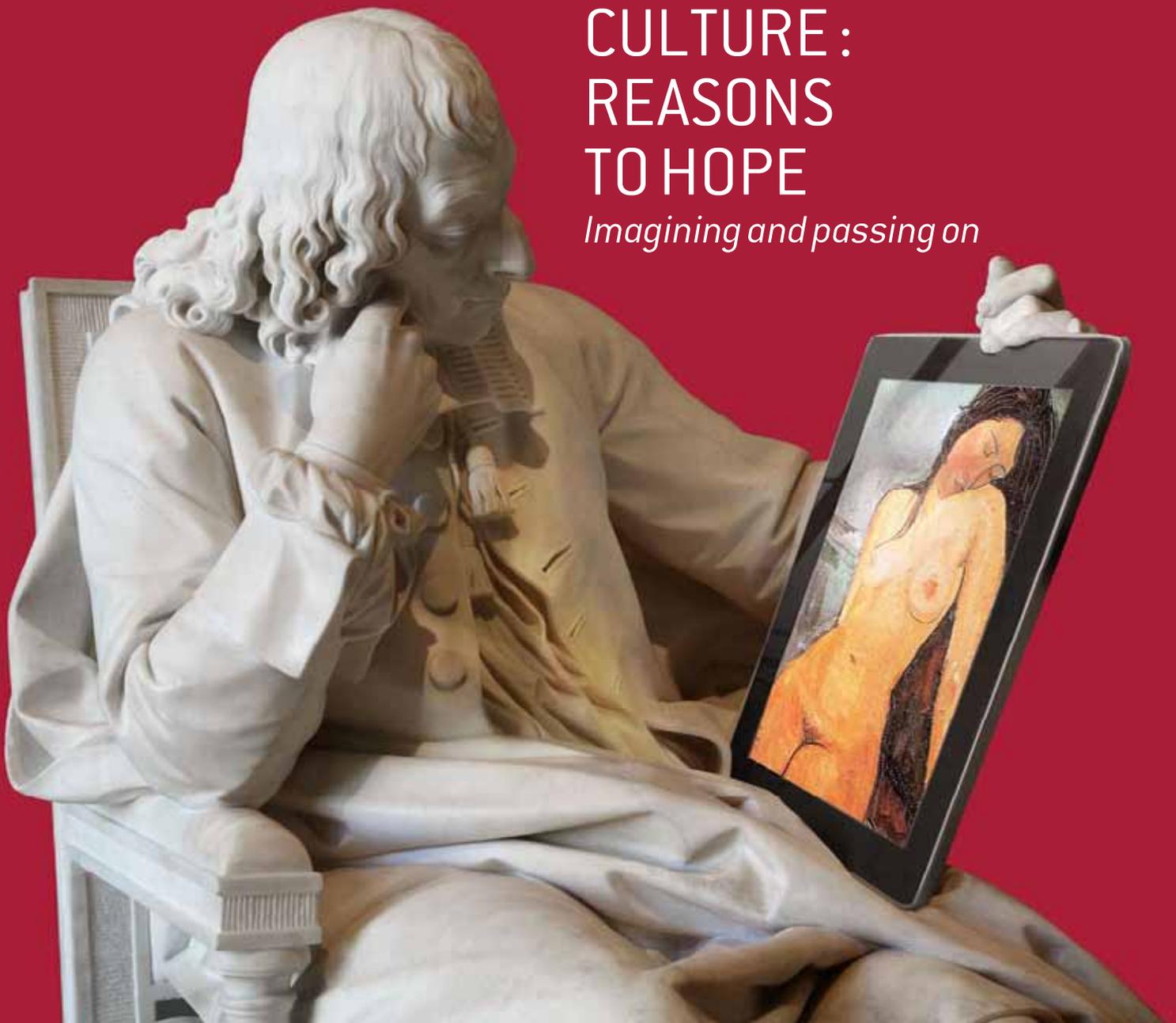




FORUM D'AVIGNON 2012

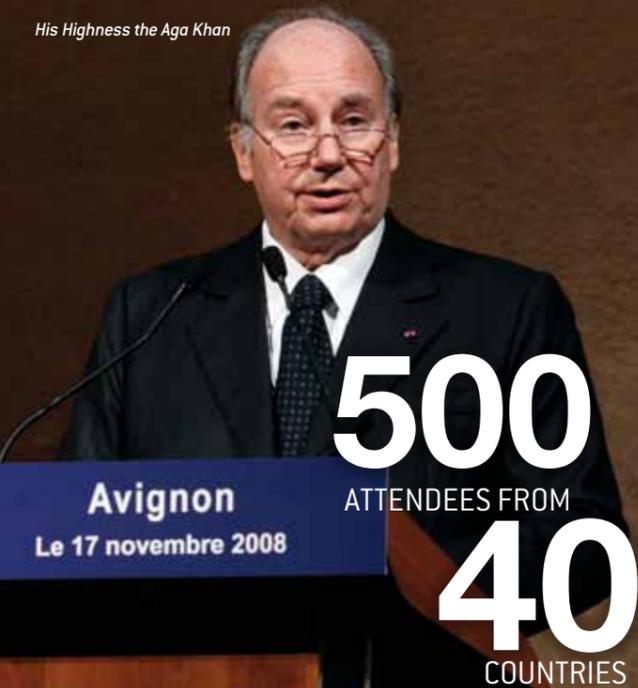
CULTURE :
REASONS
TO HOPE

Imagining and passing on



15 - 17 NOVEMBER 2012 AVIGNON, PALAIS DES PAPES

His Highness the Aga Khan



Avignon
Le 17 novembre 2008

500
ATTENDEES FROM
40
COUNTRIES

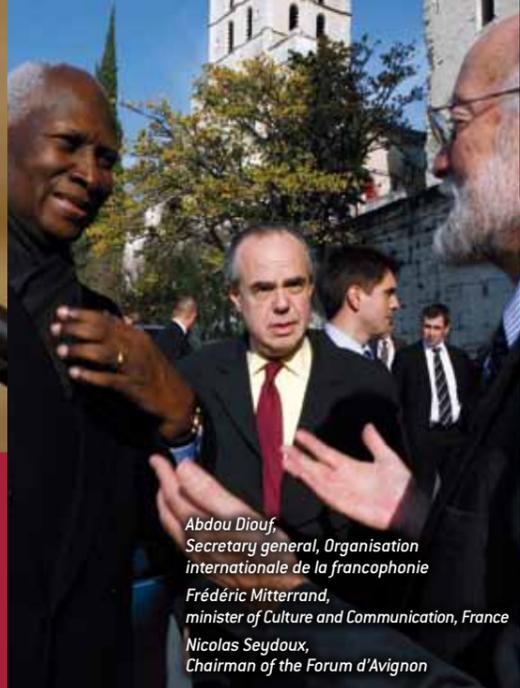


Tishani Doshi, poet



Kalki Koechlin, actress and screenwriter

"CULTURE IS AN ECONOMIC ACTIVITY WHICH CREATES JOBS AND CONTRIBUTES TO THE ATTRACTIVENESS OF CITIES. CULTURE REPRESENTS 2,6% OF THE GDP OF THE EUROPEAN UNION. WE NEED TO UPHOLD CULTURE SO THAT DECISION-MAKERS DO NOT SACRIFICE CULTURE, ESPECIALLY DURING CRISES."
Hervé Digne, Vice-President of the Forum d'Avignon.



Abdou Diouf, Secretary general, Organisation internationale de la francophonie
Frédéric Mitterrand, minister of Culture and Communication, France
Nicolas Seydoux, Chairman of the Forum d'Avignon



David Drummond, Senior Vice President of Corporate Development and Chief Legal Officer, Google

"WHAT WE REALLY NEED SEEMS TO BE A MODEL OF THE CULTURAL INDUSTRIES WHICH PLACES THE CREATIVE ARTS RIGHT AT THE CENTRE, AS IT IS FROM THERE THAT WE GET THE IDEAS, TALENTS AND SKILLS."
David Throsby, Professor, University Macquarie Forum d'Avignon 2011



Nicolas Sarkozy, President of Republic

350
PUBLIC AND PRIVATE
DECISION MAKERS



Shigeru Ban, architect

Androulla Vassiliou, European Commissioner



Kjetil Traedal Thorsen, architect

Kalli Purie, CCO, India Today Group

50
JOBS
REPRESENTED



Barbara Hendricks, singer



Irina Bokova, Director-General, UNESCO

Bensalem Himmich, minister of Culture, Morocco

450
VIDEOS AND ARTICLES ON
www.forum-avignon.org

Richard David Precht, philosopher



Philippe Dauman, President and CEO, Viacom Inc.

