



Programme

ILUCIDARE Playground

Cracking the future of heritage

November 20th, 2019

Atelier des Tanneurs, 58-62 rue des Tanneurs, 1000 Brussels



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About the event

[ILUCIDARE](#) is a three-year project inspiring and facilitating applications of heritage in territorial sustainable development and in cultural exchanges. ILUCIDARE is supported by the Horizon 2020 Framework Programme of the European Union with a EUR 3 million budget.

The project will maintain the legacy of the European Year of Cultural Heritage 2018 and will strongly contribute to the overall objectives of the EU strategy for international cultural relations as well as of EU international cooperation in research and innovation.

The ILUCIDARE Playground events aim at exploring the multifaceted contribution heritage makes to sustainable and inclusive societies to tackle societal challenges through innovation and to engage in multicultural dialogue. The ILUCIDARE Playground creates unique spaces for those unconventional encounters sparking discussion, networking, international exchanges and innovation. Empowering heritage professionals, researchers, innovators, policy makers, activists and volunteers in their innovative and collaboration practices, they also ambition to make a contribution to aligning UN and EU policies for heritage and international cultural relations.



A one-day interactive networking event gathering 200 delegates



November, 20th 2019



Atelier des Tanneurs
58-62 rue des Tanneurs
1000 Brussels (Belgium)

Meet our delegates

They are cultural heritage professionals, cultural institutions, architects, designers, artists, creative and cultural entrepreneurs, cultural networks, international organisations, creative hubs, makers, social innovators, NGOs, investors, businesses, technology companies, policy makers and researchers.

If you are a cultural or innovation stakeholder who wants to connect with peers, engage in stimulating discussions leading to concrete policy actions, learn about existing initiatives and supporting tools in heritage and international relations, meet investors and attend workshops with passionate professionals, then this event is for you!

What to expect

Learn from the project's and other stakeholders' activities, exchange experiences in heritage-led innovation and international relations, meet partners, funders, activists, entrepreneurs, artists and researchers in an entertaining environment!

ILUCIDARE events stimulate interdisciplinary interactions and networking among participants with workshops, speed-networking, panel discussions and artistic interventions. Participants can choose their activities according to their personal needs. It will be possible to arrange speed dating with international mentors, investors, potential business or creative partners.

Programme

PLENARY 📍 Halle Vitrée	
08:45	Registration and welcome coffee/tea
09:15	<p>Welcome words</p> <ul style="list-style-type: none"> ▪ <i>Javier Peinado, Head of Sector for natural resources, ecosystems and cultural heritage, European Commission, Executive Agency for Small and Medium-sized Enterprises</i> ▪ <i>Lorena Aldana, Outreach officer, Europa Nostra</i>
09:30	<p>Inspirational speeches</p> <ul style="list-style-type: none"> ▪ <i>Bonnie Burnham, Founder, Cultural Heritage Investment Alliance</i> ▪ <i>Andrea Bartoli, Founder and Creative Director, Farm Cultural Park</i>
09:50	<p>Introduction to the ILUCIDARE project</p> <ul style="list-style-type: none"> ▪ <i>Aziliz Vandesande, ILUCIDARE scientific coordinator, KU Leuven</i> ▪ <i>Koenraad Van Balen, ILUCIDARE Project coordinator, KU Leuven</i>
10:00	<p>Panel: Heritage as a resource for innovation, Q&A</p> <ul style="list-style-type: none"> ▪ <i>Sergiu Ardelean, co-founder Artivive</i> ▪ <i>Gaia Redaelli, Director of PAX</i> ▪ <i>Kristijan Šujević, Co-founder Nova Iskra</i> ▪ <i>Charlotte Trigance, co-founder Studio Sherlock</i> <p><i>Moderator: Julia Fallon, Senior Policy Advisor, Europeana</i></p>
11:00	Coffee/tea & Networking break
11:30	<p>Panel: Strengthening the role of heritage in diplomacy and international relations, Q&A</p> <ul style="list-style-type: none"> ▪ <i>Giorgio Ficarelli, Head of Culture Sector, European Commission DG International Cooperation and Development</i> ▪ <i>Valery Freland, Executive Director, ALIPH Foundation</i> ▪ <i>Flower Manase, Curator of History, National Museum of Tanzania</i> ▪ <i>Webber Ndoro, Director-General ICCROM</i> ▪ <i>Eduardo Rojas, Independent consultant and lecturer at the University of Pennsylvania</i> <p><i>Moderator: Anupama Sekhar, Director for Culture at Asia-Europe Foundation</i></p>
12:15	<p>Heritage-led Innovation: opportunities under H2020 and the European Innovation Council</p> <ul style="list-style-type: none"> ▪ <i>Emanuela De Menna, Project Adviser, European Commission, Executive Agency for Small and Medium-sized Enterprises</i>

