ACTIONS

PARTNER UNIVERSITIES

14

Denise Bombardier
Journalist (Canada)

Olivier Py
Director, Festival d’Avignon (France)

Jasmina Cibic
Artist (Slovenia)
"The world economic crisis will be laid down by culture"

Plantu
Cartoonist (France)

"In the smartphone part of «smart» comes from artists"

Jean-Michel Jarre
Composer and President of CISAC (France)

"100
CARTOONISTS
DRAWINGS"

Pascal Dusapin
Composer (France)

Radu Mihaileanu
Film Director (France/Roumania)

"600
PARTICIPANTS"

Sana Ghenima
Chairman-CEO, Sanabil Med (Tunisia)

Sneška Quaedvlieg-Mihailovic
Secretary General, Europa Nostra (Serbia/Netherlands)

Badr Jafar
CEO of Crescent Enterprises and Managing Director of the Crescent Group (United Arab Emirates)
THURSDAY, NOVEMBER 21

SESSION 1 - OPENING

Welcoming by Nicolas Seydoux, Chairman of the Forum d’Avignon

Artistic Performance - JOUE-IRE : ROUGE

by Susanna Fritscher, visual artist (Austria), Sound Work, 2013.
Text: Charles Pennequin, Song: Helia Samadzadeh
Fluttering, stuttering, uncontrollable bursts of words. Listening escapes agreement. Resonance, tone of voice, and words open to other sensitive areas of the sound work, to a visual listening, to a sensual tone.

The need of forums for culture in Europe by Bernd Fesel, Deputy Director ecce, organizer of the Forum d’Avignon Ruhr (Germany) and Alfonso Martinez Cearra, CEO of Bilbao Metropoli 30, organizer of the Forum d’Avignon Bilbao (Spain)

NO POLITICS WITHOUT CULTURE!

If the association of culture and politics has been for better and for worse by means of amplifying or manipulating cultural heritage and creation at the discretion of political regimes, its definition in the 21st century has yet to be articulated. In certain states, the role of culture has been divided between economic and ideological development and international outreach. In a globalized world, what place does culture have in politics, and politics in culture?

Erik Orsenna
Writer
(France)

Badr Jafar
CEO of Crescent Enterprises and Managing Director of the Crescent Group
(United Arab Emirates)

Chetan Bhagat
Writer
(India)

Discussion led by:
Denise Bombardier
Journalist (Canada)

Session sketched by cartoonist:
Plantu (France) and Angel Boligan (Cuba)

LAUNCH OF THE HACKATHON FOR CULTURE AND CREATION

Originally, a “hackathon” brings together participants whose goal is to hack a code or program in hopes of creating a new and improved prototype. Applied to the world of culture and creation, the hope is to allow the Forum participants to formulate and present proposals for re-articulating the culture of today, thus opening new horizons for the culture of tomorrow. Gathering five teams each composed of participants from various backgrounds (artists, entrepreneurs, students...), the Forum d’Avignon hackathon will invite everyone to come together and contribute their work. Go seek them out in the salle du Trésorier and help them with their work: they will only have 24 hours to compile their project!

Projects:
- Prescribing culture
- Reinventing the cultural factory
- Animating a new cultural urban space / Catalyse
- Passing on publishing through the screens
- Driving forces for the promotion of cultural diversity

Discussion led by:
Itay Talgam
Conductor (Israel)

Session sketched by cartoonist:
Plantu (France) and Angel Boligan (Cuba)
“Globalization, facilitated by Internet, is an opportunity for ‘old’ civilizations, wealthy in their diversity and properly armed, to confront a world whose extraordinary complexity is hidden by technology’s standardization.”

Nicolas Seydoux, Chairman of the Forum d’Avignon

“Culture and politics formed an explosive cocktail, both complex, dangerous and sometimes enriching. No cultural revolution can occur without equality of the sexes.”

Denise Bombardier, journalist, Canada

“During times of change, we need culture more than ever. Politics can be defined as a confrontation with reality. Thus politics must make art possible so that culture can influence it in return.”

Erik Orsenna, writer, France

“The private sector will have to assume full responsibilities upon realizing culture’s power. Companies have a role to play; they must not only rely on their productivity, but also have a social and sustainable development agenda.”

Badr Jafar, Crescent group, United Arab Emirates

“If there is no change without politics, there are no politics without culture. The emancipation of my people is my inspiration, even if their passive nature can be a source of disappointment.”