3
DAYS OF
DEBATES



Michal Rovner, artist



Syhem Belkhdjia, choreographer



Pierre Hermé, Chef



Limor Livnat, minister of culture and sports, Israel

Neelie Kroes, Vice-President, European Commission

1
THE PRICE
OF THE FORUM
D'AVIGNON
60
ARTISTS



Simon Istolainen, Peopleforcinema

"ART IS NOT A LUXURY: IT IS ESSENTIAL FOR LIFE, AS AIR AND WATER ARE."
Barbara Hendricks, Singer, Forum d'Avignon 2011



Christine Albanel, former minister of Culture and Communication, Executive Vice-President, Communication, Philanthropy, Content Strategy, France Télécom - Orange

10
PARTNER
UNIVERSITIES



Vivianne Reding, Vice-President, European Commission



Marjane Satrapi, Film director, Forum d'Avignon 2009

Maurice Lévy, Chairman of the Board, Publicis Group

"A CULTURAL OR ARTISTIC ACTIVITY IS AN ASPIRATION THAT REJECTS FUNDAMENTALISM."
Marjane Satrapi, Film director, Forum d'Avignon 2009

15
INTERNATIONAL
STUDIES

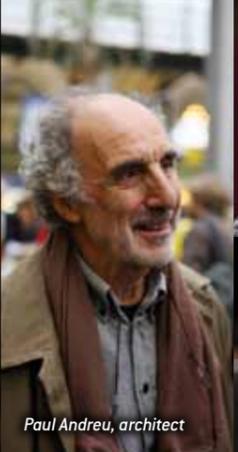


Marc Veyrat, Chef

Bernard Landry, former Prime minister of Québec



Souleymane Cissé, film director



Paul Andreu, architect



Gilles Babinet, President, French National Digital Council



Tom Dey, film director



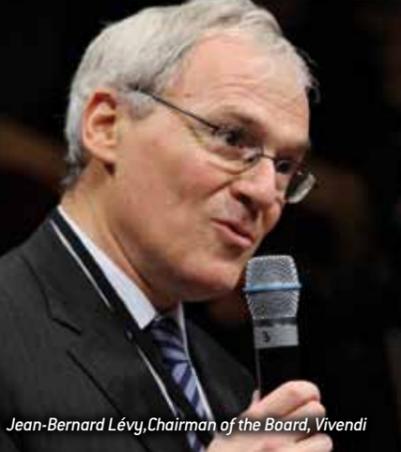
Amit Sood, creator, Google Art Project



Eric Serra, composer and musician



Robert Darnton, professor and Director of Harvard University library



Jean-Bernard Lévy, Chairman of the Board, Vivendi

FORUM D'AVIGNON, EDITION 2012

CULTURE: REASONS TO HOPE

Another divide that I would love to see closed is the gap in our thinking between, on the one hand, culture and art, where we use the word 'imagination' and , on the other hand, creativity in science, business and industry where we use the word 'innovation', as Schumpeter. I am looking for a platform where imagination and innovation can be both involved to produce a kind of creativity that is appropriate to our times and where we do not segregate the artist and the creative person from the industrialist and the businessman. Linking imagination and innovation is one direction that we can go in.

Arjun Appadurai, member of the Advisory Board of the Forum d'Avignon

THE FIFTH EDITION

Responding to the ambient pessimism, the Forum d'Avignon opposes the fruitful links between cultural, the economy and society and the reasons to hope. The fifth edition links together the role of imagination, social cohesion and transmission considering the current perception of an acceleration of time. New tracks of reflection open up on the fabric of culture and tomorrow's jobs, highlighting exemplary initiatives, cultural practices and federative local dynamics.



" THIS CRISIS IS CREATING MISERY FOR BILLIONS OF PEOPLE AND WE HAVE TO DRAW THE LESSONS FROM THIS CRISIS. WE NEED TO CONCENTRATE ON HUMAN HAPPINESS AND CULTURE. MAYBE THEN, WE WOULD KNOW SEVERAL GLORIOUS DECADES. "

Bernard Landry, former Prime minister of Québec, Forum d'Avignon 2009

" WE NEED TO GO BACK TO THE BASICS AND PUT ARTISTS IN THE CENTRE, WORKING NOT JUST ON OUR COPYRIGHT LAW BUT REVIEWING OUR ENTIRE POLICY ON CULTURE AND GROWTH AND FOR THIS, WE NEED TO USE OUT-OF-THE-BOX THINKING AND CREATIVITY. "

Neelie Kroes, Vice-President of European Commission, Forum d'Avignon 2011

" INVESTING IN CULTURE MEANS TRANSMITTING AND ACTING WITH COMMITMENT, AUDACITY AND PASSION, WHICH IS CRITICAL IN OUR FIELD. "

