



URBACT THEMATIC NETWORK  
CREATIVE CLUSTERS IN LOW DENSITY URBAN AREAS

*THEMATIC WORKSHOP*

**“CREATIVE EDUCATION: INCUBATING FUTURE TALENT”**

*University of Modena and Reggio Emilia*

*Reggio Emilia, May 06-07, 2010*



*Sponsored by URBACT Programme, and Comune di Reggio Emilia.  
In collaboration with Reggio Children, Università degli Studi di Modena e Reggio Emilia and  
Reggio nel Mondo*



**FINAL PROGRAMME**

UNIVERSITY OF MODENA AND REGGIO EMILIA  
Viale Allegrì 9, Reggio Emilia

**Thursday, 06 May**  
**URBACT thematic workshop**

09.00 - 09.15 REGISTRATION

09.15 - 10.00 **OPENING SESSION**

Chair: Elena Edgarda Davoli, Reggio Emilia City Council.

- Welcome words and presentation by Iuna Sassi, Deputy in charge of education, Reggio Emilia City Council.
- Welcome words by Giovanna Galli, Headmaster Faculty of Communication, University of Modena and Reggio Emilia.
- Introduction to the URBACT network on Creative Clusters by Miguel Silvestre, representing Óbidos City Council as network lead partner.
- Introductory note on the workshop theme by Miguel Rivas, URBACT lead expert.

*SESSION 01* **CREATIVITY IN THE SCHOOL. TRENDS AND THE ROLE OF LOCAL GOVERNMENTS**

Chair: Elena Edgarda Davoli, Reggio Emilia City Council.

10.00 - 10.15 **The “Reggio approach” in childhood education: a world-class benchmark.**

*Paola Cagliari. Manager of Istituto Scuole e Nidi d’ Infanzia, Reggio Emilia.*

10.15 - 10.30 **Re-defining the role of localities in the education system: a national debate in Portugal.**

*Ana Sofia Godinho. Education department, Óbidos Town Council.*

10.30 - 10.45 **Creativity in schools in Europe: a survey of teachers.**

*Romina Cachia. European Commission, Joint Research Centre's Institute for Prospective Technological Studies IPTS-Sevilla.*

Discussant: Pirkko Korhonen, R&D manager, Jyväskylä City Council.

10.45 - 11.15 General discussion.

11.15 - 12.00 Coffee-break.

Press conference.

In parallel Catarina Selada [INTELI-Intelligence and Innovation] will make a brief “coffee-introduction” to the European Commission Green Paper on Cultural and Creative Industries [2010].

*SESSION 02* **BUSINESS MODELS ON CREATIVE EDUCATION. CREATIVE EDUCATION SPINN-OFFS**

Chair: Tony Melville, senior lecturer University of Jyväskylä, creative entrepreneur.

12.00 - 12.15 **REGGIO CHILDREN as case study.**

*Emanuela Vercalli, International Relationships and Exchanges, Reggio Children.*

- 12.15 - 12.30 **For readers from 0 to 200 years old, reading at the top of the hill: O BICHINHO DE CONTO.**  
*Mafalda Milhões, O Bichinho de Conto [Portugal].*
- 12.30 - 12.45 **Entrepreneurship education: TIWI and INMENTOR. A case of talent attraction made by companies.**  
*Federico Riboldazzi, Business Development, TIWI.*  
Discussant: Nicola Bigi, Università degli Studi di Modena e Reggio Emilia.
- 12.45 - 13.15 General discussion
- 13.15 - 14.30 Buffet lunch in the University of Modena and Reggio Emilia, Viale Allegri, 9.
- SESSION 03 UNIVERSITY FACING THE CREATIVE ECONOMY**
- Chair: a representative of the city of Barnsley [UK].
- 14.30 - 14.45 **Beating disciplinary borders: Jyväskylä a Finnish university town.**  
*Tony Melville, senior lecturer University of Jyväskylä, creative entrepreneur.*
- 14.45 - 15.00 **University of Modena and Reggio Emilia: spinning-off and networking on new media.**  
*Nicola Bigi, OPERA Research Group, Università degli Studi di Modena e Reggio Emilia.*
- 15.00 - 15.15 **Creative people: profiles, training challenges, spaces, mobility.**  
*Catarina Selada, INTELI-Intelligence in Innovation, Innovation Centre.*  
Discussant: Romina Cachia, Joint Research Centre's Institute for Prospective Technological Studies IPTS.
- 15.15 - 15.45 General discussion
- 15.45 - 16.00 Coffee-break
- SESSION 04 PROMOTING THE LOCAL CREATIVE ECOSYSTEM IN MEDIUM-SIZED TOWNS**
- Chair: Serena Foracchia, Director, Reggio nel Mondo.
- 16.00 - 16.15 **The role of Festival in the development of local economy**  
*Fabrizio Montanari, OPERA Research Group, Università degli Studi di Modena e Reggio Emilia.*
- 16.15 - 16.30 **Micro-strategies I: creative school contests: an experience in Hódmezővásárhely [Hungary].**  
*Anikó Varga, Municipality of Hódmezővásárhely.*
- 16.30 - 16.45 **Micro-strategies II: Mizil children clubs [Romania].**  
*Petronela Sturz, Municipality of Mizil.*
- 16.45 - 17.00 **The meaning of citizenship today. Social Cohesion: stimulating a creative context.**  
*Manuela Vaccari, department of Safety and Social Cohesion, Municipality of Reggio Emilia.*  
Discussant: Miguel Rivas, URBACT lead expert.
- 17.00 - 17.30 **General discussion and overall remarks**
- 20.00 Meeting point at the hall of the Hotel Europa. Transfer by bus.
- 21.00 – 22.30 **Dance performance in the Fonderia**, a former Lombardini Motori industrial complex situated at the edge of the historic centre of Reggio Emilia. It is home of the Fondazione Nazionale della Danza/Compagnia Aterballetto, [www.aterballetto.it](http://www.aterballetto.it)
- 22.30 **Dinner**