Chetan Bhagat, writer, India

“Quotations”

**Twitter**

**INA**

@ina_audiovisuel

« Avoir la culture la plus générale possible, tout en évitant les généralités. » E. Orsenna très applaudi au #FA2013 @forumavignon

**lizadonnelly**

@lizadonnelly

You were terrific and what you said about the role of the artist I so agree @chetan_bhagat #fa2013

**Chetan Bhagat**

@chetan_bhagat

phew! done. think i survived. #FA2013

**Thomas Dupire**

@du_pier

#FA2013

Yes la présentation du #hackaton du #FA2013 commence. Presented by @itaytalgam chef d’orchestre israélien. @ejcmars
FRIDAY, NOVEMBER 22

PALAIS DES PAPES

SESSION 2

Welcome announcements by Nicolas Seydoux, Chairman of the Forum d'Avignon

CULTURE, HOW MANY DIVISIONS?
Can we measure culture’s power? If so, by which standards (economic, diplomatic, or political standards)? Culture serves as a factor of cohesion, but can also be the source of dissidence, competition, and conflict. The commodification of culture becomes even more pointed as it fuels its industries’ inner dynamics. Everywhere, “culture” is placed in conjunction with the paradoxical pairing of plurality and individuality. Culture becomes a reflection of the mass’s desire when digital technology comes into the mix; does it subsequently lose its power in the pool of cultural goods and services? What divisions are created, for better or for worse, in this cultural horizon?

Lawrence Lessig
Professor, Harvard
(United States of America)

Bernard Landry
Former Prime Minister
(Québec)

Yonfan
Film Director
(People’s Republic of China)

Jean-Michel Jarre
Composer and President of CISAC
(France)

Paul Mashatile
Minister of Arts and Culture of the Republic of South Africa
(South Africa)

Discussion led by:
Olivier Poivre d’Arvor
CEO France Culture (France)

Session sketched by cartoonist:
Rayma Suprani (Venezuela)
and Liza Donnelly (United States of America)

Artistic performance “THE MANNERIST HANDS”

Hector OBALK, Art Historian (France)
As a preview of new developments in his series GRAND ART for arte, Hector Obalk offers a journey amongst a few hundred hands of the great mannerist painters of the Renaissance. His project helps us understand the emergence of a cultivated aristocracy which now governs the arts. This 10 minute «one-man-show» introduces the audience to the intelligence and sensuality of Italian Mannerism. Paintings of Correggio, Bronzino, Del Sarto. Music of Bach. Cello by Raphael Perraud.

Is there a way to democratize art?
Elizabeth Markevitch will present ikonoTV, the only international TV channel 100% art, without comment. From antiquity to contemporary art, unique and accessible to everyone visual experience. This will take place in the Conclave room.
“Beyond economic stakes, culture creates a social link between citizens and countries (factor of reconciliation). South Africans name this quality ‘Ubuntu’ (I exist because you exist). Culture is a factor of nation building. Culture defines who we are and what we do. Cultural links are becoming consolidated on the African continent now. We are on the right path.”

Paul Mashatile, Minister of Culture, South Africa

“Can Internet save us? For the moment, Internet is rather a disadvantage in terms of democracy. If, in the Middle East, Internet has allowed certain dictatorships to disappear, it has also led American politics to adopt extremist tendencies to ensure maximum funding.”

Lawrence Lessig, professor, USA

“Artists have been unable to send a clear message to civil society. They must invent a new way of evaluating the economic relation between contents and their respective framework.”

Jean Michel Jarre, musician, France

“The anti-globalists have become alter-globalists, proponents of a new society. The first value of a Nation is not economy but culture.”

Bernard Landry, former Prime Minister of Quebec

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Emmanuel Ethis
@emmanuel_ethis
Le symbole mondial d’Avignon est un pont cassé. La culture lui a permis de rejoindre toutes les rives en quelques notes #FA2013

Jean-Chr. NOTHIAS
@jc_nothias
#FA2013 Western extremism on IP is not good news for Global South says @lessig. The debate moves on a different topic :-)

Quentin Amalou
@aquentin
En juillet à Avignon les trompettes de Maurice Jarre annoncent les pièces. Au #FA2013, son fils parlent de culture et de divisions Nord/Sud

Pascal Lechevalier
@PLechevalier
#FA2013 : je me demande comment les américains auraient couvert #Dallas #JFKassassination avec internet?
CONSUMERS, CREATORS, DISTRIBUTORS, PRODUCERS, GOUVERNMENTS... WHO'S GOT THE POWER?

Along with the appearance of the active consumer, a new allotment of shared values is being established between authors, producers, distributors and consumers. If consumers are henceforth convinced they detain cultural power, are they nonetheless referential authorities on the subject matter? Will authors be able to find the necessary funding in this new paradigm? Will public powers be able to establish a virtuous cultural ecosystem? What concrete proposals can players promote to maintain plurality and ensure the diversity of creation, by emphasizing its beneficial effects for citizens and companies?