Euzhan Palcy, film director, Forum d'Avignon 2011

" THE DURATION OF LIFE OF A PRODUCT IS MORE MODERN PARAMETER TODAY THAN THE NOTION OF TRANSMISSION OR HERITAGE. "

Philippe Starck, designer, Forum d'Avignon 2008

" I CONSIDER THAT TRANSMISSION, KEY ELEMENT OF CULTURE, IS NOT A SLOPING PLACE, BUT A STAIRCASE WHICH STAIRS DO NOT HAVE THE SAME HEIGHT. "

Nicolas Seydoux, President of the Forum d'Avignon, 2011

DEBATES, PLACES, PUBLICS



SAVE THE DATE 15 - 17 NOVEMBRE 2012

- Thursday, November 15
- Departure of the special high-speed train Paris-Avignon
 - Opening session
 - Lab of the Forum d'Avignon: the encounters of culture and technology
- Friday, November 16
- Plenary sessions, debates
 - Workshops / case studies
 - Debate at the University of Avignon
 - Discovering artists and cultural heritage
- Saturday, November 17
- Plenary sessions, debates
 - Synthesis of the workshops / closing statement
 - Departure of the special high-speed train Avignon - Paris

Culture:
Imagining
and passing on

FORUM D'AVIGNON, THINK-TANK ON THE LINKS BETWEEN CULTURE, THE ECONOMY AND THE MEDIA

The Forum d'Avignon is a think tank dedicated to culture. It fosters multidisciplinary meetings between players from culture and the economy, suggests tracks of reflection and highlights projects, ideas and realizations from all continents. His Highness the Aga Khan has inaugurated the first edition, and Nicolas Sarkozy, President of Republic, the fourth edition.

THE FORUM'S ORIGINS

Created after the ratification of the UNESCO convention on cultural diversity, the Forum is a constructive and positive platform of dialogue in a time when growing interrogations on the search of sense are combined to an always renewed appropriation of technologies.

Since its first edition in 2008, organized within the framework of the French Presidency of the European Union, the Forum d'Avignon has consolidated its status of international event and multidisciplinary think tank, dealing with transversal topics interesting the key players of culture, the economy and the media : leaders from cultural and creative industries and the economy, public and private decision makers, anthropologists, philosophers, architects, artists, students gathering and exchanging all year long to draw tracks and build concrete projects.



PREVIOUS EDITIONS

Four years to praise a leitmotiv: culture must be considered as an investment and not as a cost. Culture refers above all to meaningful links between individuals; culture is a factor of growth; culture makes people free; culture protects; culture is broadcast and constantly renewed. Each edition is the occasion to go in depth into a federating theme.

- 2008 " Culture, factor of growth "
- 2009 " Cultural strategies for a new world "
- 2010 " More access, new usage in a digital era: culture of everyone? "
- 2011 " Investing in culture "

" BRINGING TOGETHER KEY PLAYERS OF CULTURE, CREATIVE INDUSTRIES, ECONOMY AND THE MEDIA, TO EXPLORE NOT ONLY THE ECONOMIC DIMENSION OF CULTURE BUT ALSO ITS ROLE OF SOCIAL COHESION AND IN THE CREATION OF EMPLOYMENT IN CULTURAL SECTORS, THIS IS THE SUCCESSFUL BET OF THE INTERNATIONAL MEETINGS OF AVIGNON - FOR ALMOST 4 YEARS, WITH THE SUPPORT OF MY MINISTRY. "

Frédéric Mitterrand, minister of Culture and Communication, Forum d'Avignon 2011



2008
2009
2010
2011
2012

'CULTURE IS FUTURE': A PLACE FOR REFLECTION ON CULTURE

200 articles per year
Culture is future is an international webography, a watch and a thread of contributions, notes, presentations of personalities and studies, highlighting the links between culture and the economy. The analyses are about fields studied by the Forum d'Avignon: culture and innovation; culture, financing and economic models; culture and attractiveness of territories.



Interviews
 To deepen the studies of the Forum d'Avignon, the team and partners realize interviews of public and private decision makers in the cultural fields, projects' managers, artists, etc, published in *Culture is future* and relayed in newsletters.

