



GUIMARÃES 2012
CAPITAL EUROPEIA DA CULTURA

PROGRAMME
PROGRAMA

CIDADES DA CAMPUS

**Re-imagining the
possibility of the
smaller city**

**Re-imaginar
as possibilidades
das cidades de
pequena e média
dimensão**

INTRODUCTION

By **Dr. Tom Fleming**, *Cidade Programmer,
Strategist & Thinker*

On behalf of Guimarães, European Capital of Culture 2012, it is my pleasure to welcome you to CIDADE CAMPUS. After almost a year of many hundreds of events and interventions plus thousands of individual stories of participation, CIDADE CAMPUS is our moment for reflection, boundary-crossing discussion and future-planning. It is also a major platform to explore what we mean by 'legacy' and the role of culture and creativity in city-making.

With two cross-cutting themes - on 'open cities' and 'smaller cities' - we have invited over 20 speakers from across Portugal, Europe and as far away as Brazil and Nigeria. We also have a rich cultural and creative programme - with games, walking tours, pop ups and live music. All our contributors have a mission to inspire, engage and collaborate with you so that we can collectively **RE-IMAGINE THE POSSIBILITY OF THE CITY.**

Guimarães, European Capital of Culture 2012, has given us a once-in-a-lifetime opportunity to experiment, explore and test what it means to produce, consume and actively participate in culture, the arts and the wider creative economy in this particular smaller city in the north of Portugal. It has given us space to take risks, to collaborate across boundaries, and to challenge ourselves to better understand our diverse identities - from the local to the European and beyond. This has been a difficult process, but also hugely rewarding, with so much to gain from actively living as European Capital of Culture. **But what have we learned and what of the future?**

CIDADE CAMPUS is set up so we can assemble our different perspectives - our overall knowledge - and explore what Guimarães and other smaller cities can and should do for successful futures. So once again, I welcome you collaborate with us to RE-IMAGINE THE POSSIBILITY OF THE CITY over what I hope will be two compelling days.

DAY 1

FRIDAY
2nd NOVEMBER

BLACK-BOX

10.00 - 13.00

**Plenary
Session:**

**The Hospitable City &
Open Culture**

Welcome and Introduction to Cidade Campus:

Professor João Serra and Tom Fleming, Guimarães 2012.

Keynote Address: The Hospitable City.

Charles Leadbeater, leading thinker, writer and commentator on innovation and creativity, UK.

Reflections on The Hospitable City.

Renee Heijnen, City of Utrecht, Netherlands - on the eve of the 300th Anniversary of the Treaty of Utrecht, 2013.

COFFEE BREAK

Keynote Address: Open Culture.

Dick Penny (Chief Executive, Watershed) & Clare Reddington (Director – Pervasive Media Studio & iShed), Bristol UK.

Keynote Address: The Collaborative City.

Femi Longe, Director, Co-Creation Hub, Lagos, Nigeria.

LUNCH BREAK

WORKSHOP SESSIONS

ATELIER 2

14.00 - 15.30

**Workshop 1
Creative
City-Making**

*Chaired by
Tom Fleming*

Utrecht: taking the Creative City to the Next Level.

Renée Heijnen, City of Utrecht & Jeroen van Mastrigt, Chair of Dutch Game Garden, Utrecht, Netherlands

Creative and cultural planning in smaller towns and cities – the view from Kent, UK.

Sarah Wren, East Kent Arts & Regeneration, UK

DAY 1

FRIDAY
2nd NOVEMBER

WORKSHOP SESSIONS

ATELIER 4

14.00 - 15.30

Workshop 2
Smaller
Smarter Cities

Chaired by
Mark Leaver,
Open City producer,
Guimarães 2012

Collaborative Ecologies.

Clare Reddington, Director, Pervasive Media Studio & iShed, Bristol UK.

Smartness – the Portuguese Perspective.

Professor José Mendes, University of Minho, Portugal.

Interdisciplinary Practice for Innovation and Development.

Ricardo Lobo, Audiência Zero & LCD Project Guimarães 2012.

BLACK-BOX

14.00 - 15.30

Workshop 3
Creative
Entrepreneurship

Chaired by
Ricardo Luz,
Gestluz & Guimarães
2012 Talentos programme

The Top Priorities for Supporting Creative Entrepreneurship.

Jacob Urup Nielsen, Founder, Centre for Cities & creativity, Copenhagen, Denmark.

Developing a Creative Cluster in a Smaller City.

Michal Hladlly, Kosice 2013, Slovakia.

Fashioning Entrepreneurship – the experience of Fashion Hub.

Nneka Fleming, Fashion Hub, Guimarães 2012.

COFFEE BREAK

DAY 1

FRIDAY
2nd NOVEMBER

WORKSHOP SESSIONS

ATELIER 2

16.00 – 18.00

Workshop 1
Planning
the City:
Sharing ideas
for the future
small city

Tom Inns (Dundee, UK) & Mark Leaver (Bristol, UK)

ATELIER 4

16.00 – 17.30

Workshop 2
Inclusive
Cities

Chaired by
Professor
Jose Carlos Mota,
University of Aveiro,
Portugal

Intercultural city-making.

Raheel Mohammed, Director, Maslaha.org, UK

Participatory planning & community engagement

Chiara Sonzogni, Architect and Artist for Urban Intervention, Italy.

Legacy built from the 'bottom up'.

Roland Zarzycki, Wroclaw 2016, Poland.

BLACK-BOX

16.00 – 17.30

Workshop 3
(re)Branding
Cities

Chaired by
Rui Catarino,
Guimarães 2012

Created & Made in Sheffield.

Brendan Moffet Director, Marketing Sheffield, UK

Collaborative Product Development.

Eurico Neves, Guimarães 2012 Interface project & Inovamais, Oporto, Portugal

Mentor of Guimarães 2012 project **"Mi Casa es tu Casa"**, Fernando Alvim, Portugal.

DAY 1

FRIDAY
2nd NOVEMBER

DESIGN
INSTITUTE

18.30 – 20.00

**Reception
at the
Design
Institute**

**Welcome Address - & the creative regeneration
of Couros.**

Professor José Cardoso Teixeira, Institute of Design, Guimarães,
Portugal.

**Live band curated by Bodyspace.net
Nice Weather for Ducks**

DAY 2

SATURDAY
3rd NOVEMBER

BLACK-BOX

10.00 – 13.00

Plenary Session:

Open Governance

Chaired by
Carlos Martins,
Chief Executive Officer,
Guimarães 2012

Keynote Address: Open Data, Open Governance
Greg Hadfield, Founder, Open Data Cities, UK

**Keynote Address: Participatory Culture-led Development –
the case of Paraty, Brazil.**
Bernadette Passos, FLIP, Paraty, Brazil.

COFFEE BREAK

Chaired by
Professor Paulo Cruz,
Executive Member of
the Administration
Board of Guimarães
2012

Keynote Address: Open Technology.
Marleen Stikker, CEO Waag Society, Amsterdam The
Netherlands.

LUNCH BREAK

WORKSHOP SESSIONS

ATELIER 2

14.00 - 15.30

Workshop 1 Regeneration Legacy

Chaired by
**Professor José
Cardoso Teixeira**,
Institute of Design,
Guimarães

The Case of Tallinn 2011.
Elena Natale, Tallinn 2011, Estonia.

