



PRESS RELEASE

Within the framework of the project CreArt. Network of Cities for Artistic Creation.

“DEVELOPING ARTISTIC CREATIVITY IN EUROPEAN CITIES” TOPIC OF THE CONFERENCE ORGANIZED BY CREART PROJECT 7TH FEBRUARY IN THE HARGHITA COUNTY COUNCIL IN MIERCUREA CIUC WITH THE PARTICIPATION OF EXPERT IN CULTURAL POLICIES AND REPRESENTATIVES OF THE CREART CITIES .

Next 7th February will take place in the Romanian city of Miercurea Ciuc, in the Harghita County (Transilvania), a conference titled “*Developing Artistic Creativity in European Cities. New ways in crisis situations*”, organized by CreArt project, and with the participation of experts in European cultural policies, as well as representatives of the CreArt cities. The Conference is one of the activities within the framework of this Multiannual Cooperation Project (2012-2017) that has the financial support of the European Commission.

The objective of this Conference is to reflect about the new alternatives to enhance artistic Creativity in European medium-sized cities within the current economic context. The inauguration of the Conference will be made by President of Harghita County, Mr. Borboly Csaba, Mr Kelemen Hunos, former Minister of Culture of Romania, and Mr. Juan González-Posada M., Coordinator of the CreArt Network. Afterwards, the inaugural lecture will be made by professor Jonathan Vickery, Director MA Global Media and Communication in the Centre for Cultural Policy Studies of the University of Warwick about “*Creative and cultural policies in times of scarcity*”. Then, Valentina Montalto, Researcher in charge of KEA Regional in the European Consultancy KEA European Affairs based in Brussels will talk about “*A strategy for a creative Europe*”. The PhD in European cultural policies, Nicoleta Salcudean, from the University Babeş-Bolyai of Cluj-Napoca, in Romania will give the lecture “*Creators and Cultural policies in Europe*”. Next will be a round table with the title “*Cities, cultural managers and creators: A necessary triangle for the development of the European creativity*” with the participation of Valentina Montalto, Nicoleta Salcudean and Emilia Marieta Saglia, coordinator of CreArt project and Creative Cities in Genoa City Council. The closure of the Conference will be at 19:05.

The Conference will also have the presence of delegates from all the CreArt cities: Aveiro (Portugal), Kaunas and Vilnius (Lithuania), Delft (Netherlands), Pardubice (Czech Republic), Genoa and Lecce (Italy), Linz (Austria) Arad (Romania), Kristiansand (Norway) and Valladolid (Spain).

The complete programme for the conference and the free registration form are available in the following link:
<http://creart-eu.org/application/development-strategies>



LEARN MORE ABOUT CREART:

OBJECTIVES OF THE CreArt PROJECT

Placing art and creativity at the centre of its activities, CreArt seeks to:

1. Foster creativity through the exchange of experiences, good practices and joint work among artists, artist groups and associations, cultural operators, researchers, industry and civil society bodies, educational institutions and the general public, from different countries and cultural traditions, including intergenerational exchanges.
2. Promote cultural exploration amongst target groups, encouraging the development of Europe's cultural heritage.
3. Develop common training methodologies for specific groups (children, youth and adults) promoting creativity as a skill for personal development.
4. Establish a permanent and professional system of mobility, exchange and joint work experiences among artists and cultural managers.
5. Identify a methodology of professional management that generates sustainable cultural organizations in medium-sized cities, fostering public-private partnerships and civil society participation.
6. Support creativity networking among medium-sized cities.
7. Develop and better exploit technological tools and for the exchange of creativity and cultural resource management.
8. Create and standardize systems of analysis and research within the framework of local cultural policies, in order to maximize the sustainability of the project and its financial resources in the future.

In order to achieve these objectives, CreArt will establish a permanent and professional system of mobility, exchange and joint work experiences, in visual arts, among artists, groups and associations, cultural operators, educational institutions and the general public, focusing in 4 main actions:

- a) Analysis of management models to support visual arts & creativity in Europe
- c) Training, innovation and experimentation programme for the promotion of creativity.
- d) CreArt European Travelling Exhibitions.
- e) Dissemination and transfer of activities and results.

CreArt CITIES

Aveiro, "The Portuguese Venice", is one of the cities with the highest economic level in Portugal. Aveiro is notable for the variety of its rich museums. The Aveiro University is one of the most important research and teaching centres in Portugal.

Delft, one of the main cities in the Netherlands, located between Rotterdam and the Hague, famous for being the birthplace of the painter Vermeer and by their blue color pottery. The Foundation **id11** in Delft organizes and offers residences for artists and accessible presentation and working places for artists, where experimentation can flourish.

Linz was European Capital of Culture in 2009. Crossed by the river Danube, is the capital of Upper Austria. Its strong industrial development contrasts with its vibrant and intense cultural life. The renovated **Atelierhaus Salzmat** under the authority of the Linz City Council develops an Artist in Residence Programme (Urban Interventions) with bilateral exchanges, a platform for interaction first at a local level combined in a second step with an interregional artistic exchange.

Vilnius, capital of Lithuania, was also along with Linz, European Capital of Culture in 2009. The historical centre of Vilnius, -the northern Jerusalem - is Cultural Heritage of Humanity by UNESCO since 1994.