Among the interviewed:
 Paul Andreu • Jean-Jacques Annaud • Nabil Ayouch • Françoise Benhamou • Christian de Boissieu • Philippe Claudel • Chris Csikszentmihályi • les frères Dardenne • Wim Delvoe • Laurence Equilbey • Richard Florida • Jochen Gerz • Jul • Pierre Hermé • Radu Mihaileanu • Bernard Miyet • ORLAN • Plantu • Thaima Samman • Allen J. Scott • Alain Seban • Bernard Stiegler • Barthélémy Togo • Totonho • Kjetil Traedal Thorsen • Bruno Racine • Marjane Satrapi • Marc Tessier • Patrick Zelnik...

"CULTURE IS NOT JUST A COMPLEMENT, NOR A LUXURY".
His Highness the Aga Khan, Forum d'Avignon 2008

FORUM D'AVIGNON RUHR 2012
 In partnership with the Forum d'Avignon, the European Center for Creative Economy organized, the 8 and 9th of March 2012. This European event to extend the debate on attractiveness of territories and establish strategies linking culture, economy, education and technology.



THE PRICE OF THE FORUM D'AVIGNON

To develop its relationship with universities, foundations, institutions and firms which embody cultural innovation, the Forum d'Avignon created in 2011 a price. It aims at putting forward educative projects which develop innovative educative and cross-sector methods.

Winner 2011: the network of *ArtScience Labs*, a concept developed by David Edwards, within the framework of the *Cloud Foundation* of Boston, in Oklahoma City, and in Paris.

ArtScience is tackling art and science, as a same esthetic and analytic process, guided by imagination. It is both a hybrid place in favor of a creative approach, favoring interdisciplinary crossings, and a educational project developing experiences aiming at conceiving and promoting social innovations through cultural and scientific experimentations, in partnership with firms, governments, and non-profit organizations.

WORKING GROUPS: COMBINING APPROACHES AND POINTS OF VIEW



To structure the debates and deepen the studies' subjects, the Forum d'Avignon relies on personalities from many areas: artists, stakeholders from civil society, CEOs and firms' project managers, officials from various institutions, public personalities, academics and students.

FORUM D'AVIGNON, PUBLICATIONS

NEW AND EXCLUSIVE, TO SUPPORT DEBATES AND PROPOSALS

STUDIES

Each study is elaborated in partnership with international consulting firms and is the object of a task group: economists, CEOs, sociologists, public decision makers, artists, are gathered to support positions and proposals.

A. CULTURE, FINANCING AND ECONOMIC MODELS



Tax system in favor of culture : international benchmark of tax system policies – with Ernst & Young (2009 and updates in 2010 and 2011)
What are the incentive measures in favor of culture? What are the countries that develop an attractive tax system policy? In which sectors? Overview in 18 countries of the G20.



Publishing in the digital era with Bain & Co (2010)
More than 20% of book sales could be digital by 2015, capturing up to 25% of the overall value pool. Which is the impact of the various market players? What do consumers really wish? Overview in 6 countries on 3,000 individuals.



Monetizing digital media and culture : creating value that consumers will buy with Ernst & Young (2010)
What are the existing mechanisms to monetize cultural contents on the Internet? What are the constraints? Which are the perspectives? Overview in 12 countries.

International
exclusive

STUDIED COUNTRIES

Argentina, Australia, Belgium, Brazil, Canada, China, urban China, France, Germany, Greece, India, Urban India, Israel, Italy, Japan, Luxembourg, Morocco, Mexico, Poland, South Africa, South Arabia, South Korea, Spain, Czech Republic, United-Kingdom, USA, Russia, Singapore, Switzerland, Turkey.

“AS A GOVERNMENT WE NEED TO BE ENCOURAGING AN ENVIRONMENT WHERE THERE ARE LEGAL ALTERNATIVES THAT CONSUMERS FIND APPEALING.”

Victoria Espinel, White House Intellectual property enforcement coordinator, Forum d'Avignon 2011

“CULTURE MEANS CHOICE AND ABILITY TO CHOOSE OUR PASSIONS, AND NOT THE IDEAS THAT SURROUND US.”

Kalki Koechlin, actress, India, Forum d'Avignon 2011

B. CULTURE, DIGITAL TECHNOLOGIES AND INNOVATION



Referencing content on the Internet, prescribing culture ? with l'Atelier BNP Paribas (2011)
What are the new mechanisms of referencing of the cultural offer? How does it influence the access to culture? A prospective study with cases studies' analyses.



Connected devices and services: reinventing content – with Bain & Co (2011)
Do connected devices and services prefigure the new way of cultural experience? Do we expect, thanks to these new services, a rise of the time allocated to the consumption of cultural goods and services, a new typology of the usages, new ways of access, approaches from creators to their work and their public?



