

# BEYOND THE OBVIOUS<sup>2015</sup>

ANNUAL CONFERENCE

15  
GO:TEBORG

17 OCTOBER  
SWEDEN

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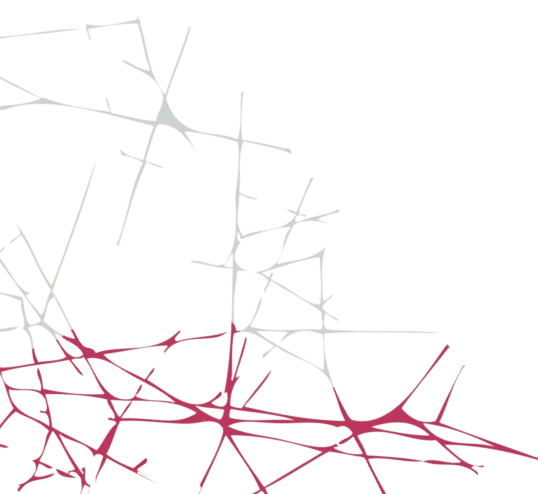
**culture**  
**ACTION**  
**europe**



REGION  
VÄSTRA GÖTALAND

# BTO 2015

ANNUAL CONFERENCE



WITHOUT A GLOBAL REVOLUTION IN THE SPHERE OF HUMAN CONSCIOUSNESS,  
NOTHING WILL CHANGE FOR THE BETTER IN THE SPHERE OF OUR BEING AS HUMANS,  
AND THE CATASTROPHE TOWARD WHICH THIS WORLD IS HEADED  
—BE IT ECOLOGICAL, SOCIAL, DEMOGRAPHIC OR A GENERAL BREAKDOWN OF CIVILIZATION—  
WILL BE UNAVOIDABLE.

Václav Havel, Poet and President of Czechoslovakia

THE WORLD AS WE HAVE CREATED IT IS A PROCESS OF OUR THINKING. [...]  
WE CANNOT SOLVE OUR PROBLEMS WITH THE SAME LEVEL OF THINKING THAT CREATED THEM.

Albert Einstein, Physicist and Nobel laureate

## ABOUT THE 2015 EDITION

15 | 17 OCTOBER  
GÖTEBORG | SWEDEN

*Everyone has the right to freely participate in the cultural life of the community, to enjoy the arts and to share in scientific advancement and its benefits\*.*

So states the **UNIVERSAL DECLARATION OF HUMAN RIGHTS** at article 27: because the arts and science are fundamental to people's emancipation and citizenship, everywhere; and because the arts and science powerfully contribute to the quality our lives. They provide us with the knowledge, abilities and aptitudes needed to live together, to **PROGRESS TOGETHER**, to meet the opportunities and challenges of the future and the necessary revolutions that are yet to come.

Our systems and regulations should foster and facilitate this.

This should also be our aim in our daily professional lives.

But our systems and regulations are falling short, too short.

Clashes of ideologies, fears for the future magnified by the **ABSENCE** of credible visions of our tomorrow, priority given to the economic interests over the need of **HUMAN DEVELOPMENT**, inadmissible reactions to the migration of millions of desperate women and men... the combination of which hinders any further progress in the fulfilment of the most fundamental of **HUMAN RIGHTS**.

Fundamental rights such as *freedom of opinion and expression, freedom of thought, conscience and religion, not to be subjected to arbitrary interference with our privacy*, seem to clash with *the right to life, liberty and security*.

In the digital world, *the right to own property*, as implemented through the existing legal frameworks, often conflicts with both the right to *the protection of the moral and material interests resulting from scientific, literary or artistic production* and *the right to not be arbitrarily deprived of his (her) property*.

Moreover, the right to *own property* is increasingly interpreted in ways that conflict with the rights of all, as members of society, [...] to *the realization, through national effort and international co-operation [...], of social and cultural rights indispensable for his (her) dignity and the free development of his (her) personality*.

Many of the systems and legal frameworks we have developed to implement and preserve precious **VALUES** and their embodiment - such as those stated by the **UNIVERSAL DECLARATION OF HUMAN RIGHTS** and in most of our constitutions - fail to strike the right balance between the individual/private and the collective/public-common side of those rights.