Christine Albanel
Executive Director in charge of CSR, Events, Partnerships and Philanthropy, Orange (France)

Paul Dujardin
CEO Bazar (Belgium)

Martinj Arets
Founder and Expedition Leader, Crowd Expedition / Forget The Box (Netherlands) of the 40 under 40 program, European Young Leader

Dr Tarek Cherkaoui
Chief Strategy Officer and Chief of Staff, Qatar Museums Authority (New Zealand)

Discussion led by:
Enguérand Renault
Media and Technologies Editor-in-chief, Le Figaro (France)

Session sketched by cartoonist:
Nadia Khiari (Tunisia) and Michel Kichka (Israel)

SHOULD WE SEEK TO ESTABLISH A EUROPEAN CULTURAL POLICY?

Debate with audience participation as part of Catalysis project (Essen, Avignon, Bilbao)

Every cultural policy seeks to favor creative development and diversity. The debate on the exception culturelle has actually illustrated this situation: the true challenge lies in orienting political cultures to fund creation. Must we bet on the self-regulation of unhindered free trade or on the sovereignty of national and federal regulations? What is the most suitable level of territorial granularity the best suited for a government favorable to culture? What do we do now that digital technologies have transgressed all national borders? Can civil society breathe new life into a cultural Europe if politics remain at a distance?

Olivier Py
Director, Festival d’Avignon (France)

Uros Grilc
Minister of Culture (Slovenia)

Manuel Carriho
Philosopher and Former Minister of Culture (Portugal)

Radu Mihaileanu
Film Director (France/Roumania)

Discussion led by:
Sneška Quaedvlieg-Mihailovic
Secretary General, Europa Nostra (Serbia/Netherlands)

Session sketched by cartoonist:
Plantu (France) and Rayma Suprani (Venezuela)
**Quotations**

“We shouldn’t stigmatize internet: the digital technologies development increases the interest for live music and museums.”

Paul Dujardin, Bozar, Belgium

“We are currently in a crisis of limitless paradigms. Europe cruelly lacks of a public common space. We have to reverse Milan Kundera’s claim: ‘European: one who is nostalgic for Europe’.”

Manuel Carrilho, philosopher, Portugal

“To affirm that culture must be at the heart of the European project, here is the mission of the youth. The youth is a minority that fights for its rights. We will get out of this crisis faster if we rely on the creative power of Europe.”

Uros Grilc, Slovenian Minister of Culture

“The images related to the North-South divide are the opposite to European spirit. Thinking on the European scale does not exclude a reflection on a regional scale.”

Olivier Py, Director Festival d’Avignon, France

“We must rely on a Europe of art and artists.”

Christine Albanel, Orange, France

“Culture must become a way to gather the abilities of each European country. If, in 20 years, 30% of the GDP comes from digital services, how will we manage it without an appropriate platform? We need a European digital agenda; otherwise, we will lose the control of our creations.”

Jacques Toubon, Former minister, France

**Twitter**

Thibault Eichenlaub
@thib_eichenlaub

Sciences, Culture et Citoyenneté... La transdisciplinarité est essentielle dans ce type de débats. Merci P. Dujardin ! #FA2013

Camille Delache
@CamilleDelache

Très belle présentation de l’étude de Louvre Alliance : pour un ministère de l’Esprit en Europe, bravo !! #FA2013

jdoe
@jdoe72075800

Olivier Py qui ouvre les vannes de ses spectacles. Pas de droits à l’image etc. Ça fait grincer des dents ça. #FA2013

Chloé Berrettoni
@ChloeBerrettoni

Merci & bravo à Radu Mihaileanu pour sa profonde et touchante prise de parole sur la politique de la culture en Europe! #FA2013 @raduoioioi
WHERE TO FIND COUNTER-CULTURES?

When one mentions authority, one also thinks of counter-authority. When one mentions culture, one also thinks of counter-culture. As cultural products are designed based on an analysis of their use and utility, and as consumers become increasingly engaged in their demands, can we still speak of “counter-culture”? Can the vitality of counter-cultural expression (Beat Generation, rock culture, punk, new wave, rap…), which is systematically absorbed by the dominating model, sustain its renewal and hybridization? Where might these counter-cultures be found if the access to such supply has never been as wide-ranging as it is today? At the present time, prescription is in the sole hands of the media and benefits from new market dynamics: from platform competition of digital technologies to patronage and corporate innovation. Are these the new platforms where counter-cultures might arise?

Artistic performance  "LE CHANT DES POSSIBLES OR CULTURE SEEN AS A COUNTER-POWER"

By Capitaine Alexandre, Poet (Cameroon), Rémy Castelain, percussion and Christophe Isselee, guitar and oud.