The Case of Guimarães 2012.
Carlos Martins, Guimaraes 2012, Portugal.

DAY 2

SATURDAY
3rd NOVEMBER

WORKSHOP SESSIONS

ATELIER 4

14.00 - 15.30

Workshop 2
Social Legacy
and Citizen-
ship

Chaired by
Sophie Jeffrey,
Thanet District Council,
UK.

The Countryside Metropolis?

Else Christensen Redsepovic, Sonderborg, Candidate City for ECOC 2017, Denmark.

Sustainability, Engagement and Long-term vision.

Raul Abeledo, ECONSULT, University of Valencia, Spain.

Guimarães Noc Noc: Our dreams of Legacy.

Pedro Ferreira for Ó da Casa, Guimarães, Portugal.

BLACK-BOX

14.00 - 15.30

Workshop 3
Cultural
Legacy

Chaired by
Rui Catarino,
Guimarães 2012

Our Vision for Legacy.

Rudi Wester and Harmen Van Der Hoek, Leeuwarden, Candidate City for ECOC 2018, The Netherlands.

Contextile: A long-term agenda for textile art in the north of Portugal.

Conceição Rios, Contextile, Guimarães 2012.

COFFEE BREAK

DAY 2

SATURDAY
3rd NOVEMBER

WORKSHOP SESSIONS

ATELIER 2

16.00 – 18.00

Workshop 1 **Recreating the City**

Chaired by
Rui Catarino,
Guimarães 2012

Pop Up Intervention coordinated by Patrick Hubmann, from Esterni, that were involved in the Pop Up Coursos project for Guimarães 2012

ATELIER 4

16.00 – 17.30

Workshop 2 **Infrastructure Legacy**

Chaired by
Carlos Martins,
Chief Executive Officer,
Guimarães 2012

Balancing Physical & Social Infrastructure.
Michal Hladly Kosice 2013, Slovakia.

The View from Guimarães 2012.
Jose Bastos (Oficina), Portugal

BLACK-BOX

16.00 – 17.30

Workshop 3 **Our longer term aims for legacy**

Chaired by
Mary McCarthy,
*Cork 2005 & National
Sculpture Factory,*
Ireland.

Legacy today.
Francisca Abreu, Deputy Mayor, City of Guimarães, Portugal.

CIDADE programmer Guimarães 2012.
Tom Fleming, UK.

Centre for Arts and Architecture Affairs (CAAA).
Ricardo Areias, Guimarães, Portugal.

DAY 2

SATURDAY
3rd NOVEMBER

BLACK-BOX

18.00 – 18.45

**Closing
Plenary
Session:
Legacy NOW**

*Chaired by
Tom Fleming*

**Keynote Address: ECOC Legacy & the Case
of Smaller Cities.**

Mary McCarthy, Cork 2005 & Director, National Sculpture Factory, Ireland.

Reflections, Dreams & Aspirations.

Francisca Abreu, Deputy Mayor, Guimarães, Portugal.

On to 2013.

Michal Hladky, Kosice 2013, Slovakia.

**Invitation to attend the PechaKucha Nights Guimarães
vol.#4, by José Martins and João Rosmaninho, that will
take place at Casa da Memória, at 21.21h.**

PARALLEL PROGRAM

PLATAFORMA
DAS ARTES E
DA CRIATIVI-
DADE –
CENTRAL
SQUARE

*Commissioned by
Pop Up Culture*

ALL DAY

Plug and Play

Public Installation by Digitalab, coordinated by Brimet Silva.

**SWING – Participative and performative installation
by Moradavaga.**

coordinated by Pedro Leitão and Manfred Eccli.

DAY 2

SATURDAY
3rd NOVEMBER

PARALLEL PROGRAM

LAB

9.30 – 18.30

LAB 01

Descobrir Guimarães.

A showcase of the experimental mapping project developed by Irena Übler for Guimarães 2012 - An urban design proposal that explores creative tourism from an Industrial Design perspective with an original signposting system with over 100 bespoke tiles spread around the city in order to encourage inhabitants and visitors to discover the city via alternative circuits.

LAB 02

Maps Created by Everybody.

Open Source Aerial Photography Exhibition – A selection of hundreds of images captured with cameras dangling from gigantic balloons held by people walking through the city of Guimarães, as part of a guerrilla mapping workshop delivered by James Bridle.

LAB 03

The Smart City: a film about a future Guimarães.

Open City commissioned film maker Geoffrey Taylor and design fiction Sam Kinsley to produce a short film which acts as a window into future Guimarães.

LAB 04

Give me Back my Broken Night .

Open City, in partnership with the British Council commissioned theatre performance artists Uninvited Guests and Duncan Speakman to deliver the shows in October for Guimarães 2012.

LAB 05

Pop Up Couros.

Presentation of the revitalization project developed by the Pop Up Culture Project for Guimarães 2012, involving the collective Esterni, artists, local population, and hundreds of participants.

LAB 06

Pop Up Vox.

Share your testimonial and record your point of views on Cities. We want to know what you think about all this.

LAB 07

Logos.

Spatial instalation by Márcio Paranhos, developed through the LCD project for Guimarães 2012.

PARALLEL PROGRAM

LAB 08

Casas em Movimento.

Presentation of an innovative architecture project developed by Manuel Vieira Lopes with the architecture university of Oporto, commissioned by Inovamais.

LAB01 MEETING POINT

2ND AND 3RD NOVEMBER
14.00 – 15.30

Creative Guided Tour

Guimarães Íntimo.

guided tours in and around the city that lead the participants off the beaten track to show Guimarães from a truly personal perspective, by Júlia Kiessig

ATELIER 1

9.30 – 18.30

Contextile.

Showcase of some of the work presented at the first textile art triennial for Guimarães 2012.

ATELIER 3

9.30 – 18.30

Fashion Hub.

Showcase of the work developed by the fashion project for Guimarães 2012.

ATELIER 5

2ND NOVEMBER > 13.00 – 15.00 and 17.00 – 19.00
3RD NOVEMBER > 16.00 – 20.00

The Arts Peep Show Caffe.

Pop up shop performative project presented by Joana Gama, Ricardo Vaz Trindade and Paulo Lima for Guimarães 2012.

BIOGRAPHIES REGARDING THE PROGRAMME SCHEDULE:

Carlos Martins



Carlos Martins is the Chief Executive Officer of Guimarães 2012 European Capital of Culture, Member of the National Council of Culture in Portugal, founder and managing partner at Opium - cultural and creative planning company and Chairman at AD-DICT - Agency for the development of the Creative Industries. Previous positions include that of Executive Director of 'Festival do Norte' for the Regional Tourism Agency and Cultural Programme Manager at Euro 2004, the European Football Cup. As consultant he contributed to the Porto Metropolitan Region Development Strategy and published 'Development of a Creative Industries Cluster in the Northern Region', a macroeconomic survey. Carlos Martins is currently pursuing a PhD in Economic Geography at Porto University about 'Creative Clusters Development in Urban Areas'.

Professor João Serra



President of the Administration Board of Fundação Cidade de Guimarães.

João Bonifácio Serra is a researcher at the Instituto de História Contemporânea of the Faculdade de Ciências Sociais e Humanas da Universidade Nova de Lisboa and coordinating teacher of the Escola Superior de Artes e Design das Caldas da Rainha do Instituto Politécnico de Leiria.

