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
- 17:15 FOR ECONOMIC DEVELOPMENT 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
- 19:45 PLATFORM FOR IMAGE CULTIVATION 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

Reception and Artist Performance 20:00

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.







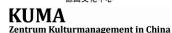
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Berlin - Elisabeth Friedrich - kultur@ikm.fu-berlin.de