

# 4<sup>th</sup> European Colloquium on Culture, Creativity and Economy

Florence, October 8-10, 2015

Department of Social and Economic Geography, Uppsala University, Sweden

In Collaboration With:

Department of Economics and Management, University of Florence

## Context

During the past decades myriad links between culture, creativity and economic practice have become major topics of interdisciplinary study. This colloquium aims to bring together leading edge scholars from across the social sciences to critically examine the intersections between these spheres and symbolic and culturally embedded values in particular, and how they are pervaded by and pervade the global economy. Our aim is to create a space for vibrant critical discussion about how 'creativity', cultural meanings, cultural phenomena, cultural workers and organizations are not only valuable to the market but increasingly drivers and framers of the systems of value and taste that economic actors attempt to capture and trade upon. Though culture and creativity have always been central to human civilization there is increasingly a need to understand culture and creativity as central agencies and motifs in the current stage of globalized capitalism, in the digital and knowledge economy, and in the development of human values, communities, regions and cities.

## Purpose

The Fourth European Colloquium on Culture, Creativity and Economy (CCE4), which will be held in Florence from **October 8-10, 2015**, will take up and continue an international and interdisciplinary debate on these topics. This debate was originally initiated during a workshop in Padua in 2011 and subsequently given an institutional character as a European Network of Excellence during European Colloquiums on Culture, Creativity and Economy in Uppsala in 2012 (CCE 1), Berlin in 2013 (CCE2) and Amsterdam in 2014 (CCE3).

The aim is to continue the debate while consolidating the emergent research network through follow-up events. Above all, however, the colloquium aims to bring scholars together in an exciting, intense and dynamic meeting aimed at generating not only new networks but new knowledge, approaches and practices. The event will give participants the chance to share ideas, receive feedback on current research, and to preview cutting edge research in the field. In other words, beyond simply constructing networks, the Colloquium will create a dynamic and sustainable discursive space.

## The Organizers

### Local Conference Organizers: Florence

Luciana Lazzeretti (University of Florence)  
Francesco Capone (University of Florence)  
Niccolò Innocenti (University of Florence)



*Università degli Studi di Firenze*

DIPARTIMENTO DI SCIENZE PER L'ECONOMIA E PER L'IMPRESA

### Colloquium Series Organizers: Uppsala

Taylor Brydges (Uppsala University)  
Brian J. Hrac (University of Southampton)  
Johan Jansson (Uppsala University)  
Cecilia Pasquinelli (Gran Sasso Science Institute)  
Dominic Power (Uppsala University)  
Jenny Sjöholm (Linköping University)



UPPSALA  
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**CiND**  
Centre for Research  
on Innovation and  
Industrial Dynamics

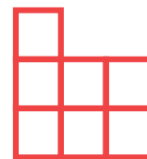
## Institutional Partners

The institution hosting the Conference Series is the Department of Economics and Management at the University of Florence. The University of Florence was established in 1321 and comprises 12 schools and has about 60,000 students enrolled. The conference is co-sponsored by the Postgraduate Course on the Economics and Management of Museums and Cultural Goods.

The institution organizing the Conference Series is The Centre for Research on Innovation and Industrial Dynamics (CiND) and the Department of Social and Economic Geography at Uppsala University. Established in 1477, Uppsala is the oldest university in Scandinavia and one of the largest with more than 40,000 students and more than 2,000 graduate students. The conference is co-sponsored by the Swedish Research Council (Vetenskapsrådet) and Knowledge Works (The Norwegian National Centre for Cultural Industries).



**Vetenskapsrådet**



**Knowledge Works**  
National centre  
for cultural industries

## The Program

The colloquium will run from **9:00 a.m. on Thursday October 8th to 4:30 p.m. on Friday October 9th** and will consist of the following activities:

### Themed Panels

These will not be normal presentation sessions. Every panel will be themed by the organizers based on the interest statements submitted before the Colloquium. Panelists will have 5 minutes to talk about their research in relation to the theme (no powerpoint). The floor will then be opened to the whole group for questions and comments.

### One-On-One Discussant Blocks

Each participant will have submitted a paper for review before the Colloquium and two people will be given the paper to read in advance. In each of the Discussant Blocks, you will meet with an assigned partner to discuss each other's work (20 minutes on their paper, 20 minutes on yours) and brainstorm future collaborations. Thus, each person attending will be responsible for reviewing two papers in advance and will get two one-on-one feedback sessions from their peers.

### Walking Tour

For a change of pace, participants with 'local knowledge' will lead small groups on a tour around the fashion street of Florence in the city centre. Here we will choose from several museums in the area. At present, the plan is to visit the Ferragamo museum and/or Officina del Profumo di S. Maria Novella.

### Feedback Session

The entire group will reflect on the key findings and questions from the Colloquium. The session will provide an opportunity to announce any ideas or plans for future projects and to seek out collaborators for conferences, conference sessions, edited books and special issues of journals.

### Optional Florence Tour

On Saturday October 10th, we will be organizing an optional tour. It will start from the Dome square in the city centre, visiting locations such as the Oblate library, the historical Palazzo Medici Riccardi, and/or the new Museo Novecento. The tour will conclude with lunch in the old central market of Florence, which is an interesting example of urban rejuvenation.

## People

The colloquium will feature up to 30 post-doctoral fellows, research fellows and faculty members from a range of disciplines and institutions (in Europe and beyond) who share a common interest in culture and creativity.