The 2015 **BEYOND THE OBVIOUS** Conference calls on its participants to learn, reflect, and debate on what **BALANCE** shall be sought between the condition for a functional public/common sphere on one side, and private and commercial interests on the other, in order to:

**ENSURE** the enjoyment of fundamental cultural rights such as participation in **CULTURAL LIFE** and the right to freely express oneself;

**GUARANTEE** a fair remuneration to **CREATION**, **TOGETHER** with the conditions to create and exchange in the digital world;

**FULFIL** people's right to take part in governance and to **SHAPE THEIR COMMUNITY**, at local/regional level.

All rights come with related duties such as those to *the community in which the free and full development of his (her) personality is possible.*

For the **PEOPLE OF CULTURE**, it is our responsibility to strive for the cultural development of every child and adult to be recognized and supported as an essential public good. The alternative – we are already witnessing it - is to see culture losing ground in a shrinking public sphere and being marginalised to the domain of entertainment and leisure.

The historical period we live in brings new and old challenges that demand innovative answers, creative thinking, disposition to change and to commit, to strive, to coalesce with others. More in general, our fast changing times demand that the “people of culture” embrace and truly enact a broader **CIVIC FOOTPRINT** approach to their relations with society and to advocacy.

The **UNIVERSAL DECLARATION OF HUMAN RIGHTS** ends saying that nobody holds *the right to engage in any activity or to perform any act aimed at the destruction of any of the rights and freedoms set forth herein.*

The real world shows that, on the contrary, many attempt to do this and often sadly succeed.

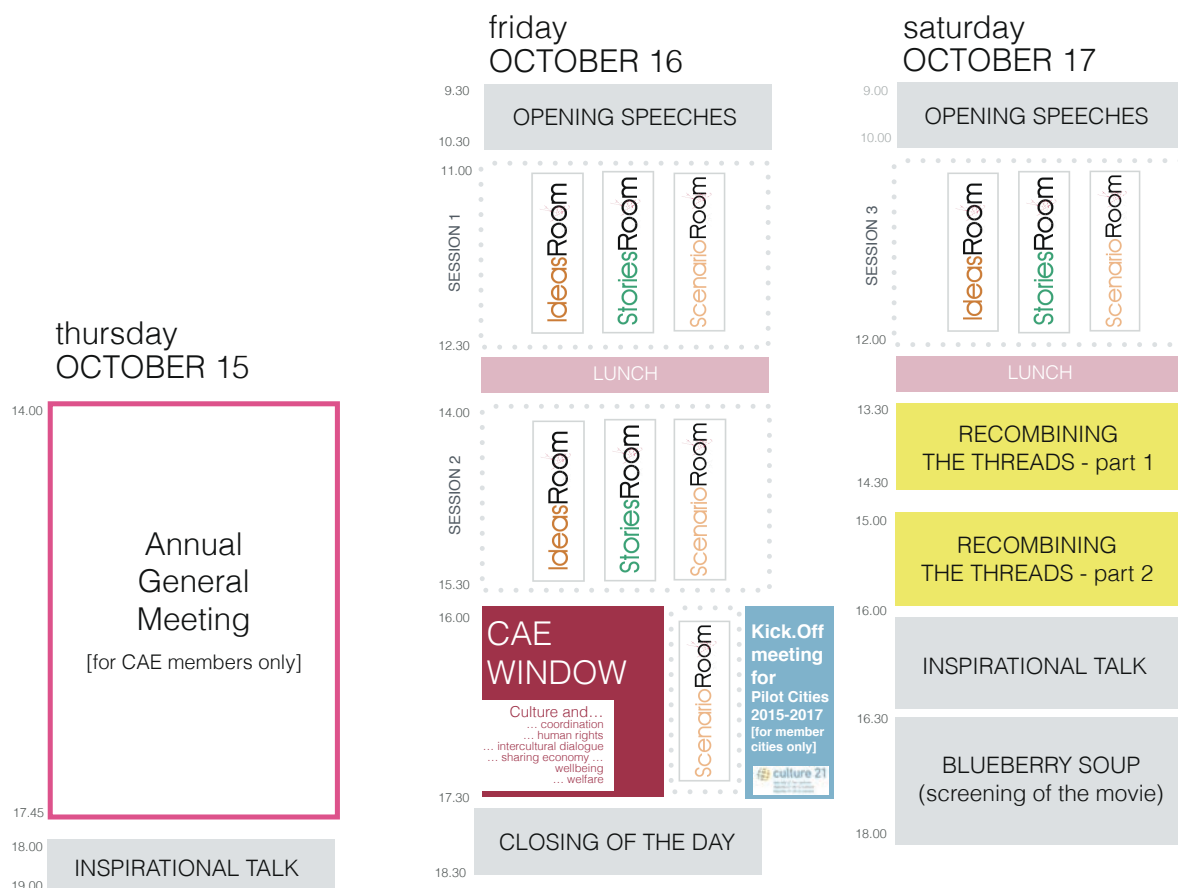
**BTO** will gather many who, instead, engage in enhancing those rights in their professional and private lives.