**Friday, 07 May**  
**URBACT creative clusters steering committee and study trip**

08.45 Meeting point at the hall of the Hotel Europa.

09.00 – 11.30 **STEERING COMMITTEE OF THE URBACT NETWORK ON CREATIVE CLUSTERS.**

Venue: INMENTOR, OPERA and TIWI offices, via IV Novembre, 12. Reggio Emilia.

INMENTOR was a contest for the best business idea presented by under 35. For three years three organizations can start their activities in an open space in via IV Novembre.

OPERA is a research unit of GIUnO Research Center (University of Modena and Reggio Emilia) founded with the aim of carrying out both theoretical and empirical research on creative industries, social media, and the organization of creativity in companies. TIWI is a company that produces video in motion graphics with the aim to explain complex things in an easy way. CICERO is a project about tourist guide broadcasted with cellphones.

Agenda: see the steering committee programme.

*STUDY TRIP* **STUDY TRIP AND SOME SOCIAL EVENTS: REGGIO AS EDUCATIONAL AND CREATIVE ECOSYSTEM**

12.00 – 13.00 Opening of the final exhibition of photographers involved in SETSE project, [www.setse.eu](http://www.setse.eu), in the framework of Fotografia Europea.

*International Centre Loris Malaguzzi. 1 Bligny Street, Reggio Emilia. [www.zerosei.comune.re.it](http://www.zerosei.comune.re.it)*

13.00 – 14.00 Buffet lunch at International Centre Loris Malaguzzi.

14.00 – 16.00 Visit to International Centre Loris Malaguzzi for children education and Reggio Children space with a particular focus on the Atelier Raggioluce [www.raggioluce.eu](http://www.raggioluce.eu) and Play+ space and Centro di Documentazione (Reggio Children) <http://centrodocumentazione06.provincia.re.it/default.asp>.

16:00 – 16:15 Transfer by bus

16:15 – 17:00 E-learning centre of the University of Modena and Reggio Emilia [www.cea.unimo.it](http://www.cea.unimo.it)

17.00 – 18.30 City wide event launching of the Fotografia Europea at national and international levels. [www.fotografiaeuropea.it](http://www.fotografiaeuropea.it)

*Piazza Martiri del 7 Luglio, Reggio Emilia.*

20.30 **Farewell dinner**

Meeting point at the hall of the Hotel Europa

## FURTHER INFORMATION AND REGISTRATION.-

Participation in the URBACT one-day thematic workshop is free although registration is mandatory. Contact the local organization desk to ask for a registration form.

**Marianna Roscelli, REGGIO NEL MONDO**  
Tel./fax: + 0522 541739. Mobile: + 39 345 6293351  
E-mail: [reggio.mondo06@municipio.re.it](mailto:reggio.mondo06@municipio.re.it)

Registration includes participation in all the workshop sessions, workshop materials, coffee breaks and lunch buffet on May 06.

Translation facilities English-Italian will be provided.

Check conditions with the local organization desk in case you are interested in the study trip scheduled on May 07.