Pardubice, is one of the most beautiful cities in the region of Bohemia. Located 100 km from the capital city of Prague, and on the Elbe river, Pardubice has a major university and a prominent industrial centre.

Kaunas the city of museums, is the second largest city in Lithuania, and one of the great cultural centres and economic of Lithuania. **Artkomas** is a public institution established in 2006. Each year 40 exhibitions of visual arts are organised, besides musical projects and others related to scenic arts. Artkomas stands out as well in International cooperation programmes.

Lecce, twinned city of Valladolid, is known as the "Florence of the South" or "Capital of the Baroque" due to its magnificent architecture was one of the cities more artistically alive between the 17th and 18th centuries.

Kristiansand, Capital of the county of Vest-agder in southern Norway, was founded in the year 1641 by king Christian IV. It is the sixth largest city in Norway and one of the best cultural cities in the country.

Arad is located in the famous region of Transylvania near the border with Hungary. It is beautiful magic city filled with beautiful buildings.

Harghita. In the eastern part of Transylvania, Harghita county lies in a depression surrounded by the Eastern Carpathians. As the result of its geographical structure the county can be divided into three distinct regions, Odorhei, Ciuc and Gheorgheni, giving the county a colourful image. Miercurea Ciuc/ Csikszereda is the seat of the county since July 1968, and since 1971 it also includes Csiba, Jigodin, and Băile Harghita. The city lies in the middle of the Ciuc



valley. The main body of the city formed on the left side of the river Olt. According to statistical data from 1st July 2009 Harghita county's population is 324,222 and the density is 49.2 persons/km². The ethnic structure of the population is the following: 84.61% Hungarians, 14.06% Romanians, and 1.18% Roma.

Genoa is one of Europe's largest cities on the Mediterranean Sea and the largest seaport in Italy. Part of the old town of Genoa was inscribed on the World Heritage List (UNESCO) in 2006.

The city's rich art, music, gastronomy, architecture and history, allowed it to become the 2004's European Capital of Culture.

Valladolid, located in north-central Spain, it is the capital of the autonomous community of Castille and Leon. Valladolid is a welcoming city, socially cohesive and well integrated. The Municipal Foundation for Culture was created by the Valladolid City Council in 1982, and has been in charge of the organization of the cultural and recreational activities of the city since then

MORE INFORMATION IN OUR WEBSITE: www.creart-eu.org



PROGRAMME CREART CONFERENCE

“DEVELOPING ARTISTIC CREATIVITY IN EUROPEAN CITIES” New ways in crisis situations

7 February 2013 Miercurea Ciuc (Harghita County)

9:15 – 10:00

Arrival of participants and Registration

10:00 – 10:30 INAUGURATION by

Mr. president of Harghita County Council,

Mr. Kelemen Hunor, president of DAHR(Democratic Alliance of Hungarians in Romanian), former
Minister of Culture and National Patrimony –to be confirmed

Mr. Juan González-Posada M. Coordinator CreArt project

10:30 – 12:00 Opening Lecture

CULTURAL AND CREATIVE POLICIES IN TIMES OF SCARCITY.

Dr. Jonathan Vickery

Director MA Global Media and Communication.

Centre for Cultural Policy Studies. University of Warwick.UK

Presented by Mr. Székedi Ferenc, publicist, art critic

12:00– 12:15 Coffee break

12:15 – 13:15 Lecture

A STRATEGY FOR A CREATIVE EUROPE.

Valentina Montalto

Researcher in charge of KEA Regional. KEA European Affairs. Brussels

Presented by Mrs. Túros Eszter, art historian

13:15–14:45 Lunch

15:10–15:30

Harghita County's fine arts actual situation

Presentation of Mr. Botár László, artist, CreArt project expert in Harghita

15:30 – 16:40 Lecture

CREATORS AND CULTURAL POLICIES IN EUROPE.

Dra. Nicoleta Salcudean.



Researcher in the Department of Philosophy and lecturer in the Department of Cinema and Media Studies at Babes–Bolyai University. Romania. PhD in European Cultural Policies
Presented by Mr. Sarány István, publicist

16:45–17:00 Coffee break

17:30 – 18:30 Round table

CITIES; CULTURAL MANAGERS AND CREATORS: A NECESSARY TRIANGLE FOR THE DEVELOPMENT OF THE EUROPEAN CREATIVITY. “ What can we do nowadays in Europe?”

–**Valentina Montalto**. Researcher in charge of KEA Regional. KEA European Affairs. Brussels

–**Nicoleta Salcudean**. Researcher in the Department of Philosophy and lecturer in the Department of Cinema and Media Studies at Babes–Bolyai University. Romania. PhD in European Cultural Policies

–**Emilia Marieta Saglia** Comune di Genova. Projects manager CreArt Genova and Creative Cities.

18:30 – 19:00 **Conclusions and Closing ceremony.**

Mr. president of Harghita County Council

Mr. Kelemen Hunor president of DAHR(Democratic Alliance of Hungarians in Romanian), former Minister of Culture and National Patrimony –to be confirmed

Juan González–Posada M. Coordinator of CreArt Project

The performance of Harghita National Szekler Folk Ensemble