Here, he also directs the master in Cultural Management. Integrates the scientific direction in the Casa dos Patudos - Alpiarça Museum.

João Serra was - until December 2009 - executive vowel at the National Committee for the celebrations of the centennial anniversary of the Republic.

Currently he is the president of the administration board of the Fundação Cidade de Guimarães - organization that manages the European Capital of Culture. He is the author of several studies

on issues of Portuguese political history of the 19th and 20th centuries. He also collaborated in collective works on the history of the Republic and of Republicanism. Was Commissioner of exhibitions on the same theme.

Was Chief of staff of the President of the Republic Jorge Sampaio (1996-2006), joined the National Committee for the celebrations of the Day of Camões and the Portuguese Communities (1999-2001), is currently a Council of National Orders vowel, was a member of the Press Council (1988-1989) and the direction of the teachers Union of greater Lisbon (1976-1978). He was also the founder of the Association of Teachers of History.

Tom Fleming



Dr Tom Fleming is a leading international thinker and strategist on the creative economy, city-making and arts and cultural policy. As director of Tom Fleming Creative Consultancy, Tom works with governments and cities across the world to introduce positive and innovative change. He is a leading creative economy expert for clients including UNESCO, European Commission, World Bank, Arts Council England, NESTA, Nordic Council of Ministers and British Council.

Tom is also CIDADE Programmer for Guimaraes, European Capital of Culture 2012.

Charles Leadbeater



Charlie Leadbeater is an author, a leading authority on innovation, strategy and education, and one of the most influential creative people in the world. He has advised companies, cities and governments, and is former UK Prime Minister Tony Blair's favourite corporate thinker. He is widely recognised as one of the world's leading innovative thinkers on the future of learning, in the developed and the developing world. His renowned work, Learning from the Extremes, in conjunction with Cisco, looked at the demand for innovative approaches to low cost, mass forms of education in the developing world.

He authored We-think, which chartered the rise of mass, participative approaches to innovation. It is one of several acclaimed books; Living on Thin Air, a guide to living and working in the new economy; Up the Down Escalator, an attack on the culture of public pessimism accompanying globalisation and In Search of Work which was one of the first books to predict the rise of more flexible and networked forms of employment. He has also

written extensively and influentially on the case for more personalised, participative approaches to education, most recently a report entitled What's Next' 21 Ideas for 21st Century Education. His latest book is Innovation in Education: Lessons from Pioneers Around The World.

In 2002 he was listed by GQ magazine as one of the Most Powerful Men in the UK. The New York Times anointed Charlie's idea, The Pro-Am Revolution, as one of the biggest global ideas of 2004. In 2005 Charlie was ranked by Accenture, the global management consultancy, as one of the 30 top management thinkers in the world. In 2007 the Financial Times ranked him the outstanding innovation expert in the UK, and in 2008, the Spectator Magazine described him as "the wizard of the web". He spent ten years working for the Financial Times where he was Labour Editor, covering industrial relations and training; Industrial Editor, and Tokyo Bureau Chief, before becoming Features Editor.

Charlie has worked as a senior adviser to several governments on the rise of the knowledge driven economy, the Internet, and on future strategies for more networked and personalised approaches to learning and education. The UK Government has turned to him for advice on policy issues ranging from health and education to climate change and culture. He was one of the first Europeans to advise the Chinese government.

Charlie has advised the European Commission, working as a special adviser on Competitiveness and the New Economy. In the run up to the EU's Lisbon summit in 2000, he wrote the draft report presented at the Lisbon summit: The New Economy: The European Model.

As a Senior Associate with the influential London think tank Demos, Charlie leads the Atlas of Ideas programme which is exploring the international dynamics of innovation. The Atlas programme has produced reports on India, China, South Korea, Brazil and the Islamic world.

He has advised a long list of organisations and governments on innovation, strategy and the future of education.

Charlie is a Visiting Fellow at Oxford University's Said Business School and a founder of Participle, the leading public services innovation agency, which is working with public sector agencies to create next generation public service

**Renee
Heijnen**



Originally trained as a musicologist Renée has been working as a free lance (world) music journalist for the Dutch national newspaper De Volkskrant and for many organisations in the field of world music, cultural education and performing arts. Since 2001 she is a policy advisor at the culture department of the city of Utrecht and responsible for music policy, general strategy and international affairs. She wrote a series of cultural policy papers, among them the long term visions The Discovery of Utrecht 2008-2018 and Open Space 2012-2022. At the moment she is member of the bidbook team Utrecht European Capital of Culture 2018.

**Dick
Penny**



Dick is Managing Director of Watershed and has been since 1998. Since 1980 Dick has worked in the creative sector as producer, manager and consultant. As a theatre producer credits include the World Premiere of WHEN THE WIND BLOWS adapted by Raymond Briggs from his book; Pete Postlethwaite in MACBETH; and two award winning one man shows: BAGLADY with Sorcha Cusack and SCARAMOUCHE JONES with Pete Postlethwaite which premiered at the Dublin Festival and toured internationally.

Dick was a founder member of Connecting Bristol. He is a past Chair of Bristol Old Vic Theatre Trust and the Bristol Partnership LSP. In 2010 he was delighted to receive honorary degrees from the Universities of Bristol and West of England, and in 2011 he received an MBE for services to the creative industries.

**Clare
Reddington**



Clare Reddington is director of iShed, a subsidiary of Watershed, and The Pervasive Media Studio, Watershed's multi-disciplinary research lab. Watershed is a cross-artform venue and producer, sharing, developing and showcasing exemplary cultural ideas and talent. Watershed is based in Bristol, but place no boundaries on connecting with artists and audiences in the wider world. She works with industry, academic and creative partners to develop talent, share knowledge and produce collaborative research projects in the creative technology space. Clare is a member of the advisory boards of the Arts and Humanities Research Council Advisory Board, Theatre Bristol, Capsule and Hide&Seek. She was a finalist in the British Council's UK Young Interactive Entrepreneur 2009 and has featured in Wired magazine's 100 people who shape the Wired world in 2010 and 2011.

Femi Longe



Femi Longe is the Director for Open Living Labs at Co-Creation Hub Nigeria; a social enterprise committed to bringing together stakeholders from different walks of life to work collaboratively on solutions to social challenges faced by the average Nigerian. He has more than 12 years experience as a learning experience designer, facilitator and social enterprise consultant.

Femi previously worked at Growing Business Foundation where he designed and delivered micro-credit projects and capacity building initiatives for people at the BOP in Nigeria. Prior to that he ran a learning journey on behalf of the German Federal Agency for Civic Education, which involved facilitating a 3-weeks learning experience across Nigeria for 24 young people from Germany and West Africa working with a range of experts to build understanding about the realities of Nigeria from different dimensions.

Femi previously ran a service design consultancy, Africa++, which supported UK social enterprises with interests across Africa with business modelling and access to local networks. For 2 years, Femi worked at The Young Foundation, the UK's foremost centre for social innovation where he set up the UpRising Leadership Programme, a one-year scheme to build a new generation of leaders for the UK's public sector. Femi was a leader in AIESEC, the world's largest student-run leadership development organization and rose to lead the organization's entire strategy and operations across Africa for 1 year as Director for Africa.

Femi is keen about helping individuals find the intersection between their passion and the needs of the world.