## Costs

There is no registration fee and the Colloquium sponsors will provide the following for all participants:

- Coffee and snacks on Thursday and Friday
- Lunch on Thursday and Friday
- Dinner on Thursday

## Application Process and Deadlines

### Applying

The conference organizers will select up to 30 individuals to attend. To be considered you must send the following to Taylor Brydges ([taylor.brydges@kultgeog.uu.se](mailto:taylor.brydges@kultgeog.uu.se)) by **May 27, 2015**. Late applications will not be considered.

Please include the following information in a word document:

- A short bio of approximately 200 words
- A personal photo of sufficient quality to be included in the program
- A maximum one page statement of current interests or what you consider the most important research issue to address in the coming years
- A suggestion for a Themed Panel topic (max. 100 words). In previous colloquia, Themed Panel topics have focused on: the conditions of creative labour, creative communities and collaboration, value making processes, curation, the impact of digital technologies, culture and the urban environment and methodological approaches to studying the creative economy.

### Once Accepted

By **September 18, 2015**, please send the following to Taylor Brydges ([taylor.brydges@kultgeog.uu.se](mailto:taylor.brydges@kultgeog.uu.se)):

- A paper for review and discussion: the choice of your contribution is open - it could be your latest published paper, a draft paper you are working on, a grant proposal, or a short outline of an idea that is currently developing.

## Program

Once the participants are confirmed and the materials are collected, the program (including discussant pairings and panel themes) will be finalized and distributed.

## More Information

### Venue

The event will be held at two venues. The Polimoda institute, located in an ancient villa near the river in the heart of Florence, will host our activities on day one, and day two will be held in a former hospital at S. Giovanni di Dio, which is now a museum.

*Address for Polimoda:*

Villa Favard, Via Curtatone, 1, 50123 Firenze

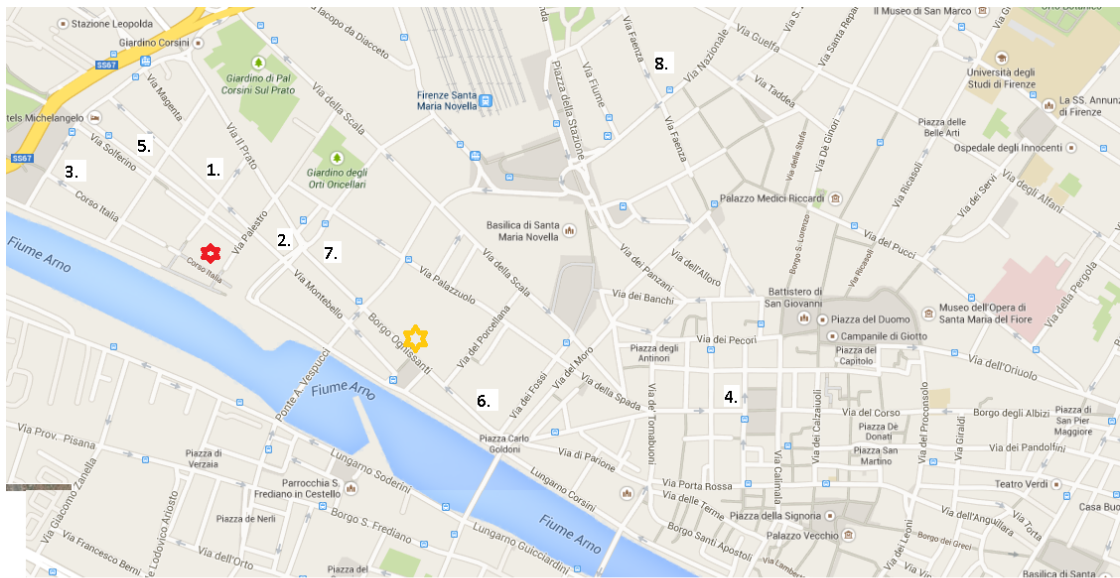
*Address for Ospedale St. Giovanni di Dio:*



Via Borgo Ognissanti, 20, 50123 Firenze



The conference venues.

## Map



Venues	Suggested Accommodations		
 Polimoda institute	1. Hotel Montebello Splendid*****	4. Hotel Pendini***	7. Facerooms B&B
 S. Giovanni di Dio	2. Hotel Executive****	5. Hotel Ariele****	8. Hotel Bencidormi *
	3. NH Firenze*****	6. Hotel Goldoni***	

## Accommodation Suggestions

1. [Hotel Montebello Splendid\\*\\*\\*\\*\\*](#), Via Garibaldi 14, Florence
2. [Hotel Executive\\*\\*\\*\\*](#), Via Curtatone, 5, Florence
3. [NH Firenze\\*\\*\\*\\*](#), Piazza Vittorio Veneto 4/A, Florence

4. Hotel Pendini\*\*\*, Via Strozzi 2, Florence
5. Hotel Ariele\*\*\*, Via magenta 11, Florence
6. Hotel Goldoni\*\*\*, Borgo Ognissanti 8, Florence

*Cheaper accommodations:*

7. Facerooms B&B, Borgo Ognissanti 102, Florence
8. Hotel Bencidormi\*, Via Faenza 69, Florence

## Questions?

For more information, please contact Taylor Brydges at [taylor.brydges@kultgeog.uu.se](mailto:taylor.brydges@kultgeog.uu.se).