Intellectual property in a digital world with Ernst & Young (2011)
Given that many countries have signed the WIPO treaties, what about law efficiency? What are the perspectives? On which topics can the actors agree?



Impact of digital technology on the world of culture and the media with l'Atelier BNP Paribas (2010)
Does technological innovation favor culture? An analysis of the “main trends” and “first hints of the new trends”. Outcome of the first ten years of the XXIst century.



Getting out of the recession: a new innovation model for the cultural economy? with Bain & Co (2009)
Who does really innovate today, who are the creators? How do we define and measure the effects of innovation on society?

AMONG THE CASE STUDIES

Apple, Google, Amazon, Facebook, Spotify, Centre Pompidou Metz, Festival Aix en Provence, digitization of the royal library of Belgium, Design Fashion Architecture (DUTCH)...

C. CULTURE AND ATTRACTIVENESS OF TERRITORIES



Cultural undertaking & investment: from intuition to decision making with Kurt Salmon (2011)
What are the economic and qualitative criteria which prevails in the decision to invest in culture? 100 international interviews.



Creativity, Culture and the City : a question of interconnexion by Charles Landry (2011)
What do we lose by not investing in culture?



The impact of cultural spending with Tera Consultants (2011)
What is the effect of the public cultural expenditure on the GDP? Even though it only represents 0.7% of the GDP per capita in the studied cities, the public cultural expenditure, has an effect of 10% on the GDP per capita. An econometric analysis on a panel of 47 cities in 21 countries [panel of the 2010 study of Kurt Salmon].



Second edition of the barometer on the cultural attractiveness of the territories – Culture and economic performance: what are the strategies for employment and development of territories? with Ineum Consulting/Kurt Salmon (2010)
Do cities that choose a strategy relying on culture have a smaller unemployment rate? What are the winning fields? Analysis of 47 cities in 21 countries.



Culture, as an economic or symbolic stake in the perspective of an improvement of the attractiveness of territories with Ineum Consulting/ Kurt Salmon (2009)
What is the link – or correlation – between the economic performance of a territory and its cultural and academic intensity? 32 international cities are studied.

CITIES AND TERRITORIES

Abu Dhabi, Avignon, Barcelona, Berlin, Bilbao, Bologna, Brussels, Buenos Aires, Chicago, Krakow, Detroit, Essen, Dresden, Dublin, Fez, Florence, Geneva, Genoa, Glasgow, Hong-Kong, Istanbul, Lille, Liverpool, London, Los Angeles, Luxembourg, Lyon, Madrid, Marseille, Mexico, Mumbai, Montreal, Nancy, New York, New Orleans, Ottawa, Paris, Philadelphia, Rio de Janeiro, Rome, Saint Jacques de Compostelle, Singapore, Sydney, Tel Aviv-Yafo, Toronto, Venice, Vancouver...

ACTS

“From this free and structured confrontation, from this true laboratory of ideas, have emerged this fascination reflections and real tracks for the future.”

Patricia Barbizet, introduction of the Acts 2010 of the Forum d'Avignon



ACTS 2009
Cultural strategies for a new world
Editions Gallimard, with drawings of Plantu.



ACTS 2010
More access, new usage in a digital era: culture for everyone?
Editions Gallimard, with drawings of Plantu.

ACTS 2011, To be published
Investing in culture
Editions Gallimard, with drawings of Jul.

INTELLECTUAL PROPERTY: ARTISTS' VOICE, 2011

To which extent has technology change the way you create?

“We are always as ambitious as the technology we use. Art is much more a ‘holistic’ affair since we have these new technologies. Seriously, I think that showing artworks on Youtube, etc. is as important as showing them at the MOMA, in NYC.”

Wim Delvoe, artist

In ten years, who would you entrust with the management of your rights ?

“We will entrust the management of rights of our works to the one that will ensure the widest distribution while respecting moral rights.”

Jean-Pierre and Luc Dardenne, film directors

How do you perceive the subsequent use of your works?

“I find interesting the reuse of my work by others if they are honest and let know that they use them to create their own works and not just for convenience – I have myself often quoted my own work in the new ones, pointing out the intrinsic relationship of a work with another.”

ORLAN, artist

FORUM D'AVIGNON, THE TEAM

A non-profit organization, backed since its creation by the French Ministry of Culture and Communication and twenty five partners, the Forum d'Avignon relies on an active governance, made up of public and private decision makers, creators and journalists, which efficiently contribute to relaying and consolidating the positive values of the Forum.