Jeroen van Mastrigt



With his inspiring vision and passion for technology Jeroen van Mastrigt (1971) helps organisation all over the globe to understand and to creatively anticipate the future. Jeroen is founding partner of WLYW (We LoveYour Work) and helps organisations to successfully apply game design and (social, mobile, location based) game technology to innovate. Jeroen is chairman of the Dutch Game Garden: a 'Game Hub' with a game business centre and an incubation program involving more then 35 game companies in the Netherlands. Jeroen holds a fellowship 'Games & Interaction' at the Utrecht School of the Arts (HKU).

In the past he was a associate professor and faculty board member at HKU (interaction design, game design) for which he developed Europe's first bachelor and master programmes in Game Design. Jeroen was also co-founder of GX, a Dutch software multinational. Jeroen advises, inspires, organizes workshops, teaches and speaks.

**Sarah
Wren**



Sarah Wren works for Kent County Council Arts and Culture Service, developing arts-led regeneration initiatives in east Kent. The east Kent area covers the coastal towns of Folkestone, Dover, Margate, Whitstable and the City of Canterbury. It is an area that has witnessed significant investment and growth into its creative infrastructure in the last 10 years, including the iconic David Chipperfield designed art gallery, Turner Contemporary. East Kent is developing its reputation as a place for creative excellence, while the County has prioritised the creative industries as a sector delivering economic growth and employment. Sarah has been working in the cultural sector for 20 years, formerly at Film London, establishing the London Filming Partnership, enticing film productions to shoot in London, and before that in film development and as founder and director of the East London Film Festival.

**Mark
Leaver**



In his 20 years experience across the media industries two key themes have categorised Mark's career, whether working on a dot com start up or for a national broadcaster: the combination of content and emerging digital technologies; and the connection of creative business to international markets. As an independent consultant and producer Mark is now pursuing new opportunities which explore the evolution of the media landscape in a digital age, and the potential offered to the UK creative industries across a globalised economy. In addition to work with Watershed/Pervasive Media Studio, current clients include UK Trade & Investment as an inward investment sector specialist on creative and digital media, and the Creative Industries KTN, for whom Mark is an adviser on international trade.

**Professor
José Mendes**



José F. G. Mendes is Vice Rector of the University of Minho (Infrastructures, Innovation, Entrepreneurship and Special Projects) and Full Professor at the School of Engineering of the University of Minho. Between 2006 and 2009, he has been CEO and Director of Innovation in the technologic startup Innovation Point, S.A. Between 2002 and 2005, he has been Pro-Rector and Vice-Rector of the University of Minho, where he was responsible for Strategic Planning, Investment Planning, Infrastructure Management, and Quality of Life in Campi. He has been Vice-President of the School of Engineering (2001-02) and Head of the Department of Civil Engineering (1997-99).

Ricardo Lobo



With an educational background on political science and philosophy Ricardo Lobo is currently a Master's student in Digital Art and Technology at the University of Minho.

Ricardo is a founding member of the cultural association Audiência Zero of which is the current director. As part of this organization he is responsible for the ongoing program of workshops and courses in the field of digital arts and creative technologies (www.audienciazero.org); the national network of hack/medialabs present in Matosinhos (www.labcd.org), Coimbra (www.xdatelier.org) and Lisbon (www.altlab.org); and the Digital Lab project for the Guimarães 2012 – European Capital of Culture (www.guimaraes2012.pt).

His current research focus on the cultural and political impacts of medialabs and hackerspaces.

Ricardo Luz



Founder and CEO of Gestluz Consultores, founder and Director of Designarte Imagem e Comunicação, and founding partner of Fluidinova – Engenharia de Fluidos founder and President of the CA of the Earboxwear, SA, Administrator Stormrise, Lda, founder and President of the CA of the Invicta Angels, SGPS, SA and founding partner and sole Director of IA-FCI, Indústrias Criativas, SGPS, SA.

Founder and President of Invicta Angels – Associação de Business Angels do Porto, Founder and Vice President of FNABA – Federação Nacional de Associações de Business Angels, Vice-President of ADDICT - Agência para o Desenvolvimento das Indústrias Criativas, , Founder and member of the Fiscal Council of the Projecto Construir – Associação de Intervenção Social, and promoter of Movimento Regionalista Norte Sim!.

Degree in economics, Faculty of Economics, University of Oporto, postgraduate studies in Political Journalism, by the Católica University and a master's degree in Design for Sustainability, by CranfieldUniversity, UK.

Jacob Urup Nielsen



Jacob is the founder of Centre for Cities and Creativity. He has previously worked for Danish Centre for Cultural and Creative Economy and British Council and has a strong interest in how cultural creativity can be harnessed for a greater good, both in terms of creative entrepreneurship and social innovation. Jacob oversaw the delivery of 150 FutureCityGames under the Creative Cities project and was also strategically responsible for the social media presence of the project. Subsequently he developed a strong presence for British Council's Cultural and Creative Economy project in Denmark and ran more than 10 Young Creative Entrepreneur club events in a year. He holds an MA in English Language and Literature from University of Aarhus and is a board member of the UK-based think tank Centre for Local Economic Strategies.

Michal Hladký



Was born in Košice, Slovakia in 1981, graduated architecture in 2007 at the Technical University of Košice, Faculty of Arts. He is working in several fields. He is teaching at the Faculty of Arts, TU Košice, also doing his PhD at the Faculty of Electrical engineering and Informatics (artificial intelligence and urban planning) He is author of the concept of the Interface project and he also collaborated on the winning bid document of Košice 2013 European Capital of Culture. From 2008 works for Košice 2013, NGO where he was responsible for investment projects and creative industries development projects. In 2009 has co-founded civic association Východné Pobrežie which operates in the field of culture, urban life and development running such events like Pecha Kucha Night Košice, Think Tank published alternative guide for Košice KSC. He runs his own practice /ninj. arch and company 32 C, s r.o.

Nneka Fleming



Nneka Fleming is Director of The Mushrooms Group, a leading creative catalyst and showcase company. Mushrooms is a fresh and fast-growing creative practice that specialises in building brands, businesses and places. We offer qualitative research, fashion consultancy services and brand development consultancy. Our activities include developing creative consultations, collaborations, showcases, exhibitions, debates and installations. We are an innovative practice that understands strategic delivery whilst being dedicated to creativity. Nneka Fleming has worked widely across the creative economy and cultural sector, from an active role in the Cultural Industries Development Agency, a creative business advisory service

in East London, to substantial development work with local authorities, regional development agencies, and multiple institutions. She specialises in programme and business management, network development, knowledge exchange, advocacy and partnership. As such she is currently managing the FASHION HUB programme as part of Guimaraes European Capital of Culture 2012. This programme showcases the work of emerging fashion designers from the northern region of Portugal on an international platforms including London Fashion Week. Nneka has a MSc in Business Management and MA in Cultural and Creative Industries and a BC2 qualification in Business Counselling. She is also Director of Let Them Eat Cake magazine and international platform for emerging fashion talent www.cakeit.net and works closely with lead partner TF Creative Consultant positioning creativity as a key tool for economic and social development. Her work often requires liaising with creative agencies around the world to deliver the best results in research, consultancy and brokerage services. Nneka is also a member of the Courvoisier Future 500.