2013 STUDY PRESENTATION : "New prescriptive laws. From the reign of abundance to that of discovery” by Laurent Colombani, Senior Manager, Bain (France)

Pascal Dusapin
Composer
(France)

James Davis
Program Manager for the Google Cultural Institute
(United Kingdom)

Capitaine Alexandre
Poet
(Cameroon)

Jasmina Cibic
Artist (Slovenia)
of the 40 under 40 program, European Young Leader

How are media rumors born? INA, with its OTMedia project takes us into the world of whispers turned into buzz. Par by Serge Schick, director of INA EXPERT (France)

Discussion led by: Pierre Lescure
Director, Théâtre Marigny (France)

Session sketched by cartoonist: Angel Boligan (Cuba) and Liza Donnelly (United States of America)
CULTURE: THE YOUTH’S POWER

Europe and the job market: two fundamental themes for the youth’s future in terms of culture, as well as two powers in the making. How must we go about concretely constructing a cultural Europe? What networks must the youth establish on a European level? Who will then support these networks? Employment in the cultural sector is often limited. How might we develop it, based on existing traditional sectors (management, marketing, human resources…) and new digital sector? What will be the role of cultural engineering?

Students from the Forum d’Avignon’s university partners will dialogue with the ministers of Culture about the youth’s powers to build a cultural Europe and how they might develop employment in creative sectors.

Introduction and theme presentation - Emmanuel Ethis, President, Université d’Avignon (France)
Discussion between Aurélie Filippetti, Minister of Culture and Communication (France), Uros Grilc, Minister of Culture (Slovenia), university students and Forum d’Avignon participants

HACKATHON FOR CULTURE AND CREATION

After 24 hours, the Forum d’Avignon hackathon teams will present the fruits of their work on culture and creation at the Université d’Avignon.
Quotations

“In a world in which all treasures are accessible, what is the most precious is the treasure map.”

Prescription team of the Hackathon

“The new forms of prescription reduce the importance of experts. Certain prescriptions enrich us, others define us.”

Bain & Company

“Creating to provoke, here is the power of culture. We must avoid losing ourselves in the infinite field of possibility.”

Capitaine Alexandre, poete, Cameroon

“I don’t think in terms of counter-cultures, but in terms of dominance. There is a dominant art, and an art that is not dominant. Knowledge, cognition don’t go through the most visible networks.”

Pascal Dusapin, composer, France

“The world is in crisis, and the sorrow has not only stricken Africa. This time around, the crisis concerns all cultures, and the Western world is particularly affected. Europe should not fall into History’s trap. Culture is the only thing we must defend together.”

Abdoul Aziz Mbaye, Minister of Culture, Senegal

“Digital technologies should be a tool to foster citizenship. I would like to support cultural policies that reflect the generation of today. The ultimate evolution is through these technologies. They are at the heart of our cultural policies.”

Aurélie Filippetti, Minister of Culture, France

Twitter

albertine meunier
@AlbertineMeunier

#FA2013 L'algorithme est avant tout GAFA (Google Apple Facebook Amazon) ... donc l'algorithme est américain. #NOMDuneData

Pascal Lechevallier
@PLechevallier

#FA2013 : Les réseaux sociaux c'est l'imprimerie puissance infinie. Euh Pierre, vous pouvez écrire l'équation svp ?

#Mathsnumériques

Stéphanie P-Jacquin
@StephPqr.Jcq

Le SAVIEZ-VOUS? RT @aquentin : C'est LE moment ou jamais de rappeler qu’Erasme est passé par @UnivAvignon pendant ses études ! #FA2013

Gaël Clouzard
@G_ael

Où sont les contres-cultures ? Tjs là. Mais elles sont devenues des cultures acceptées et sans opposition à une #culture centrale

#FA2013

Julier Kummer
@julie_kummer

"Le slam est sorti de la marge. Mais le mouvement est resté contestataire."

Capitaine Alexandre #FA2013

Caroline Carbonnier
@C_Carbonnier

"And then, I was hypnotized" - #Hackathon @UnivAvignon #FA2013
CULTURE, A FACTOR OF PEACE?

Does culture truly detain the virtues of a factor of peace and social cohesion with which it is generally attributed? As economic challenges become further exacerbated, is the current cultural discourse a legitimate alibi, a dominating presence or a dynamic force for the conversing individual and collective identities in our world (linguistic, territorial, social, national)? History has shown that culture does not stand as an obstacle to both acts of barbarism and heightened communitarianism; on the contrary, culture is most often the origin of these occurrences. Is the coexistence of these different groups a worthy utopia?

“Each generation believes itself destined to recreate the world. My generation, however, knows that it will not, that being said, its mission might be even larger in scope. It might consist of preventing the world from falling apart.”

Albert Camus, acceptance speech for the Nobel Prize, Stockholm

WHAT IS THE VALUE OF OUR PERSONAL CULTURAL DATA?

Personal cultural data constitute both outstanding tools for research, innovation, and management, in addition to being the web-user’s DNA. This daring comparison allows us nonetheless to establish the ethical parameters for their granted praise with regards to respect of privacy, individual freedom, and general interest. Cultural practices and their imprints left on networks remain their most attractive characteristic. How can we conceive and consolidate a judiciary framework that would advantage both progress in personal data analysis and facilitate collective use of this gathered data? Effectively framed, the valorization of personal data constitutes a lever for corporations and web-users. Yet, conditions of equity in terms of navigation and use must still be respected. To this alarming perspective, let us play devil’s advocate, and seek out the potential benefits and values of defining a digital identity.