PARTNER UNIVERSITIES

Many academics experts have participated in the reflection groups of the Forum d'Avignon: articles, interviews, outlooks are highlighted in the publications. The think tank wanted to add to its experts a network of students and professors, from international universities associating them to different projects. Besides, 100 students are invited to the meetings of the Forum d'Avignon.

In 2011, the Forum d'Avignon was partner of international universities:

- Ecole de Journalisme et de Communication de Marseille
- ESC Dijon
- ESSEC
- INSEAD
- Institut d'Etudes Politiques de Paris (IEP)
- School of communication
- Hotel School of Avignon
- Sciences Po Aix
- The Kaospilots, Arhus
- University of Avignon
- University of Bologna

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 for the webography *Culture is future*.

And every year since 2008:

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 300 students.

Masterclass of chefs to the students of Hotel School
Every year, international recognized chefs, voluntarily transmit their passion to the students of the Hotel school of Avignon (Chamber of Commerce and Industry of Vaucluse).

" EVERYWHERE IN THE WORLD, WHERE ARE DEVELOPED SUPPORT TO ARTISTIC ACTIVITY AND TASTE FOR CULTURE, A NEW WORLD APPEARS. "

Christine Lagarde, former French minister of economy, Forum d'Avignon 2010

ADVISORY BOARD OF THE FORUM D'AVIGNON

1. **Christian de Boissieu**, Chairman of the Advisory Board and President of the French Economic Analysis Council
2. **Christine Albanel**, former minister of Culture and Communication, Executive Vice President, Communication, Philanthropy, Content Strategy, France Télécom-Orange
3. **Arjun Appadurai**, Anthropologist of globalization, Goddard Professor of Media, Culture and Communication, New York University (NYU)
4. **Carlo d'Asaro Biondo**, President Operations Southern Eastern Europe, Middle East Africa, Google
5. **Philippe Bélaval**, General Director of Heritage, Ministry of culture and commu-

nication
6. **Irène Braam**, Vice President Government Relations, Head of the Brussels Liaison Office of Bertelsmann AG
7. **Elie Cohen**, economist, Research Director at France's national scientific research center (CNRS)
8. **Sylvie Forbin**, Executive Director, Foreign affairs advisor, institutional and European affairs, Vivendi
9. **Amit Khanna**, Chairman, Reliance Entertainment
10. **Carolina Lorenzon**, Director, International Affairs, Mediaset S.p.A.
11. **Thomas Paris**, Researcher at the CNRS, HEC and Ecole Polytechnique
12. **Pierre Sellal**, General Secretary of the Foreign Affairs Ministry, France
13. **Celestino Spada**, Vice-director and chief editor, Economia della cultura
14. **Ezra Suleiman**, Professor of political science, Princeton University
15. **Kjetil Tredal Thorsen**, Architect, Snøhetta AS
16. **David Throsby**, Professor, Macquarie University



BOARD OF THE FORUM D'AVIGNON

1. **Nicolas Seydoux**, Chairman of the Forum d'Avignon and Chairman of Gaumont
2. **Hervé Digne**, Vice Chairman of the Forum d'Avignon, Senior Partner, Kurt Salmon
3. **Axel Ganz**, Vice Chairman of the Forum d'Avignon, Publisher-Head of AG Communication, Member of the Board Gruner+Jahr
4. **Emmanuel Hoog**, Treasurer of the Forum d'Avignon, President of AFP (Agence France-Presse)
5. **Renaud Donnedieu de Vabres**, former minister of Culture and Communication
6. **Jean-Jacques Annaud**, Film director
7. **Patricia Barbizet**, General Manager, Financière Pinault
8. **Laurent Benzoni**, University Professor
9. **Emmanuel Chain**, Producer and President, Elephant & Cie
10. **Laurence Franceschini**, General Director for media development and cultural industries, Ministry of culture and communication
11. **Alain Kouck**, CEO, Editis Holding
12. **Véronique Morali**, Chairman of Fimalac Développement, founder of Terrafemina web site, President of the Women's Forum
13. **Pascal Rogard**, Managing Director, SACD (Société des auteurs and compositeur dramatiques).



MANAGEMENT TEAM

1. **Laure Kaltenbach**, managing director of the Forum d'Avignon
2. **Olivier Le Guay**, editorial manager
3. **Rebecca Amsellem**, project manager
4. **Alya Nazaraly**, project manager.