Tom Inns



Tom Inns is Dean at Duncan of Jordanstone College of Art & Design and Professor of Design at the University of Dundee, Scotland. After completing his Masters at the Royal College of Art in 1990 he worked at the Design Research Centre, Brunel University as a designer and researcher on a variety of projects in which design thinking was used as a problem solving process. In 2004 he was appointed as Director of the Designing for the 21st Century Research Initiative. Over a five-year period he led this £6.5 million initiative co-ordinating the work and outcomes of 41 design research projects in universities across the UK. He has a strong research interest in the future of design and the way design can facilitate interdisciplinary discussions. He leads a portfolio of research projects in this area and runs modules in strategic design thinking at both the University of Dundee and University of St Andrews School of Management. Tom regularly designs and facilitates knowledge sharing events and workshops both internally within the University of Dundee and with other organisations. Recent clients include NESTA, UK Design Council, ARDI Rhone Alps, UKERC, Swedish Industrial Design Foundation, South West Screen, PopVox and VINNOVA.

**Professor
Jose Carlos
Mota**



Degree in Urban and Regional Planning, University of Aveiro (1990) and MSc in Urban Planning, University of Oporto (1998), with a thesis on "The urban entrepreneurs of Oporto Metropolitan Area: dynamics and motivations" oriented by Professor Rui BRAZ AFONSO. Doing PhD Thesis on 'Spatial Planning Methodology' with the following advisors: Professor Jorge CARVALHO (UA) and Professor Les LUMSDON (Univ. of Central Lancashire/ Institute of Transport and Tourism – UK) Lecturer at the Department of Law, Political and Social Sciences at the University of Aveiro (since 2003) and researcher at GOVCOPP – Research Group in Governance and Public Policies at the University of Aveiro (<http://www.ua.pt/ii/PageText.aspx?id=1334>). Urban planner consultant and partner of a urban planning office (from 1990 to 2003) where he worked with municipalities from the central and northern region in Portugal participating in the development of town and city plans. President of the Portuguese Spatial Planning Association (<http://www.applaneadores.pt/APPLA>) from 1996 to 1999. During that time we coordinated a national contest for secondary school about the 'model of regional organization of the state' organized with the support of the national government which involved more than 4.000 students from more than 120 schools from all the country.

**Raheel
Mohammed**



Raheel Mohammed is the founder and director of Maslaha and has recently been profiled as one of Britain's 50 New Radicals in The Observer newspaper for pioneering creative change to some of society's most difficult issues. He has also been profiled in The Guardian Newspaper in a supplement focusing on social pioneers.

He has created award-winning resources which tackle inequalities in Muslim communities in areas such as health, education, the role of women in Islam, and the historical relationship between Islam and Europe. Maslaha's health work, for example, is now used locally, nationally, and internationally. Both Diabetes UK and the London health Commission have presented awards to the organisation for its innovative approach to education and outreach work. Maslaha's exhibitions, produced in partnership with the British Council are now currently touring internationally.

He has been invited by several government agencies such as those in Norway and Oman to talk about his work around faith, social innovation, and social entrepreneurship as well as more locally at NHS London conferences and by organizations such as the Institute for Cultural Diplomacy and the Centre for London.

Raheel was also selected for the Muslim Leaders of Tomorrow Conference in Doha. Maslaha is also beginning to pilot its work in social innovation and entrepreneurship in France.

Raheel helped set up and was the Assistant Director at the award-winning Offscreen Education Programme, advising on and initiating education programmes designed to raise awareness of Middle East and Muslim cultures through art. He also helped to launch Edge of Arabia, a touring exhibition of contemporary Saudi art. He is an award-winning journalist and he has also completed a unique executive education programme focusing on entrepreneurship at Columbia Business School

Chiara Sonzogni



Graduated in Architecture at the University School - Polytechnic of Milan in 2007, she continued her studies attending a Masters in Architecture and Landscape in the same college in 2010.

Attended Erasmus Program at the Architecture University of Porto in 2008.

Carried out the curricular internship at the office "Italo Rota & Partners" in 2006, participating in the architecture installation "GOOD N.E.W.S" at the Milan Triennale.

In 2009 participated in a workshop at Tongji University in Shanghai in collaboration with the Polytechnic of Milan .

In 2009 performed the Erasmus Stage at the office "atelier. aberto", based in Porto, with whom she currently continues to cooperate.

From May 2011 collaborates with the project Manobras no Porto, promoted by Porto Lazer – a non-profit municipal organization responsible for cultural and leisure activities – and co-financed by the

European Regional Development Fund (ERDF), with ReTornáveis (Returnables) a project that identifies, promotes and reconverts abandoned and vacant places in the historical centre of Porto into collective sites that can be used by local community and visitors.

From June 2012 she participates in the program Pop-UP spaces Guimarães European Capital of Culture, a project involving local people, still ongoing.

Em July 2012 sets up and coordinates the artistic residence "con.FIAR nos Becos", promoted by the Cultural Center of Ílhavo, Aveiro (PT), for installations in the public space of the historical center of the city.

Roland Zarzycki



PhD in mathematics (geometric group theory), PhD student at the Social Sciences Faculty, academic teacher, researcher and coordinator of scientific research projects. Currently working as a project manager for the Impart 2016 office responsible for the preparation of the European Capital of Culture 2016 project in Wrocław. Local expert in the Future City Jobs project. Co-founder of the PaNaTo social cooperative, Not Our Debt initiative and 2B Fair foundation. Deeply involved in the ongoing debate about alternative economic models. Activist, critic & commentator, vegetarian and internationalist.

Rui Catarino



Rui Catarino is currently the Manager for International and Institutional Relations of Guimarães 2012 European Capital of Culture. He is also a lecturer in Arts Management at the Higher Institute of Theater and Cinema in Lisbon. He has held management positions at some of the foremost cultural institutions in Portugal, such as the Serralves Foundation, the National Opera and Ballet (Opart) and the São Luiz Municipal Theatre. He has extensive experience in the arts, both in strategy, management, production and policy, having also been an advisor to Lisbon's Deputy Mayor for Culture. Rui graduated in Economics, and has a post-graduation in Cultural Management. He was awarded a Fellowship by the DeVos Institute of Arts Management at the Kennedy Center for the Performing Arts, in Washington, D.C.

His main professional interests are the role of culture in the betterment of society, and the vitality, sustainability and emancipation of cultural institutions and projects. He's passionate about technology, design and good cover-versions of bad songs.

Brendan Moffet



Brendan Moffett heads up the Marketing and Tourism team for Sheffield, and holds an MBA from Sheffield Business School. He returned to Sheffield from London in 2007 as Director of Strategic Marketing at Creativesheffield, the city's newly formed economic development company. He was initially responsible for the Strategy on 'City Image and Identity' which formed part of the Economic Master-plan, launched at the London Stock Exchange in January 2008. Since then, Brendan has taken on the role of Director of Marketing Sheffield, a newly formed Destination Marketing Organisation (DMO) to promote the city.

In November 2010, a new Sheffield City brand identity was launched, with a brand strategy focusing on 3 key areas of activity – Trade, Talent and Tourism.

This work has included the creation of MADE : The Entrepreneur Festival, which has become the UK's most exciting and inspiring business festival.

Previously Brendan worked for some of the world's leading Marketing Services Agencies, such as WPP (Ogilvy), on global brands ranging from Guinness to General Motors.

He had 2 successful spells with media giant EMAP plc in a variety of roles, at the sharp end of dynamic markets in broadcast, publishing and b2b, including the early development of many digital brands .