*All human beings are born free and equal in dignity and rights. They are endowed with reason and conscience and should act towards one another in a spirit of solidarity .*

**BTO** invests in the **EMPATHY, REASON AND CONSCIENCE** of the “people of culture” because only this forms people's direct engagement in developing adequate solutions to today's challenges, daring to bring these considerations to light and guiding us through the **TRANSITION** we are in.

\* all text in italic quoted from the Universal Declaration of Human Rights

## IN A BLINK



The Conference topics will be explored through different lenses and formats:  
**I D E A S , S T O R I E S , S C E N A R I O S .**

### I D E A S R O O M

In a symposium-style setting, a group of Discussion Activators will begin by sharing their answer to fundamental questions. They will then explore and discuss the power of key ideas and concepts, share their insights on controversial topics and challenge their own beliefs through inputs from the moderator and participants.

### S T O R I E S R O O M

Participants will have the opportunity to exchange in depth with the architects of emblematic experiences that tackled the issues of the conference. The sessions will begin with these architects, the Discussion Activators, sketching stories from their current (or passed) experiences, and then move on to smaller groups to deepen the exchange, share the lessons learnt and take inspiration for the common future.

### S C E N A R I O R O O M

Featuring a lively Lab-style collaborative session starting from inputs shared by Discussion Activators, participants will be invited to deeply explore the given 15 years ahead scenarios of plausible futures. They will trace the factors that are already / may impact on the scenario and reflect on the way they believe these can/will be affected to influence the future (and the present).

*PARTICIPANTS OF THIS ROOM NEED TO COMMIT TO BEING PRESENT FOR THE WHOLE DURATION OF THE SESSION (FROM FRIDAY 10.30AM TO SATURDAY 12.00PM, CAE WINDOW INCLUDED)*

PROGRAMME

THURSDAY 15 (@ UNIVERSITY OF GOTHENBURG)

14.00 – 17.45

ANNUAL GENERAL MEETING (for CAE members only)

Room B33

17.30 - 18.00

REGISTRATION

18.00 – 19.00

OPENING INSPIRATIONAL TALK

with KATRÍN ÖDDSDÓTTIR

(Elected Member of the Icelandic Constitutional Council)

A STORY OF A MARVELLOUS VICTORY? PAST, PRESENT AND FUTURE  
OF THE ICELANDIC CONSTITUTIONAL ENDEAVOUR

*A three-act interactive chat open to public*

Main Hall - MALMSTENSALEN

FRIDAY 16 (@ BREWHOUSE)

8.30 – 9.30

REGISTRATION

9.30 – 10.30

OPENING

MERCEDES GIOVINAZZO (President of Culture Action Europe)

JOAKIM LARSSON (President of the Regional Council of Västra Götaland, Sweden)

PER OLSSON (State Secretary to Minister for Culture and Democracy, Sweden)

JONATHAN MICHAEL HILL (Head of Cabinet to European Commissioner for Education, Culture, Youth and Sport)

11.00 – 12.30

PARALLEL SESSIONS # 1

IDEAS Room

Express

KATHRIN MERKLE  
(Council of Europe)

NIR BOMS  
(cyberdissident.org)

RACHAEL JOLLEY  
(Index of Censorship)