Further information on the URBACT Network on Creative Clusters: [www.urbact.eu](http://www.urbact.eu)

## HOW TO REACH REGGIO EMILIA.-

### Getting to Reggio from BOLOGNA

The “Marconi” airport is 60 Km far from Reggio Emilia. The airport has a shuttle service to the train station with 20 minutes ride (5 €), the shuttle goes to railway station every 15 minutes. Please note that Bologna is directly connected to Reggio Emilia by train with a 45 minutes ride, and the cost is around 5 €. More information about transport connection from Bologna train station and Reggio Emilia on: <http://www.ferroviedellostato.it/>

### Getting to Reggio from MILAN

The “Linate” airport is approximately 180 km far from Reggio Emilia while the airport “Malpensa” is located over 220 km away from Reggio Emilia. There is a bus service from the airports to the Central Railway Station of Milan. Please note that to reach Reggio Emilia from both airports you must get to the Central Railway station (by bus or by train) and then take a train to Reggio Emilia.

Connection to Milan Malpensa Airport – Milan Central Railway Station: “Malpensa Express” 35 minutes ride. “Malpensa Express” leaves every 30 minutes. <http://www.malpensaexpress.it/>

Connection to Milan Linate Airport – Milan Central Railway Station: bus every 30 minutes, it leaves from arrival terminal. (the first bus leaves at 6.05 am, and the last is 11.45 pm). It is possible buy the ticket on the bus. (Bus agency: STARFLY + 39 02.5858.7237).

Connection to Milan Central Railway Station – Reggio Emilia Railway Station: the railway connects directly Milan to Reggio Emilia with a 1,30 hour train ride. More information about transport connection from Milan train and Reggio Emilia train station on: <http://www.ferroviedellostato.it/>

### Getting to Reggio from PARMA

The “Giuseppe Verdi” airport is 30 Km far from Reggio Emilia <http://www.parma-airport.it/>. The airport is located 5 km from Parma Central Railway Station and there is a bus to the train station (bus number 6, every hour from 6.30 a.m to 8.00 p.m). Please note Parma is directly connected to Reggio Emilia by train with a 15 minutes ride, and the cost is around 2.5 €. More information about transport connection from Parma railway station and Reggio Emilia on: <http://www.ferroviedellostato.it/>

## ACCOMMODATION IN REGGIO EMILIA.

Special rates have been arranged with the hotel Europa, [www.hoteleuropa.re.it](http://www.hoteleuropa.re.it), (80 € for double room with a single use and 110 € for double room). Contact Mrs. Francesca and mention URBACT thematic workshop. Phone: 0039 0522 43 2323 / e.mail: [info@hoteleuropa.re.it](mailto:info@hoteleuropa.re.it). The hotel is 10 minutes walking from the City Hall and 5 minutes from the train station.

## WEEK OF THE EUROPEAN PHOTOGRAPHY

On 7th May will be open the Annual Week of the European Photography. For three days Reggio Emilia will host many exhibitions and conferences in city venues that normally are not opened to public.

[www.fotografiaeuropea.it](http://www.fotografiaeuropea.it)

## THE URBACT NETWORK ON CREATIVE CLUSTERS.-

Lead by the Portuguese city of Óbidos and the participation of Barnsley [UK], Reggio Emilia and Viareggio [Italy], Hódmezovásárhely [Hungary], Mizil [Romania], INTELI [Portugal], Enguera [Spain] and Jyväskylä [Finland], the URBACT network on Creative Clusters [please check at [www.urbact.eu](http://www.urbact.eu)] is an added value cooperation project with the goal to perform a collective “learning by doing” exercise in the field of urban creative clusters.

The fundamental assumption is that creative issues in local economic development are also a functional pattern not just in metropolitan hubs. Even more, creativity as source of innovation should act as a cross cutting approach to re-think economic and social development in small and medium-sized towns, considering new opportunities related to accessibility, community life, culture and creativity-based business models.

During the period 2008-2011 this URBACT network is working on five key sub-themes: i) creative clusters: diversifying local economic base and opportunities to young people; ii) events and cultural agendas as catalysts; iii) promoting the creative city: a new range of facilities and infrastructures; iv) creative entrepreneurs and talented people: attraction and retaining; v) setting the basis: creative educational environments at local level.

Lead partner contact, Óbidos Town Council: Miguel Silvestre [creativeobidos@cm-obidos.pt](mailto:creativeobidos@cm-obidos.pt)

URBACT lead expert on creative clusters: Miguel Rivas [mrivas@grupotaso.com](mailto:mrivas@grupotaso.com)

