

CREATIVE ECONOMY AND BEYOND

International Conference on the Creative Economy



First CEB conference in Helsinki
9th and 10th of September 2009

www.ceb.fi

The world is changing at an ever-fastening pace. A shift from an industrial to a knowledge and experience society creates constant demands for renewal to all sectors of society.

Around the world, creativity and innovation are called upon as saviours of the future. Facing economic crisis intensifies the need to create and innovate faster and more effectively than ever before.

The search for a better future is not about simple answers or single truths. It is about multiple truths and accepting the never ending quest for better questions.

CEB is...

...a Place for Visioning

- What are the role and implications of creativity?
- What can we conclude from current phenomena and trends in order to foresee the future?
- What is the role of the creative products, services and skills in adding value to the wider economy and society?
- What can we do – as individuals, organisations and nations – in order to enable a better future for the creative economy?

...a Platform

CEB is a meeting-place for policy-makers, businesses, artists, researchers and others interested in understanding and developing the creative economy. It is a platform for questioning and sensing the weak signals of today in order to see what tomorrow could look like.

... a New View from Multiple Perspectives

Theme 1: Creativity in business and leadership.

Moderated by professor/vice rector **Arja Ropo**, University of Tampere, School of Business Administration

Theme 2: Creative regimes: Immaterial law and the user of tomorrow.

Moderated by professor Saara Taalas / Turku School of Economics, Media Futures Network

Theme 3: Designing our future. Education, research and innovation policy.

Moderated by professor **Marjo Mäenpää** / University of Art and Design Helsinki, School of Art and Media Pori

CEB

This experience is brought to you by...

Nancy J. Adler

Reality in Translation: Art Transforming Possibility into Reality



Dr. Nancy J. Adler is the S. Bronfman Chair in Management at McGill University in Montreal, Canada. She conducts research and consults worldwide on global leadership and cross-cultural management.

She is a productive author of over 125 research articles and publications for business leaders, as well as 10 books and edited volumes. Her recent books are *International Dimensions of Organizational Behavior* (5th ed., 2008), with over a half million copies in print, and *From Boston to Beijing: Managing with a Worldview* (2002).

Nancy J. Adler is also a visual artist. The most recent exhibition of her paintings, “Reality in Translation: Art Transforming Apathy into Action” was held at The Banff Centre.

Nancy J. Adler is regarded an acknowledged spokesperson for creative leadership and artful organizing:

“Twenty-first century society yearns for a leadership of possibility, a leadership based more on hope, aspiration, and innovation than on the replication of historical patterns of constrained pragmatism. [- -] Designing options worthy of implementation calls for levels of inspiration and passionate creativity that, until recently, have been more the domain of artists and artistic processes than the domain of most managers. The time is right for artistic imagination to co-create the best and most influential leadership of our planet.”

GK VanPatter

SenseMaking for ChangeMaking



GK VanPatter is a Founding Partner in the visual thinking innovation consultancy Humantific and Co-Founder of NextDesign Leadership Institute in New York. An internationally recognized innovation advisor and next design visionary he has been working in the realm of cross-disciplinary design leadership for 20+ years.

VanPatter was an early advocate of extending designs’ reach into the realms of business transformation, strategy development, knowledge creation and organizational innovation.

As Director of Strategy at Humantific he works in the trenches with giant fortune 500 global companies including Pfizer, EDS, Organon and Morgan Stanley as well as startups such as Majestic Research, AttentionLabs and Sermo.

The practices of Humantific / StrategyLab, UnderstandingLab, InnovationLab help organizations large and small to create inclusive innovation strategies, visualize early stage innovation ideas and build adaptable cross-disciplinary innovation capabilities.

Alf Rehn

Beyond the Creative Economy - A Heretical Look at a Beloved Concept

Professor Alf Rehn has a Chair of Management and Organization at the Åbo Akademi University in Finland. He is also a writer and a speaker and he also consults companies on strategic development, creativity and innovation.

Alf Rehn will have three books out in spring 2009: *Makt* (Power), with Professor Mats Börjesson, is a short volume on power in contemporary societies; *Ledarskap och ledarsmak* (A Taste of Leadership), which is a book on how to become a better leader by engaging more with food, cooking and cuisine; and *Creativity and the Contemporary Economy*, with Dr. Niina Koivunen. It deals with leadership, organization and change in the creative economy.

The British newspaper the Times called him a “star of the future”, and in Scandinavia he is known as an academic enfant terrible.

“What will we do when we’ve all become “creative”? The love of creativity in contemporary society has so permeated modern discussions of economic and organizational development that the concept itself may be in danger of becoming emptied out. And what does “beyond” mean in this context?”

In his keynote, Alf Rehn will push this issue by presenting a heretics view of creativity, arguing against simplified understandings of it and for taking the full breadth of creative endeavours into consideration, even if they may go against the way we view our beloved concept.

<http://www.alfrehn.com/>

...and other inspiring speakers:

Professor **Chris Voss**, London Business School

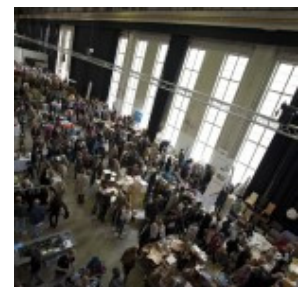
Policy Officer **Sylvain Pasqua**, EU Commission

Violonist **Miha Pogačnik** and Coach **Kristiina Hiukka**, Big Agenda Coaching, USA (to be confirmed)

Professor **Steven S. Taylor**, Worcester Polytechnic Institute, USA

Professor **Joachim Sauter**, University of the Arts, Berlin

Professor **Eija Nieminen**, University of Art and Design Helsinki



Attending CEB

The conference program will be announced in June.

Early bird price for the event is 380 euros, if registration is completed before June 13th. For registrations made after that, the fee will be 464 euros.

The venue for the conference will be the Cable Factory (Kaapelitehdas) cultural centre near downtown Helsinki.

Backstage

The conference is coordinated by the Helsinki University of Technology in co-operation with the University of Art and Design Helsinki. Program tracks are provided by Turku School of Economics and University of Tampere.

An annual festival of modern creativity, Helsinki Design Week, will provide various lively events during the conference.

The conference is supported by the Finnish Ministry of Employment and the Economy, Ministry of Education, the European Social Fund, the State Provincial Office of Southern Finland, Canadian Embassy, British council, Foundation for Economic Education and the Cities of Helsinki and Tampere.

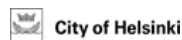
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More information and registration:

www.ceb.fi

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