PATRONS AND PARTNERS IN 2011

With the support of the Ministry of Culture and Communication

Founding Partner: **vivendi**

Official Partners: **BERTELSMANN**, **Google**, **MEDIASET GROUP**, **orange**

Official Carrier: **SNCF**

Consulting Partners: **ERNST & YOUNG**, **Kurt Salmon**, **TELIER**, **BAIN & COMPANY**

Partners: **BNP PARIBAS**, **Caisses d'Épargne**, **CNC**, **Neufilize OBC ABN AMRO**, **ina**, **Bayard**, **ARTCURIAL**, **Ringier**, **sacem**, **LE FIGARO**, **hi-media**

With the support of: **AVIGNON**, **Forum d'Avignon**, **CCI**



Cynthia Fleury Perkins, philosopher



Euzhan Palcy, film director

Find on www.forum-avignon.org debates and videos, with, among others:

ACADEMICS AND PHILOSOPHERS

Françoise Benhamou, economist (France); Robert Darnton, Professor and Director of Harvard Library (USA); Bernard Landry, former Prime minister and former leader of the Parti Québécois, lawyer, economist (Canada); Lawrence Lessig, Professor, Harvard University, founder of the Creative Commons (USA); Richard David Precht, Philosopher (Germany); Allen J. Scott, professor, UCLA (USA)...

ARTISTS

Paul Andreu, architect (France); Christo, artist (Bulgaria, USA); Xin Dong Cheng, Exhibition commissioner, (China); Souleymane Cissé, film director (Mali); Tishani Doshi, poet (India); Gloria Friedman, artiste (France); Barbara Hendricks, Singer (Sweden); Pierre Hermé, chef (France); Bertrand Lavier, artist (France); Radu Mihaileanu, film director (France); Jean Nouvel, architect (France); Plantu, cartoonist (France); Michal Rovner, artist (Israel); Marjane Satrapi, Graphic novelist and Academy Award-nominated film director (Iran / France); Abderrahmane Sissako, film director (Mauritania); Philippe Starck, Designer (France); Barthelemy Togo, artist (Cameroon); Totonho, artist (Brazil)...



David Throsby, Professor, University Macquarie

"The word artist is today generalizing, because the potential of the democracy of freedom is to allow to billions of individuals to express themselves as artists. I think that this is what we must think about; thinking that future is about the development of everyone's creativity."

Jacques Attali, economist, Forum d'Avignon 2008



Mehdi Tayoubi, Director of interactive strategy, Dassault Systèmes



"Museum, far from being an expenditure, is an investment. The Guggenheim has reactivated love for culture".

Inaki Azukina-Urreta, Maire de Bilbao, Forum d'Avignon 2008



Victoria Espinel, Coordinator, Intellectual Property, White House



Hector Obalk, art critic and archivist

"Connectedness and access to the Internet are being demanded as basic rights; 'Freedom of the Internet' is now said in the same breath as 'Freedom of the press' and 'Freedom of religion'.

Kalli Purie, Director, CCO India Today, Forum d'Avignon 2011



Raphaël Navarro, Magician and Stage director
Philippe Fenwick, Artistic director

CEOs

Philippe Dauman, President and CEO, Viacom (USA) Fedele Confalonieri, President, Mediaset (Italy); David Drummond, Vice-President, Google (USA); Antoine Gallimard, Chairman, Editions Gallimard (France); Joi ITO, CEO of Creative Commons (Japan); Jean-Bernard Lévy, Chairman of the management board of Vivendi, Chairman of Activision Blizzard (France); Maurice Lévy, Chairman of the Board, Publicis Group (France); Hartmut Ostrowski, Chairman of the Board, Bertelsmann (Germany); Kalli Purie, Director, India Today Group (India); ChristChristian Unger, CEO, Ringier SA...

PUBLIC DECISION MAKERS

Irina Bokova, Director General UNESCO (Bulgaria); Abdou Diouf, General Secretary, Organisation Internationale de la Francophonie (Senegal); Victoria Espinel, Coordinator, Intellectual Property, White House (USA); Francis Gurry, Director general, World Intellectual Property Organisation (Australia); Bensalem Himmich, minister of Culture (Morocco); Neelie Kroes, Vice President digital strategy, European Commission; Limor Livnat, minister of culture and Sport (Israel); Frédéric Mitterrand, minister of Culture and Communication (France); Klaus Wowereit, Mayor of Berlin (Germany)...



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