Steffen Wachenfeld
Co-founder and Managing director, Hitfox Group (Germany)

Yann Thebault
Managing Director for France and Southern Europe, Spotify (France)

Rudi Klausnitzer
Writer (Austria)

Discussion led by:
Monique Canto-Sperber
President Fundation, Paris Sciences et Lettres (France)

Session sketched by cartoonist:
Rayma Suprani (Venezuela) and Michel Kichka (Israel)
Quotations

“We cannot favor culture if there is not a minimum of justice.”
Anwar Abu Eisheh, Minister of Culture, Palestinian Authority

“The more globalization erases borders, the more dizziness of big spaces deprived of any marks urges it to draw narrow borders.”
Elie Barnavi, author, Israel

“We need to talk of a positive valuation of data, a help more than an intrusion. It allows creators to better know their public. And to be discovered by other publics through recommendation.”
Yann Thebault, Spotify, France

“We have to get ready for a narrow collaboration with the machines which is going to increase our potentialities for the best and the worst. We have to develop codes of ethics, more than an excess of regulations.”
Rudi Klausnitzer, writer, Austria

Manifesto

PRINCIPLES OF A UNIVERSAL DECLARATION FOR INTERNET USERS’ AND CREATORS’ RIGHTS IN A DIGITAL ERA

Each individual’s digital cultural data is his or her own right. This information has heritage and moral values, which can be negotiated only by its owner.

Each individual’s dignity and privacy must be respected, regardless the digital imprint he or she leaves on the Internet. The consent of the free and enlightened individual must be granted prior to the use of any of this information. The authorization to exploit such information should not be taken for granted, nor should it be limitless in time.

No individual should be the victim of discrimination and exploitation based on the characteristics of his or her digital cultural information.

Each individual has the right to be respected as a unique human. Intellectual property is the groundwork for the creator’s freedom, as well as culture’s economy, and must be protected by all nations and media. The consent of the free and enlightened creator must be granted prior to the use of any of this information. The authorization to exploit such information should not be taken for granted, nor should it be limitless in time.

Personal cultural data cannot be manipulated without the stated prior consent of the author.

Research, analysis, and the use of personal cultural data must be regulated and supervised in accordance with the privacy and freedom of each individual.

Le Forum d’Avignon
November 23rd 2013

More informations on www.forum-avignon.org
Loosely inspired by the work of Forum d’Avignon, David Castello-Lopes (Journalist) and Leonard Cohen (Artist) present The Parable of the Tuileries, which offers an economic reading of iconoclastic culture.

Cartooning for Peace sketches the Forum
7 cartoonists, 4 continents, more than 50 drawings for two days of discussions!

SESSION 10 - PERSPECTIVES

PERSPECTIVES: WHAT POWERS SHOULD BE GRANTED TO CULTURE?

Modern societies, despite their efforts to boost culture, ultimately weaken its definition by reducing it merely to the arts. In a similar line of questioning as that of Enlightened philosophers, we can wonder what we might propose in this digital and global 21st century so that culture, in its most broad definition - from the Hegelian 'sentiment' to the diversity of language and knowledge - remains the most fundamental element to the construction of the citizen.

What powers do we wish to allot culture in the 21st century? What would the goals of this contemporary culture be: to construct and transmit cultural heritage with the assistance of politicians, corporations, and citizens? Should it value national identity or, on the contrary, the identity of federations? Should culture propose a know-how? Should it ensure its own hegemony?

Michelangelo Pistoletto
Visual Artist
(Italia)

Aurélie Filippetti
Minister of Culture and Communication
(France)

Discussion led by:
Christophe Ono-dit-Biot
Deputy Director of the editorial offices, Le Point (France)

Session sketched by cartoonist:
Khalil Abuarafeh (Palestine) and Liza Donnelly (United States of America)
Quotations

“Two qualities of the artist for Diderot: morality and perspective.”

Christophe Ono-dit-Biot, écrivain, writer, Deputy Director of the editorial offices, France

“Art should be useful. Why does it not contribute to policy? What is the Third Heaven? After the first where man was in harmony with nature, the second which confirms their separation for the benefit of knowledge, the Third Paradise announces a new Renaissance, where man brings nature and virtual together.

Art is the freest activity that man can exercise. But freedom alone is worthless without liability.”

Michelangelo Pistoletto, artist, Italy

“The role of government is to preserve the mechanisms ensuring freedom for creators. A Europe for culture doesn’t mean to define a European culture. I advocate that Europe should be proud of its specificity: its cultural diversity.”

Aurélie Filippetti, Ministre de la culture, France

“Europe lacks of utopia. We have to restore the utopia of the Quattrocento.”

Nicolas Seydoux, Chairman of the Forum d’Avignon

Twitter

Martijn Arets
@martijnarets

The minister wants European platform. My question: which language will we choose for this platforms?