RASOUL NEJADMEHR  
(Västra Götaland Region)

moderated by  
CLYMENE CHRISTOFOROU  
(ISIS Arts)

STORIES Room

Create

PATRICK BARTOS  
(Creative Region Linz & Upper Austria)

PETER GORGELS  
(Rijksmuseum)

IOLANDA PENSA  
(Share Your Knowledge)

SCENARIO Room

Create | Express | Participate

ROBERT MANCHIN  
(Europa Nova)

SARA WHYATT  
(campaigner and researcher on freedom of  
expression and human rights)

LUKA FRELIH  
(LJUDMILA)

*\* participants in this session need to commit to  
attend parallel session #1, #2, #3 and the time  
dedicated to CAE window*

12.30 – 14.00

SVERIGE | GET-TOGETHER | LUNCH 1

14.00 – 15.30  
PARALLEL SESSIONS # 2

| IDEAS Room   | STORIES Room  | SCENARIO Room   |
|--|---|---|
| <b>Participate</b>   | <b>Express</b>  | <b>Create   Express   Participate</b>   |
| <b>CATHERINE CULLEN</b><br>(Agenda 21 for Culture)                   | <b>FREDRIK ELG</b><br>(City of Malmo)                             | <b>ROBERT MANCHIN</b><br>(Europa Nova)  |
| <b>NICHOLAS ANASTASOPOULOS</b><br>(Researcher and Architect at NTUA) | <b>OLENA PRAYVLO</b><br>(Congress of Cultural Activists, Ukraine) | <b>SARA WHYATT</b><br>(campaigner and researcher on freedom of expression and human rights)                                     |
| <b>TEODOR CELAKOSKI</b><br>(Clubture)                                | <b>CECILIA GUIDA</b><br>(Cittadellarte – Fondazione Pistoletto)   | <b>LUKA FRELIH</b><br>(LJUDMILA)  |
| moderated by<br><b>BEL OLID</b><br>(AELC)                            |   | <i>* participants in this session need to commit to attend parallel session #1, #2, #3 and the time dedicated to CAE window</i> |

15.30 - 16.00  
COFFEE AND BREAK

16.00 – 17.30  
CAE WINDOW & WORKING MEETINGS

| CAE WINDOW  | IN PARALLEL  |  |   |
|---|--|--|---|
| PARALLEL WORKING AREAS FOR AN IN-DEPTH EXPLORATION AND UPDATE ON CAE'S ACTIVITIES   | <b>KICK OFF MEETING</b>  | <b>HIGH-LEVEL COORDINATION GROUP</b>         | <b>SCENARIO ROOM</b>  |
| Culture and human rights with <b>MARY ANN DEVLIEG</b> (AR) Working Group<br>Culture and wellbeing with <b>ANNALISA CICERCHIA</b> (Università Tor Vergata, Rome)<br>Culture and welfare with <b>SARAH DE HEUSCH</b> (SMartBe)<br>Culture and new economic models with <b>CRISTINA DA MILANO</b> (ECCOM)<br>Intercultural dialogue with <b>NIELS RIGHOLT</b> (DCAI/CKI) | Pilot Cities 2015-2017 with <b>JORDI PASCUAL</b> (Agenda 21 for Culture)<br><br>  for participating cities only  <br><br>• starting from 15.30 - coffee will be served in the room • | Working Sessions<br>  for HLCG members' only | <b>ROBERT MANCHIN</b><br>(Europa Nova)<br><br><b>SARA WHYATT</b><br>(campaigner and researcher on freedom of expression and human rights)<br><br><b>LUKA FRELIH</b><br>(LJUDMILA) |

17.30 – 18.30  
PLENARY CONVERSATION  
with **BARBARA GESSLER**  
(Head of Unit Creative Europe - EACEA)  
WHAT THE CULTURAL OPERATORS PROPOSE  
TO CREATIVE EUROPE: AN INSIGHT



SATURDAY 17 (@ BREWHOUSE)

9.00 – 10.00

**PLENARY CONVERSATION: A FOCUS ON SWEDEN**

with

LINDA HARJU (Borås City)

MAGNUS ASPEGREN (Riksteatern)