Between these spells, Brendan was on the founding board of ZOO Digital Group plc , a team which grew the business to a £40m market cap and flotation on the stock exchange.

Brendan was part of the team that created a breakthrough in interactive DVD, eventually becoming a supplier to Disney Corp.

Brendan is a regular guest lecturer at University of Sheffield and Sheffield Hallam University on the subject of Place Branding.

Eurico Neves



Eurico Neves, born in Portugal, 1966, is CEO and Founder of INNOVA Europe S.A.R.L., Brussels and CEO and Founder of INOVA+ S.A., Portugal, two leading firms in innovation studies, research management and technology transfer. Since July 2007 he has been appointed as the representative from Portugal at the Business Chamber of the Enterprise Policy Group (EPG) of the European Commission, an advisory board to the Commissioner responsible for Enterprise and Innovation policies. Other positions currently held include: Member of the Board of ANETIE – Portuguese National Association of Information Technologies and Electronic Companies, Representative of Portugal in the Technology Transfer Network of the European Space Agency, President of CEDES - Association for a Centre of Engineering on Sustainable Development, Consultant for innovation issues to the National Council for the Lisbon Strategy of the Portuguese Government, Member of the Final Evaluation Panel of the European Institute of Technology, Lead Expert for the URBACT II – European Programme for Urban Sustainable Development, Thematic Expert for strategic projects in the framework of the ENPI CBC Mediterranean Sea Basin Programme, Member of the Sounding Board of Transnational Projects for the ESPON - European observation network for territorial development and cohe-

sion and Member of the European Expert Panel on Innovation in Services, within the framework of Europe Innova. He has an Msc in Engineering by University of Porto (1989) and a Master in Marketing by IEP / ESADE (1999). Formerly, he has been a Member of the Board and Chief Innovation Officer at Novabase, a leading ICT company in Portugal, an internal expert at DG Enterprise of the European Commission in Luxembourg, where he participated in the conception of the Green Book on Innovation, and Export Manager at EFACEC, an industrial group. He is also a renowned writer on the subject of innovation in his own country, having published two books on leading national publishers.

Fernando Alvim



Fernando Alvim is a popular tv and radio host. He was the mind behind the successful project "Mi Casa es tu Casa" that brought acoustic concerts to local houses as part of Guimarães 2012 European Capital of Culture programme.

Greg Hadfield



Greg was the first national newspaper journalist to leave Fleet Street for the internet in the mid-1990s. A former news editor of The Sunday Times, he and his son, Tom – then aged 12 – created Soccernet, the world's most popular football website, in 1995. Four years later, after Soccernet was sold to ESPN for \$40m, Greg created Schoolsnet, an education website, which he sold to a company co-owned by Jeremy Hunt, now Secretary of State for Health in the UK government.

Most recently, he was head of digital development and Telegraph Media Group, before moving to become director of strategic projects at Cogapp, a leading digital agency. Cogapp's clients included the Metropolitan Museum of Art in New York, the London Organising Committee for the Olympic Games (LOCOG), and Manchester United.

After organising the UK's first Open-data Cities Conference in April 2012, he is now raising funds for a new digital venture based on semantic web technologies.

He is married with two grown-up children and lives in Brighton and Hove in England.

**Bernadette
Passos**



Post-graduate degree in public management and managing Cities from UNESP.

Currently exercises the following functions:

- President of the Institute for Cultural and Environmental Studies Colibri;
- Institutional Relations of the Association Casa Azul, institution that produces the Flip- international literary festival of Paraty;
- General cultural project coordinator of the Paraty Eco Fashion project;
- Elected President of the Municipal Council for Childhood and Adolescence of Paraty-Paraty CMDCA;
- Secretary of the Council of the Cairuçu environmental protection area - APA.

**Professor
Paulo Cruz**



Paulo Cruz is an executive member of the Board of the Foundation City of Guimarães, which aims to the planning, promotion, execution and development of the cultural programme for the Guimarães 2012 European Capital of Culture.

He is Full Professor of Construction and Technology of the School of Architecture of the University of Minho, in Guimarães, Portugal. He was the President of that school from 2004 until 2011.

**Marleen
Stikker**



"Since technology defines our culture, culture should define our technology" is Marleen Stikker's credo.

After reading Philosophy in Amsterdam, Stikker (1962) was the founder of De Digitale Stad (The Digital City) in 1994, the first virtual community introducing free public access to the internet. Soon she co-founded the "Society of Old and New Media", now Waag Society, Institute for Art, Science and Technology. Waag Society actively develops creative technology for social innovation through R&D projects with leading international partners. As CEO of Waag Society she launched successful products as the Storytable for the elderly and the MuseumApp, enabling every citizen to remain part of the mediated society. Together with Bas Verhart (Media Republic) she created PICNIC, the leading European event for the creative industries, an innovation platform hosted yearly in Amsterdam. In 2007 Marleen Stikker initiated the ICT Innovation Platform Creative Industries (IIPcreate), which aims to bring together science, industry and the creative sector to formulate a strategic research agenda. Stikker is a member of the Board of Directors at WPG Publishers, an independent publishing group. She continues to advocate her message of "inclusion through technology" around the world.

**Elena
Natale**



Degree in Science of Communication
Expert in cultural export, production and marketing.
Started in the foundation as part of the Tallinn 2011 European Capital of Culture team in 2008. During Tallinn 2011 was in charge of administration, international marketing and cultural tourism projects.
Skilled in developing models for creative industries. Works at Tallinn Creative Hub Foundation as the Head of Development preparing the launch of Kultuurikatel for the fall season of 2013 by creating partnerships to realize Tallinn Creative Hub concept.

**Sophie
Jeffrey**



Sophie Jeffrey manages Margate Arts, Creativity, Heritage (MACH) - a partnership between English Heritage, Arts Council England and Thanet District Council that aims to boost the growth of the creative community in Margate by drawing on the inspiration and opportunity afforded by the town's heritage.
Sophie has been working in the cultural sector for 15 years, formerly in a partnership and resource development role at the Arts Council, and before that in carnival, festival and tourism development on the Isle of Wight, where she was born. She has a Masters degree in Arts & Cultural Management (University of Sussex) and is a director of the Minghella Film Festival. She is passionate about the arts; about ice-cream (Minghella's); and about her family.

**Else
Christensen
Redseovic**



She most recently led the four years candidacy for Sonderborg's candidacy for European Capital of Culture 2017.
Her expertise is in formulating visions, gaining commitments and making socio-cultural initiatives work in a creative way. She has a background in Germanic studies, European History, Culture and Psychology, European diplomas in creative management and governance, and many years of experience in international programme and project management across the public sector and private organizations and NGO's in Europe, Oceania and China. Else is a strategic planner – a creative thinker and problem solver, who pulls an initiative from "idea to reality". Her key qualities are being a team builder and networker, fund raiser, public speaker, mother and story teller.

**Raul
Abeledo**



Doctor in Economic Sciences and Master in Environmental Strategies and Management (University of València, Spain). Specialized in local development, territorial sustainability and cultural planning and author of the thesis "The Agenda 21 as a Strategy for Sustainable Local Development: From Environment to Culture". After seven years of consulting experience in the private sector, he became part of the Cultural Economics Research Unit of the University of Valencia, (Econcult), where he has been directing the European Projects area since 2006.