#FA2013

hervé rony
@RonyHerve

#FA2013 @aurelifil Ono-Dit-Biot « il existait au 18e siècle le “Grand Tour” pour les jeunes étudiants » reprenons l’idée pour 2013

LABKULTUR
@LABKULTUR

[CULTURE] @itaytalgam on similarities between companies and orchestras @forumavignon

bit.ly/18tdgTI #LABKULTUR

Emmanuel Ethis
@emmanuel_ethis

La France doit montrer le chemin de l’élistisme pour tous. Ne rien céder pour procéder. Le cœur d’une utopie. #FA2013
Hackathon

“The idea of a “Hackathon” for culture and creation was conceived by the team of the Forum d’ Avignon, in response to a challenge. Realizing the unique richness of experience, diversity of skills, and depth of engagement in society of the participants of the forum, the challenge emerged as the question: how best to harness the combined creative energies of all of us, participants and team, to make a difference in the world, beyond our 3 days of debates in Avignon.

Our Hackathon will gather artists, entrepreneurs and students to work together on projects demonstrating the prolific nature of culture in society. Assuming an identity of hackers, we mean to shake current codes - not only on computers - to rethink what is and what effects culture in the digital age.

Five themes and five teams have been suggested and volunteered for prior to Forum. However, the teams work so far and have formed a platform for all of us, forum participants, to join in, collaborate and contribute. Our best chance for a meaningful achievement in thought and in real-life implementation lies with the part taking of all of us.

Let’s create together a contribution to culture and creation we can all be proud of!”

Itay Talgam
Conductor, forum d’ Avignon participant, Hackathon presenter

The Hackathon of the Forum d’Avignon #FAhackathon
Follow the links to discover the projet

1. Prescribing culture #Prescribing
2. Passing on publishing through the screens #PassingOn
3. Driving forces for the promotion of cultural diversity #Driving
4. Reinventing the cultural factory #Reinventing
5. Animating a new urban cultural space - Catalyse #Catalyse

For a foretaste of this hackathon, download the augmented reality app on:
www.pgresident.net
and let’s start to interact...

**Events throughout the Forum d’Avignon**

**What is the Forum’s identity? debates and various artistic performances.** In 2013, you will discover an original sound performance of the Austrian artist Susanna Fritscher, the ineffable and faithful Hector Obalk, a slammed poetry by Captain Alexander, a unique performance from the artist Ana Sola, Elizabeth Markevitch and Ikono TV, David Lopez and Castello and his clip, The parable of the Tuileries, ... but also:

**In the Paneterie**

Come discover the following events at the Paneterie! There you will be able to find tea and coffee, but most importantly the live broadcasting of our partners’ shows as the morning of France Culture along with a presentation by Orange of its mobile application to visit the Versailles’ gardens as well as the multimedia guide of the Louvre Lens, the analysis of buzz with the INA’s OT Média tool, Forum d’Avignon’s partners in the Ruhr or in Bilbao, an exhibit of Cartooning for Peace, the daily and weekly press, the Forum’s live Twitter booth, Albertine Meunier and Julien Lesvesque’s Pegman Mountain installation in the cloître Benoît XII and many other surprises.

**Cartooning for Peace sketches the Forum**

Since 2008, the Cartooning for Peace association, placed under Plantu’s careful patronage, attends and sketches the Forum d’Avignon’s International Meetings. In 2013, 7 cartoonists will be present at the conference: Nadia Khiari, Angel Boligan, Rayma Suprani, Khalil Abuarafeh, Michel Kichka, Jean Plantu, Liza Donnelly. We would like to extend many thanks to them, and to the entire Cartooning for Peace team, for their work throughout the International Meetings.

**Concert at the Opéra-Théâtre**

**Thursday 21 November, 10 pm**

The Forum’s participants and the inhabitants of Avignon greet each year a different artist in the lovely Italian-style Theater of the Opéra-théâtre. This year, the group Nouvelle Vague sings punk and new wave’s standards in Bossa Nova’s versions.

**“Appetizers”**

In the TGV, Caroline Champion adds flavor to the theme of the Forum, through a performative meal to look into the “powers of culture”. On the way there and back, she offers the Forum’s participants to take a side road to explore, share, and enjoy the cultural issues.

**The “Lune Operation” continues at the Forum d’Avignon**

After the presentation of the Lune operation by Michel L’Hour in 2012 during the Forum’s Lab, Dassault Systèmes offers the DVD Blue Ray box «Lune Operation: the hidden wreck of the Sun King», directed by Pascal Guérin (a coproduction Arte, Dassault Systèmes and Grand Angle Productions).

**For the Forum d’Avignon, the Palais des Papes lights up**

**Friday 22 November, 8.10 and 10.10 pm**

Under the Public Private Plan signed between Cofely Ineo and the city of Avignon, the Papal Palace lights up especially for the participants of the Forum d’Avignon, with a 7 minutes music show and 13 projections on its facade. The Forum d’Avignon thanks the city of Avignon for all the help and support in organizing this magic show.