	<ul style="list-style-type: none"> ▪ <i>Marco Rubinato, Project Adviser, EASME Executive Agency for Small and Medium Enterprises, European Commission</i>
12:25	<p>European policy perspectives:</p> <p>European Cultural Heritage Research and Innovation Policies</p> <ul style="list-style-type: none"> ▪ <i>Maria Kayamanidou, Deputy Head of Unit Fair Societies and Cultural Heritage Unit, European Commission, DG Research and Innovation</i> <p>European policies for heritage and international relations</p> <ul style="list-style-type: none"> ▪ <i>Catherine Magnant, Policy Adviser, European Commission, DG Education and Culture</i>
12:45	Short pitch by afternoon workshops leaders
13:00	Lunch break
PARALLEL SESSIONS	
14:30 – 17:00	<p>A. Speed-networking A structured system of networking with guests and speakers.</p> <p>📍 Mezzanine</p>
14:30 – 17:00	<p>B. ILUCIDARE Fair: showcase of innovative initiatives in cultural heritage</p> <p>📍 Petit Salon</p>
14:30 – 15:30	<p>C. Workshops Session 1 – choose from:</p> <p>1. Intrinsic value of cultural heritage as driver for heritage-led entrepreneurship 📍 Gamay</p> <ul style="list-style-type: none"> ▪ <i>Raffaele Lupacchini, CFO Municipality of Salerno (CLIC Project)</i> ▪ <i>Antonia Gravagnuolo, Researcher at the National Research Council of Italy, Co-coordinator of the CLIC project</i> <p>2. Heritage diplomacy and international cooperation 📍 Syrah</p> <ul style="list-style-type: none"> ▪ <i>Clémentine Daubeuf, Senior consultant, KEA European Affairs (ILUCIDARE)</i> ▪ <i>Csilla Ariese, Postdoctoral researcher, University of Amsterdam (ECHOES)</i>
15:30 – 16:00	Coffee/tea & Networking break
16:00 – 17:00	<p>C. Workshops Session 2 – choose from:</p> <p>3. Heritage-led rural and urban regeneration 📍 Gamay</p> <ul style="list-style-type: none"> ▪ <i>Simona Tondelli, Associate Professor of Urban Planning, University of Bologna (RURITAGE)</i> ▪ <i>Amir Djalali, Professor, Architecture Department, University of Bologna (ROCK)</i> <p>4. Heritage-led innovation 📍 Syrah</p>

	<ul style="list-style-type: none"> ▪ <i>Dimitri Schuurman, Team Lead Business and User Research, Imec (ILUCIDARE)</i> ▪ <i>Aziliz Vandesande, ILUCIDARE scientific coordinator, KU Leuven</i>
PLENARY 📍 Halle Vitree	
17:00	Wrap-up by workshop rapporteurs
17:30	Concluding session <ul style="list-style-type: none"> ▪ <i>Frederic Jacquemin, Director, Africalia (ILUCIDARE ethics advisor)</i> ▪ <i>Aziliz Vandesande, ILUCIDARE scientific coordinator, KU Leuven</i>
18:00	Cocktail