CULTURE: REASONS TO HOPE

Imagining and passing on

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*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.

*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

*Art is not a luxury: it is essential for life, as air and water are.*
Barbara Hendricks, Singer, Forum d'Avignon 2011

"A cultural or artistic activity is an aspiration that rejects fundamentalism."
Maryjane Satrape, Film director, Forum d'Avignon 2009
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 LESSONS FROM THIS CRISIS. WE NEED TO CONCENTRATE ON HUMAN HAPPINESS AND CULTURE. MAYBE THEN, WE WOULD KNOW SEVERAL GLORIOUS DECADES.”

Bertrand Lantin, former Prime minister of Quebec, Forum d’Avignon 2009

“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

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

Natalie Kroes, Vice-President of European Commission, 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.”

Nicole Sagetxe, President of the Forum d’Avignon, 2011

Techne: 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 to meaningful links between individuals; culture is a factor of growth; culture makes people free; culture protects; culture is a factor of economic development; culture is future; culture is an investment and not as a cost. Culture refers as well to 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 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 aesthetic 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.

‘CULTURE IS FUTURE’: A PLACE FOR REFLECTION ON CULTURE

200 articles per year
Culture is future is an international webography, a watch and a thickness of contributors, 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 Calkinsenbaly • les Frères Dardenne • Wim Delvoye • Laurence Equilbey • Richard Florida • Jochem Gerz • Ad • Pierre Hermé • Radu Mihalineanu • Bernard Mjet • ORLAN • Plantu • Tharma Samman • Allen J. Scott • Alain Seban • Bernard Steiger • Barthélemy Toguo • Totonho • Kjetil Thorsen • Bruno Racine • Marjane Satrapi • Marc Tessier • Patrick Zelnik…

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.

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

Follow the news, subscribing to the monthly newsletters, Twitter and Facebook pages of the think tank.

www.forum-avignon.org
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 existing mechanisms to monetize cultural contents on the Internet? What are the perspectives? On which topics can the actors really wish? Overview in 12 countries.

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 in the time allocated to the consumption of cultural goods and services, a new typology of the uses, new ways of access, approaches from creators to their works 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 really wish? Overview in 12 countries.

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 XXI 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?

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 interconnection 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.

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.

AMONG THE CASE STUDIES
Apple, Google, Amazon, Facebook, Spotify, Cartier, Prangelpalast Messe, Festival Aki in Provence, digitalization of the royal library of Belgium, Design Pathway, Architecture (CUTCH)

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INTELLECTUAL PROPERTY: ARTISTS’ VOICE, 2011

To which extent has technology changed 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 Delvoye, artist

In ten years, who would you entrust with the management of your rights?
“We will entrust the management of the distribution rights of our works to the one that can situate 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.”

OURL, artist

FORUM D’AVIGNON, PUBLICATIONS NEW AND EXCLUSIVE, TO SUPPORT DEBATES AND PROPOSALS

* 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 * Kalko Keshchin, actress, India, Forum d’Avignon 2011

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

ACTS

CITIES AND TERRITORIES

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 Universities associating them to different projects. Of students and professors, from international 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).

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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, COO India Today, Forum d’Avignon 2011

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

Inaki Azkunaga-Urretxa, Maire de Bilbao, Forum d’Avignon 2008

“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

“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, COO India Today, Forum d’Avignon 2011

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

ACADEMICS AND PHILOSOPHERS
Francoise Benhamou, economist (France); Robert Darnton, Professor and Director of Harvard Libraray (USA); Bernard Landry, former Prime minister and former leader of the Parti Quebecois, 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); Souleymace Cissé, film director (Mali); Tishani Doshi, poet (India); Gloria Friedman, artist (France); Barbara Hendricks, Singer (Sweden); Pierre Hermé, chef (France); Bertrand Laver, artist (France); Radu Mihailen, 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 Siissako, film director (Mauritania), Philippe Starck, Designer (France); Barthelmy Toguo, artist (Camero); Totonho, artist (Brazil)...

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