**Meals**

Every year, thanks to Pierre Hermé, the Forum d’Avignon gathers chefs from all over the world, who, with the assistance of students of the Ecole Hotelière d’Avignon, prepare innovative culinary creations, pro bono. These chefs adorn, blend, braise, brew, chill, chop, coat, cream, crush, cut, devil, drain, dress, fry, fudge, glaze, grease, grill, heat, ice, link, marinate, mince, peel, pit, poach, prepare, roast, roll, scale, soften, season, shell, skim, slice, smooth, soak, sprinkle, toast, trim, whisk, and sometimes... zest.
In 2013, after “culture: reasons for hope”, the think-tank and the International meetings of the Forum d’Avignon question the notions of “Culture and Power” in order to bring culture to the heart of politics. The international studies and surveys created exclusively for the sixth edition of the Forum d’Avignon aim to bring a new dimension, considering all kind of powers in their international and territorial, symbolic and trade, technological and digital dimensions, to the messages of peace and individual and collective development that the culture can carry.

Five faithful partners of the Forum d’Avignon, their teams - L’Atelier BNP Paribas, Bain & Co., EY, Kurt Salmon Louvre Alliance - and experts were mobilized throughout the year to offer new analyzes declining the theme of ‘Culture and Power’.

CREATORS, PRODUCERS, DISTRIBUTORS, CONSUMERS, PUBLIC AUTHORITIES...
WHO REALLY HAS OVERALL CONTROL ?, BY KURT SALMON

The key figure: 48% corresponds to the commission gained by a digital book or film editor (versus 30% of the non-taxed price for a paperback book, and 17% for physical copies of DVDs)

Based on a double survey led at the international scale (on the “consumption”, interests and perspectives of cultural “consumption” of 5,000 consumers in four countries - France, Germany, USA, China …) and at the individual level (30 to 50 interviews of main ICC stakeholders of the value chain), the study tackles the relations between the following ‘powers’, the consumers of cultural products and their firms, the creators and brands, the CCI and ICT, in order to control the value chain. At last, the study suggests some proposals that could be drawn to make the ecosystem more virtuous.

THE AGE OF CURATION : FROM ABUNDANCE TO DISCOVERY , BY BAIN & COMPANY

The key figure: In 2013, 35% of survey respondents in France used social networks to receive video recommendations (vs. 28% in 2010) - this growth was partly at the expense of traditional critics (used by 39% of respondents in 2013 vs. 40% in 2010).

Based on a survey of 6,000 consumers in France, the UK, the US, Germany, Russia, Brazil, China and India created for the Forum d’Avignon, Bain continues its analysis of cultural trends and behaviors. This year, a particular focus was placed on curation, which is becoming a key issue in the balance of powers between distributors and publishers.
CULTURAL BEHAVIOR AND PERSONAL DATA AT THE HEART OF THE BIG DATA INDUSTRY. FINDING THE RIGHT BALANCE BETWEEN PRIVACY AND INNOVATION, BY ERNST YOUNG

The quote: “Personal cultural data represent a great opportunity for the media and cultural industry to revolutionize their economic models and to stimulate creation – ad infinitum.”

The resulting ecosystem - which is reaching a new balance between the digital champions, telecom operators and media companies - is challenged significantly by the revolution of Big data. This revolution could lead to a situation where only few actors would be able to extract the value of the cultural data and to gain power of control and predictability. The 2013 study points out the concept of “personal cultural data”, which outlines a market today in search of a new balance between privacy, sources of growth and a rushing innovation - because it is gold - for actors of digital medias and cultural sectors.

CULTURE, TERRITORIES AND POWERS - THE SPIRIT OF ATLAS, BY LOUVRE ALLIANCE

The quote: “By affirming the need for a new language common to works of the spirit, Louvre Alliance proposes to replace the word “culture”, exhausted by economic discourses, with “spirit”, a term dear to Paul Valéry”

On a prospective tonality, in an international perspective (European, and perhaps global), the study highlights tendencies both likely and desirable on the governance models, depending on the diversity of powers and territorial scales of culture (geographic, economic, alternatives). Few major perspectives should appear - where heritage policies do not need the same governance as creation, education or cultural policies...


The quote: “The best illustration of this forward-looking vision comes from projects of smart cities, which synthesize the way Data can help to direct better both a territorial policy of growth and a cultural policy of development that are inevitably connected”.

In 2013, only a handful of companies was lead and has deployed an infrastructure of «Big Data» type. The challenge for incumbents of cultures to control «their» Data (that is to say, analyzing the use and consumption of cultural goods and services) includes the promise of new convergences between human activities in different but related kinds.