STAFFAN RYDÉN (Västra Götaland Region)

moderated by CHRIS TORCH (Intercult)

10.00 – 10.30

**COFFEE AND BREAK**

10.30 – 12.00

**PARALLEL SESSIONS # 3**

| IDEAS Room  | STORIES Room   | SCENARIO Room   |
|---|--|---|
| <b>Create</b>   | <b>Participate</b>                                   | <b>Create   Express   Participate</b>   |
| ALEX MEZSMER<br>(VISARTE)   | HARIS BISKOS<br>(SynAthina - Municipality of Athens) | ROBERT MANCHIN<br>(Europa Nova)   |
| DIVINA FREU-MEIGS<br>(Sorbonne University, Paris)                         | JULIEN DORRA<br>(MuseoMix)                           | SARA WHYATT<br>(campaigner and researcher on freedom of<br>expression and human rights)   |
| LUKA FRELIH<br>(LJUDMILA)   | SOTIRIS DIAMANDIS<br>(Kado Paradiso)                 | LUKA FRELIH<br>(LJUDMILA)   |
| moderated by<br>PHILIPPE FANJAS<br>(Association Française des Orchestres) | SUSANNA DAHLBERG<br>(Regionteater Väst)              | <i>* participants in this session need to commit to<br/>attend parallel session #1, #2, #3 and the time<br/>dedicated to CAE window</i> |

12.00 – 13.30

**SVERIGE | GET-TOGETHER | LUNCH 2**

13.30 – 14.30

**RECOMBINING THE THREADS - PART ONE**

Glancing at the future through the scenarios

14.30 – 15.00

**COFFEE AND BREAK**

15.00-16.00

**RECOMBINING THE THREADS - PART TWO**

Sense making plenary conversation

with

**ALEXANDROS MISTRIOTIS** (Artist)

**NIELS RIGHOLT** (The Danish Centre for Arts and Interculture)

**WALTER ZAMPIERI** (European Commission)

moderated by **LUCA BERGAMO** (Culture Action Europe)

16.00 – 16.30

**CLOSING INSPIRATIONAL TALK**

with

**ANNA ROSLING RÖNNLUND**

(Gapminder Foundation)

HOW TO UNDERSTAND THE WORLD WE LIVE IN BY **USING PHOTOS AS DATA**

introduced by

**MERCEDES GIOVINAZZO** (Culture Action Europe)

*Open to public*

16.30 – 18.00

screening of the movie

**BLUEBERRY SOUP**

with

**EILEEN JERRETT** (Director)

*Open to public*

# ABOUT **BEYOND** THE **OBVIOUS**

For twenty years **CULTURE ACTION EUROPE** (CAE) has organized annual conferences with its members giving voice to over 80,000 cultural organisations from all over **EUROPE**, and engaging thinkers and decision-makers from different backgrounds to discuss and challenge the **ROLE OF CULTURE** in the future of Europe, its people and its democracy.

In 2013 **CAE** designed a brand new concept for its annual gathering: **BEYOND THE OBVIOUS** (BtO). The concept was conceived to allow for privileged and inspirational **EXCHANGE** between the European cultural community, civil society, researchers, thinkers, institutional and political representatives .

**BTO** explores the future borders and edges of culture and moves beyond those conventional assumptions, beliefs and practices that impede the contribution of culture to social and economic regeneration at a local, national and European level.

It allows the discourse to embrace broader political - and not only policy- challenges.

**BTO** challenges the classical elements of a conference to spark inspiration and new dialogues  
by **PROPOSING** different formats for speeches and conversations,  
by **TAILORING** unusual rhythms between institutional moments and uncommon dialogues,  
by **ENGAGING** its participants in hands-on working sessions in a **LABORATORY - STYLE**,  
by **ALLOWING** direct exchange and connections throughout the whole gathering.

**BTO** enables and facilitates **COLLABORATION** between actors from different sectors of our societies seeking answers to **COMMON CHALLENGES** by putting culture at the heart of the public decision-making and debate. Each year, **BTO** connects the European cultural community with the one of the hosting city in a mutual exchange beneficial to the empowerment of both communities and individuals.



**culture**  
**ACTION**   
**europe**

CULTUREACTIONEUROPE.ORG