**Pedro
Ferreira**



Pedro Ferreira, has a master in Plastic Arts and a post-graduate in Teaching of Visual Arts, currently working as a plastic artist, as teacher of visual arts and chairman of "Ó da Casa! Associação Cultural", a cultural association he co-founded.

**Rudi
Wester**



Rudi Wester is the international cultural advisor and creative director a.i. of Leeuwarden candidate for ECoC 2018. Harmen van der Hoek is a producer and advisor in cultural matters. He is the owner of Harmen van der Hoek Advise & Management, the director of Popfabryk- a new enterprise for productions in the field of pop culture, a member of the board of Podium Asteriks that develops new talents, and he organizes the multidisciplinary festival Explore the North, a platform for cultural exchange of artists from the Northern culture. He is also a member of the Creative Cooperative, that developed projects for the bidbook.

Harmen van der Hoek



Harmen is a producer and advisor in cultural matters. He is the owner of Harmen van der Hoek Advise & Management, the director of Popfabryk- a new enterprise for productions in the field of pop culture, a member of the board of Podium Asteriks that develops new talents, and he organizes the multidisciplinary festival Explore the North, a platform for cultural exchange of artists from the Northern culture. He is also a member of the Creative Cooperative that developed projects for the bidbook.

Conceição Rios



Resident in Oporto, Conceição Rios concludes her degree in philosophy, and she then studied and worked as coordinator of the Ensino Artístico Infantil do Arbusto, at the Artistic School of Porto. In 1987, she then moves to Cerveira, staying until 1996 being responsible for creating and teaching management of the Artistic Crafts School. She returns to Oporto in 1997, accepting the challenge to coordinate the areas of animation and formation of the CRAT-Regional Centre of traditional arts. Recently, she developed and established the communication with the entrepreneurial activities in the arts field, as Project Manager for comunitary project for support of the creative industries internationalization. She is presently the scientific coordinator of the 2012 CONTEXTILE, Contemporary textile art Triennale, held its 1st edition this year, under the support and encouragement of Guimarães 2012.

Patrick Hubmann



Born in Graz / Austria in 1974, studied engineering, lives in Milan since 1999 and works as designer and artisan.

Important collaborations with Olinda / Milano for the requalification of an old Psychiatric Hospital, esterni / Milano interventions, installations and events in public space, EXYZT / Paris temporary architecture and Constructlab / Berlin exhibition design.

**José
Bastos**



José Bastos has been the Director of the Vila Flor Cultural Centre since its opening in September 2005. In addition to the Artistic Direction of the space, he is also in charge of programming, coordinating his activities with external consultants specializing in specific areas. He is a voting member of ADDICT – Agency for the Development of Creative Industries, and has been involved with the founding of the Portuguese Association of Cultural Programmers, having fulfilled the administrative functions of Director of the Association and Chairman of the General Assembly, at which he presided. He is the Executive Administrator of “A Oficina” – Centro de Artes e Mesteres Tradicionais de Guimarães, CIPRL, since May of 2002. Between 1988 and 2002, he performed the functions of coordinating, programming and producing the Cultural Services division of the City Hall of Guimarães, having been responsible for some of the large-scale events in Guimarães, such as the Gil Vicente Festivals, the Winter Festival, and the “Summer in Guimarães is great” Festival.

**Mary
McCarthy**



Mary McCarthy is Director of the National Sculpture Factory, a large artist facility based in Cork, Ireland. It provides studio spaces, technical support, training and mentoring as well as curatorial support to artists. In addition to this, it also curates artists' projects in various public contexts. The NSF is currently working on a large EU cultural project for Cork to coincide with Ireland's hosting of the Presidency of the European Union. Mary McCarthy was previously the first Executive Arts and Culture manager for Dublin Docklands Development Authority. While in that role, she was responsible for the integration of the arts across the Docklands organization and for the roll out, implementation and Development of their initial arts and culture strategy. Previous to that, she was part of the Bid team that secured Cork's tenure as European Capital of Culture and went on to be Director of Programmes and Deputy Director for Cork 2005, the company established to manage Cork's designation as European Capital of Culture. Mary is a founder board member of Culture Ireland, the Government appointed Board to promote Irish art and artists internationally. She is also a Board member of The Irish Museum of Modern Art (IMMA) and the Corona Cork Film Festival. She previously sat on an international expert panel convened by the European Commission to assess Capitals of Culture bids.

**Francisca
Abreu**



Was born in Porto, Portugal in 1976. Graduated in architecture from FAUP, School of Architecture from the University of Porto in 2004. Was granted a scholarship from the Calouste Gulbenkian Foundation and the Luso-American Foundation for the Development to attend the Master of Science in Advanced Architectural Design at the GSAPP, Columbia University in New York, in 2006, where has been invited critic and assistant for the masters' studio course until 2009. Participated in diverse exhibitions of his studio and photographic work, namely the U.N. United Nations headquarters in New York and Columbia University, in which was GSAPP Photography studio director. Collaborated with several architecture studios in Portugal and New York since 2002 until 2009. In 2005 founded NAAA – Neiva e Areias Associated Architects, a design practice providing services in the areas of consulting, architecture, urban planning and interiors, with Maria Luís Neiva. Co-founder and Director of CAAA Center for Art and Architecture Affairs and PHD Candidate at FBAUP, School of Fine Arts from the University of Porto.

**Ricardo
Areias**



Was born in Porto, Portugal in 1976. Graduated in architecture from FAUP, School of Architecture from the University of Porto in 2004. Was granted a scholarship from the Calouste Gulbenkian Foundation and the Luso-American Foundation for the Development to attend the Master of Science in Advanced Architectural Design at the GSAPP, Columbia University in New York, in 2006, where has been invited critic and assistant for the masters' studio course until 2009. Participated in diverse exhibitions of his studio and photographic work, namely the U.N. United Nations headquarters in New York and Columbia University, in which was GSAPP Photography studio director. Collaborated with several architecture studios in Portugal and New York since 2002 until 2009. In 2005 founded NAAA – Neiva e Areias Associated Architects, a design practice providing services in the areas of consulting, architecture, urban planning and interiors, with Maria Luís Neiva. Co-founder and Director of CAAA Center for Art and Architecture Affairs and PHD Candidate at FBAUP, School of Fine Arts from the University of Porto.

José Martins and João Rosmaninho



José Martins is Diploma in Architecture by the University of Minho (2002), and Master in Communication Sciences by the University Nova de Lisbon (2009); João is assistant professor at the U.M. School of Architecture, in Guimarães (since 2002), and have collaborated within its Centre of Studies (2009-2010). At the moment João is PhD scholar with the research focus on Portuguese contemporary links between Cities and Cinema, and also research fellow on the project Ruptura Silenciosa: Intersecções entre a arquitectura e o cinema, at F.A.U.P, Oporto.

João Rosmaninho is Diploma in Architecture by Faculty of Architecture at the University of Oporto, F.A.U.P. (2008), and Master in Architecture and Urban Culture at Universitat Politècnica de Catalunya/ Centre Cultura Contemporània de Barcelona (2010). José enrolled the De Architekten Cie - Architecture & Planning office, Research & Development - in Amsterdam (2007), where José participated in different scales/ programs of Design projects. At the moment José is PhD candidate at the F.A.U.P., and also the President of the regional section of the Association of Portuguese Architects.

