

DIGITAL CHINA 2010

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CREATIVE INDUSTRIES & CREATIVE CITIES: SHANGHAI – BERLIN

09 FEBRUARY 2010 :: 16:00 - 20:00

Löwenpalais Stiftung Starke
Koenigsallee 30-32, 14193 Berlin

DIGITAL CHINA 2010 is an international dialogue between Shanghai and Berlin, the most vibrant and creative cities in the East and West respectively. It is constructed as a professional symposium taking place in Berlin and in Shanghai. The theme of Digital China 2010 is the relationship between cultural policy-making and the Creative Industries. This project is based on a partnership between the Shanghai eARTS Development Company (under Shanghai Cultural Development Foundation) and Institute for Cultural and Media Management (IKM) of Freie Universität Berlin. This project will be a starting point for both countries to build up economic cooperation, academic exchanges and cultural understanding.

THE BERLIN SYMPOSIUM brings together experts from the fields of culture, policy and economics to discuss how economic development reflects the culture scene in their cities; how the creative industries inform urban planning; the uses of New Media in the built environment; the nature of social interactions within urban spaces, residential areas and public spaces; its relationship to consumers and shopping; and, how these effects reflect on the economy in different regions and what future strategies for all players are suitable. At the same time, this meeting will form a strong link between Berlin and Shanghai and the concept of the "Creative Industries and New Media Metropolis".

PROGRAMM

- 16:00 Welcome Address
Prof. Dr. Klaus Siebenhaar,
Director Institute for Cultural and Media
Management, Freie Universität Berlin
- 16:15 **CREATIVE INDUSTRIES:
LOCATION STRATEGIES AND POTENTIAL
FOR ECONOMIC DEVELOPMENT**
-
17:15 with René Gurka, Managing Director
Berlin Partner GmbH
and Ma Danhua, Deputy Director, Shanghai
Culture Industry Supervisory Office,
Shanghai Government
Moderation: Andor Poll, Managing Director
FTWild Kommunikations GmbH
- 17:30 **CREATIVE CITIES AND URBAN
DEVELOPMENT IN THE 21ST CENTURY**
-
18:30 with Lutz Engelke, CEO of Triad Berlin
Projektgesellschaft mbH
and Lisa Zhou, Executive Director, Shanghai
eARTS Development Co., Ltd
Moderation: Angela Knewitz, Brand Innovation
Director MetaDesign AG
- 18:45 **CREATIVE ART-EVENTS AND CULTURAL
MANAGEMENT AS A METROPOLITAN
PLATFORM FOR IMAGE CULTIVATION**
-
19:45 with Moritz van Dülmen, Managing Director
Kulturprojekte Berlin GmbH
and Li Zhenhua, Chief Curator Shanghai
eARTS Festival 2010-2012
Moderation: Thomas Eller, Artist and former
Managing Director of Temporäre Kunsthalle Berlin
- 20:00 Reception and Artist Performance

ORGANISATION

Digital China 2010 is a joint presentation of the Institute for Cultural and Media Management of Freie Universität Berlin and Shanghai eARTS Organization, and has been initiated by Shi Li-Sanderson. Digital China 2010 is a China/Germany international exchange project, supported by the China Foundation for the Development of Social Culture.



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