



International Conference

„Culture in the post-pandemic period – a chance for growth and new opportunities“

The agenda may be subject to change under certain circumstances.

We will try to inform you of the changes made in a timely manner.

DAY 1 - Wednesday, 30th of November @The Children's House¹, Rikard Benčić cultural complex

- 09:00 **Registration and welcome coffee** @ The Children's House atrium
- 09:30 Introductory word by Ivan Šarar, Head of the Department of Culture, City of Rijeka about the Rikard Benčić cultural complex urban regeneration which was co-financed by the EU funds.
- 09:45 All participants are called to move towards The Children's House Hall where the conference will be held
- 10:00 **Opening Ceremony**
- Marko Filipović, Mayor of the City of Rijeka
 - Snježana Prijić-Samaržija, Rector of the University of Rijeka
 - Minister of Culture and Media of the Republic of Croatia – TBC
 - Suzana Belošević Romac, the City of Rijeka – Introductory word about the Conference and the MESOC project

¹ The transformation of the Brick Building making part of the former industrial complex Rikard Benčić into the Children's House of the cultural quarter was carried out as part of the project titled "Revitalisation of the Benčić Complex – Brick and T-Building". This project is funded by the Structural Funds and the European Regional Development Fund under the Operational Program "Competitiveness and Cohesion" 2014-2020.



MESOC has received funding from Horizon 2020 - the EU Framework Programme for Research and Innovation (2014-2020) - under Grant Agreement n°870935.



10:10

Keynote Speaker

- Cultural and Urban Renovation – Dinko Peračić, ARP/ Platform 9.81

As a person that combines architecture, urban renovation and design with cultural participation, activism and transformation, Dinko is a logical solution to speak about two of three crossover themes of the new European Agenda for Culture: Urban and Territorial Renovation and People's Engagement and Participation.

10:40

Panel discussion – “New and/or shared spaces in culture”

- Minister of Culture and Media of the Republic of Croatia - TBC
- Dinko Peračić, ARP/ Platform 9.81
- Ivan Šarar, City of Rijeka
- Sara Vuletić, Novi Sad – European Capital of Culture
- Božena Stojić, Ministry of Space

Through the central panel discussion of the Conference, we will hear international and national testimonials about the topics of managing shared spaces in culture, participation, citizens' involvement and democratization of culture. Additionally, we will hear first impressions from the Children's House which is programmatically embodied by the following city institutions: the Rijeka City Library, the Rijeka City Puppet Theatre, Art Kino Croatia and the Museum of Modern and Contemporary Art.

12:00

Q&A Session

12:15

Lunch break @ the Children's House Rooftop

13:15

Panel discussion – “Traditional vs digital approach – different perspectives for culture”

- Božidar Kovačić, University of Rijeka
- Edvin Liverić, Croatian Cultural Centre
- Sendy Ghirardi, University of Valencia



MESOC has received funding from Horizon 2020 - the EU Framework Programme for Research and Innovation (2014-2020) - under Grant Agreement n°870935.



- Illaria Vitellio, CityOpenSource
- Emina Višnić, City of Zagreb – TBC

Within the second panel, we will confront representatives from a digital and traditional approach to culture. We will try to answer the question: does culture need physical space, can the digital approach replace the traditional one, and what does the future hold? Additionally, we will hear how can MESOC help with that and how can we measure the societal dimension of Culture, as defined by one of the strategic objectives of the European Agenda.

14:25 Q&A Session

14:40 **Coffee break** @ the Children's House Rooftop

15:00 **MESOC SERAPEUM - Place where Artificial Intelligence meets Culture**

- Dragan Čišić, University of Rijeka

The project idea is to enable MESOC consortium members and other cultural stakeholders to become acquainted with the achievements of artificial intelligence and gain insight into the possibilities of AI.

15:15 **City #1 – example of good practice - Rijeka**

- RIJEKA 2020 – European Capital of Culture - Empowerment through the *People are the City* narrative (Tanja Kalčić)

European Capital of Culture is not only a project where we will see large-scale events, spectacles and performances from world-acclaimed artists, but a chance to involve communities, people and neighbourhoods.

15:30 **City #2 – example of good practice - Nova Gorica · Gorizia**

- European Capital of Culture 2025 Nova Gorica · Gorizia (Speaker TBC)

Nova Gorica and Gorizia strive and dwell together: divided by wars, but united by friendship and intense cooperation, the two cities set for themselves the ambitious goal to become a cross-border European Capital of Culture.



MESOC has received funding from Horizon 2020 - the EU Framework Programme for Research and Innovation (2014-2020) - under Grant Agreement n°870935.



15:45

City #3 – example of good practice - Valencia

- Ciutat de l'Artista Fallero. A new cultural approach to urban development (Chema Segovia)
La Ciutat de l'Artista Fallero or a museum in open space - a place of gathering artists, citizens, and activists, transformed the City of Valencia. This initiative boosted creativity and provides a good example of urban development.

DAY 2 – Thursday, 1st of December @RiHub², Ivana Grohovca 1/A

09:00

Welcome coffee

09:15

MESOC – technical insight

- Božidar Kovačić - University of Rijeka
The project MESOC will develop new perspectives and improved methodologies for capturing the wider societal value of culture, including but also beyond its economic impact, to enhance the potential role of culture as an element of public policy for social, cultural and political cohesion and inclusion.

09:35

City #4 – example of good practice – Šibenik (Speaker TBC)

- Fortress of Culture Šibenik – linking culture and tourism (Speaker TBC)
Fortress of Culture is a synonym for excellence in cultural heritage management and in cultural events organization. The institution today manages three revitalized Šibenik's Fortresses, St. Michael's, Barone and St. John's Fortress and House of Arts Arsen

09:50

City #5 – example of good practice - Matera

- Matera – Franco Bianchini (Theme of the Lecture TBC)

² RiHub spans 1007m² and it was the European Capital of Culture information centre. Since opening its doors, RiHub has also acted as a venue for European Capital of Culture participatory programmes that involve citizens and in 2020 it will become the press centre of the ECoC.



MESOC has received funding from Horizon 2020 - the EU Framework Programme for Research and Innovation (2014-2020) - under Grant Agreement n°870935.



According to the Matera ECOC, a popular initiative can become a strong political element that can revolutionize strategic regional planning and a territory's destiny to create a new vision of the future.

10:05

City #6 – example of good practice - Lublin

- Cultural summer festivals in Lublin and their impact on the city (Ewa Orzeszko)
Rooted in the local context, Lublin's culture is distinct and inclusive, authentic, and original. It is defined by participation and diversity, encounters with different cultures, religions, and ideas that inspire residents to learn about themselves, other people, and the world.

10:20

Workshop

- Representatives of Politecnico di Milano – Prof. Grazia Concilio, Dr Irene Bianchi, Dr Ilaria Tosoni

11:40

MESOC – next steps

- Francesco Molinari – MESOC project manager
With the MESOC project entering the final two months of its implementation we will see what is planned for this period as well as the post project times.

12:00

Lunch break



MESOC has received funding from Horizon 2020 - the EU Framework Programme for Research and Innovation (2014-2020) - under Grant Agreement n°870935.