PARALLEL PROGRAMME DESCRIPTION



Nice Weather for Ducks

The music of Nice Weather For Ducks is universal and is the best we can wish to animate the first Party of Cidade Campus at Design Institute.



Plug N' Play

The concept aims to create synergies that may lead the common citizen to generate principles of artistic activities. Most of the creative act is individual, but our goal is to create a whole that results from the sum of the parts. In other words our role as creative actors, is to create a process that can unite the creative inputs (microstructures) connecting them to form a macro generated structure.



Swing

SWING is an odd to industrial heritage of Guimarães, translated into its mechanical devices and evocative sounds, that were once produced by the factories of the city. It also becomes a performative object, an interactive installation that relies into the collaborative participation of the audience, for it to be activated, reaching only its full potential when the users cooperate effectively. When this happens, there shall be... light!



Maps Created by Everybody

A selection of the hundreds of images captured with cameras dangling from gigantic balloons held by people walking through the city. Guimarães from the sky, created by 15 local participants in July 2012 as part of a guerrilla mapping workshop delivered by James Bridle as part of Open City and supported by Pop Up. The workshops focussed on the opportunity for cities and citizens to use technology to reach out, present themselves, and control their own representations. Mapping technologies are a form of "public knowledge": that is, they represent and communicate a shared understanding of territories, landscapes and cities; and strongly affect our understandings of those places. The result presented is a room full of incredibly beautiful and sometimes comical aerial photographs that cannot be found on Google maps.



Smart City

'Design Fiction' describes ways of using storytelling techniques, especially in the form of video, to make speculative design ideas feel real. But the problem with these films is that they are all too polished – contrived images of affluent people living perfect lives. So we started wondering what an artist-led design fiction might look like and what real people want from smart cities. Open City commissioned film maker Geoffrey Taylor and design fiction academic Sam Kinsley to do precisely that: produce a short film which acts as a window into Future Guimarães focusing on the personal impact as well as the technological opportunity. It tells a story of daily life in 10 or 15 years time in Guimarães – and is seen through the lens of a city which is historic at present, but with an ambitious view of its future.



Give me Back my Broken Night

Within the Open Culture intervention we have engaged audiences to collaboratively imagine the future of the Couros area in Guimarães. Give Me Back My Broken Night is a mobile performance work using technology, which asks audiences to collaboratively imagine the future of their city. Site-specific science fictions are told using a combination of location sensitive mobile devices, portable projectors and performers, to create a magical, relevant and cinematic experience for participants. Unlike conventional guided tours or historic walks, this is a guided tour of the future of a Guimarães.

Open City, in partnership with the British Council commissioned theatre performance artists Uninvited Guests and Circumstance to deliver the shows in October in Guimarães. The imagined futures of the city, created by the participants will be projected onto the wall and snippets of what happened can be explored.



Descobrir Guimarães

This project has been developed by Irena Übler, an industrial designer, and it's part of Guimarães 2012 European Capital of Culture, City Programme Area.

Find Your Guimarães has been developed within the framework of an academic research project that explores creative tourism

from an Industrial Design perspective. It offers a case study for small- and medium-sized cities regarding the role of Industrial Design in transformation of traditional urban structures and promotion of heritage assets, by analysing the connection between culture, art and the landscape.

Find Your Guimarães is an urban design proposal that includes an original signposting system that encourages inhabitants and visitors to explore the city via alternative circuits. The signposting system enables visitors to wander freely and discover new urban perspectives. Participants are directed towards unexpected places and new points of interest, thus creating a playful and innovative experience and forging a narrative that makes it possible to construct fresh views of the city and a critical outlook in relation to the urban structure.

The circuits are marked by signs, which are reminiscent of azulejo glazed tiles – different materials and distinct colour codes – and also by stencils that reproduce the same design on the pavement. This signposting concept establishes a methodical and logical connection - that reflect the different values and facets of the city.



Logos

Márcio Paranhos is a portuguese digital artist. He has a degree in multimedia, and his work combines multiple forms of expression, together with new technologies, as a way to interact with the viewer. His main interests are focused mainly on Live-performance, vjing / live cinema, and interactive installations, where he developed some projects and collaborations. To create new worlds, he works with the interpretation of what surrounds us, as a crucial element of his work. Logos is an interactive light structure, that redefines how we perceive space, manipulating perception and uncertainty.



Pop Up Courous

The second Pop Up Culture series was installed in the Courous neighbourhood, in order to revitalise one of the most emblematic zones in the history of the city of Guimarães. A new concept has been launched, consisting of temporary appropriation, encouraging artists to participate on a collaborative basis, inhabitants to value their properties, visitors to interact

and discover new possibilities. In this manner the city can try out new interpretations of traditions and risk creating new meeting places, discover new moments and create new audiences. Contemplating the process of urban and architectural renewal, Guimarães 2012 European Capital of Culture proposes an initiative that will foster involvement between the urban setting and its actors, and which will undoubtedly persist over time.

Pop Up Vox

Share your testimonial and record your point of views on Cities. We want to know what you think about the possibilities of the Smaller Cities.

Your feedback is important for this discussion to grow, spread and inspired to the future.



Guimarães Íntimo

The independent artistic project for tourism Guimarães Intimo is offering a special guided tour. This tour gives you the opportunity to take a glimpse of the real implementation of projects that are running in Guimarães2012 and to discover the city itself. You are invited to see Guimarães from a different and surprising point of view. Guimarães Intimo is specialised in offering an experience that opens new visions by merging storytelling and performance into the tour.



Contextile

CONTEXTILE 2012 is a triennial exhibition of contemporary textile art of international scale.

This project aims to open an eclectic space to promote dialogue between artists, designers and the community (citizens and local business), seeking the improvement of textile and textile art as well as the diversification of the economy and the cultural and creative local industries.

CONTEXTILE aims to grant visibility to textile art, to mobilize and encourage artists to try an innovative and experimental approach on visual arts, to become a stage for creation and brainstorming, to the development of international networks as well as the exchange of interdisciplinary and academic good practices.



Fashion Hub

The Fashion Hub supports six fashion designers from northern Portugal who have developed innovative creations.

The Hub disseminates innovation in this area and contributes to the creation of a local market for fashion talent. It will support, guide and demonstrate the region's creativity in the world of fashion, as part of the cultural programme of Guimarães 2012. The six designers have been chosen by an international jury constituted by representatives of the creative industries.



The Arts Peep Show Caffe

Voyeuristic performative space that randomly provokes the combination of music, theatre, dance, poetry and synaesthetic gastronomy, mixed in flash-performances of high caloric value. Target audience: shameless from men and women 0 to 150 years with great intuitive power, hunger for the absurd and morbid curiosity about aesthetic vanguards that never changed the world.

Performers: Joana Gama, Ricardo Vaz Trindade e Paulo Lima

CITY PROGRAMMER

TOM FLEMING

SMALLER CITIES

COORDINATOR

ANDREIA GARCIA

CIDADE CAMPUS

PROGRAMMER ASSISTANTS

ANDREIA GARCIA

FERNANDO MARTINS

INTERNATIONAL

RELATIONS PRODUCER

IRENA UBLER

EXECUTIVE

PRODUCTION

THE BEE

SERGIO CASTRO

PEDRO SILVA

DESIGN

JOÃO OLIVEIRA

Organização
Organization

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