See all the surveys
Press review

**TV5MONDE**

"Le Journal de l'économie"
presenté par Antoine Fonteneau
le 22.11.2013 - 18h23

"Le Forum d'Avignon est notamment consacré à la montée en puissance du numérique"

**INA**

Retrouvez le Webzine

**ARTE**

"Arte journal"
le 22.11.2013 - 19h58

"La culture à l'heure du numérique est l'un des thèmes de cette édition"

**FRANCE 24**

"L'invité de l'éco"
presenté par Stéphanie Antoine
le 22.11.2013 - 18h16 - Jean-Michel Jarre

**FRANCE CULTURE**

See the press coverage

**LE FIGARO**

Le Buzz media orange

**LABKULTUR**

Tous les contenus
## Press

**La Croix** (21.11)
"Culture, la révolution numérique"

**Le Point**, (21.11)
"Vers le big bang culturel ?"

**La Provence** : (22.11)
Erik Orsenna : "Il faut revoir les fonctions du ministère"

**Stratégies** (21.11)
"Le big data au service de la culture ?"

**L'express.fr** (22.11)
"Musique : les réseaux sociaux plus fort que les journalistes"

**AFP** (22.11)
"Les réseaux sociaux sont devenus les premiers prescripteurs de musique"

**Lesechos.fr** (le 22.11)
"Le forum d'Avignon essaime à Essen et Bilbao"

**Nouvelobs.com** (22.11)
"Europe et culture : le coup de gueule salutaire de Jacques Toubon"

**Le Quotidien de l’Art** (25.11)
"Forum d'Avignon : pour une « slow » culture ?"

**Huffington Post**
"Culture allows man to move beyond himself" - Claudie Haigneré

## Forum d’Avignon « Tribunes »

**Le Figaro** (21.11)
"No politics without culture" by Nicolas Seydoux

**Le Monde** (21.11)
"For universal digital privacy rights to protect our identity 2.0" by Laure Kaltenbach and Olivier Le Guay

**Les Echos** (21.11)
"Make creativity a national cause" by Laure Kaltenbach and Olivier Le Guay

**Les Echos** (22.11)
"How culture must address the shift digital" by Laure Kaltenbach and Olivier Le Guay

**Huffington Post**
"The powers of the culture according to..." (19.11)
"The big data is a cultural issue, beyond technical or legal aspects" (22.11) by Laure Kaltenbach and Olivier Le Guay

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See the whole press review on our website [www.forum-avignon.org](http://www.forum-avignon.org)
Who we are?

As a non-profit organization, backed since its creation by the French Ministry of Culture and Communication and more than thirty partners, the Forum d’Avignon relies on active governance, made up of public and private decision makers, creators and journalists, which efficiently contribute to relay and consolidate the positive values of the Forum.

laure.kaltenbach@forum-avignon.org

olivier.leguay@forum-avignon.org

valerie.escaudemaison@forum-avignon.org

The Board and the Advisory Board


Read all the publications of the Think tank: www.forum-avignon.org

www.forum-avignon.org

75008 Paris - France

# FA2013

contact@forum-avignon.org
## Partner universities and media partners

### Partner universities

The think-tank adds to its international experts and artists a network of students and professors, from international universities associating them to different projects.

In 2013, the Forum d'Avignon is partner with international universities:

- Ecole de Journalisme et de Communication of Marseille
- ESC Dijon
- ESSEC
- Freie Universität Berlin
- HEC Paris
- Politecnico Milan
- Sciences Po Paris – School of Communication
- The Kaospilots
- University of Avignon
- University of Bologne
- University of Genève

Every year since 2008, 100 students are invited to the international meetings of the Forum d'Avignon.

### Students associated to the reflection works

All year long, the team of the Forum d’Avignon intervenes in universities and increases their awareness on cultural and economic stakes. Students regularly write articles published by the Forum d'Avignon.

### Debate at the University of Avignon

The Forum d’Avignon organizes, in partnership with the University of Avignon, a session of debates at the University gathering the attendees of the Forum and more than 500 students and participants.

### Media partners

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### Warmest thanks

The Forum d’Avignon’s team warmly thanks its members and partners, the Ministry of Culture and Communication, the consulting groups who elaborated the studies and participated to the Forum’s Think tank, the Forum d’Avignon Ruhr – ECCE, the students of the 13 partner universities who contributed to Culture is future, and of course the inhabitants of Avignon for their support and welcome.
Cartooning for Peace sketches the Forum
MEMBRES ET PARTENAIRES EN 2013
MEMBERS AND PARTNERS IN 2013

Avec le soutien du Ministère de la Culture et de la Communication
With the support of the Ministry of Culture and Communication

Membres bienfaiseurs /Benefactor Members

Membres fondateurs /Founding members

Partenaires études /Consulting partners

Avec le soutien de /With the support of

Co-production /Coproducer

You can find the discussions, editorials, proposals, studies, international and continue information on:
www.forum-avignon.org