



Tallinn Summer School Workshop in Creative Industries

**Creativity and Economic Growth**  
**Tallinn – Helsinki – Riga**

**The workshop that travels between three cities is organized jointly by the Tallinn University Baltic Film and Media School (BFM) and Stockholm School of Economics in Riga (SSE Riga) together with the University of Art and Design Helsinki (TAIK).**

Schedule  
24 July – 2 August  
Duration: 9 days

Friday July 24, Tallinn	Description of the activities for the day	Time/Room	Speakers
	<b><u>Introduction by organizers + Keynote</u></b>	10:00 – 11:00 M-439	Welcome lecture: Indrek Ibrus (BFM) and Rita Kasa (SSE Riga)
	Welcome lecture to the participants of the summer school, overview of the program and introductions.		
	The opening keynote of the workshop delivered by internationally renowned Creative Industries' (CI) analyst Kate Oakley will address the history and evolution of the CI concept. The keynote will be open for all interested publics.	14:00 – 15:30 M-439	Keynote: <b>“After the Creative Industries – 10 years of policymaking and practice”</b> by Kate Oakley (Demos, City University London)
	This lecture will be followed by Tallinn Summer School main keynote lecture “Violence and Splendor” by Alphonso Lingis, an American philosopher, writer and translator, currently Professor Emeritus of Philosophy at Pennsylvania State University. His areas of specialization include phenomenology, existentialism, modern philosophy, and ethics. The day will end with an evening social event for all Tallinn Summer School participants.	16:00 M-439	Tallinn Summer School Keynote: “Violence and Splendor” by Alphonso Lingis (Pennsylvania State University)
		18:00 M-439	Reception for all Tallinn Summer School participants at Tallinn University Atrium
		22:00...	For those into evening meet-up and partying: Von Krahl Bar: TJUUN IN vs KAJATUBA (Address: Rataskaevu 10/12)
Saturday July 25, Tallinn	<b><u>Theoretically oriented lectures delivered by internationally recognized visiting speakers</u></b>	10:00 M-439	Lecture: “Collapsing Categories: the arts, creativity and innovation” by Kate Oakley.  One hour lecture followed by half an hour discussion.
	First half of the day will include lectures focused on the role CI in national contexts – issues of boosting CI by regulatory means, interdependent development of CI subsectors and regional balancing of the sectoral development. Also the issues of CI export potentials in a variety of circumstances will be discussed. Lectures	11:45 M-439	Lecture: “Creative industries in Finnish national innovation system” by Marjo Mäenpää

	<p>will focus on chosen national systems as case studies for analysis.</p> <p>Second half of the day will include lectures focused on theoretical overviews of the role of CI in different localities, especially in modern cities. The role of CI in making cities more attractive to their visitors, but also to their residents will be considered. Special focus will be on ways to generate productive inter-sector connectivity and dialogues, and on ways to include a wide specter of citizen-consumers into the processes of urban design, societal management and production of public goods of aesthetic value. In their analysis the lecturers will focus on chosen cities as case studies.</p>		<p>(TAIK).</p> <p>One hour lecture followed by half an hour discussion.</p>
		14:00 M-439	<p>Lecture: “Art Works – Policy for Cultural Labour Markets” by Kate Oakley.</p> <p>One hour lecture followed by half an hour discussion.</p>
		15:45 M-439	<p>Lecture: “Urban Design and Creative Industries: Nordic experiences” by Toni Kauppila (TAIK).</p> <p>One hour lecture followed by half an hour discussion.</p>
Sunday July 26, Tallinn	<p><b><u>Sectoral case study: Creativity and innovation in contemporary networked new media sector</u></b></p> <p>The intensive workshop aims to ...</p> <ul style="list-style-type: none"> <li>▪ Prepare participants for the ambiguous challenge of creating and supporting new cultures of innovation within the framework of shared or open-source networks incl., hybridized variations (i.e., closed and open-source).</li> <li>▪ Illuminate how a group of independent people, with different information, perspectives, knowledge, skill and value sets working together in a productive manner, can discover, analyze, strategize, coordinate, create and innovate together.</li> <li>▪ Develop the individual and collective ability to inspire discovery and learning within pre-designated, spontaneous and emergent teams as well as increasing the value and use of strategic foresight, co-creativity and integrated design.</li> <li>▪ Explore how an emerging culture of mass-creativity and participation could reshape companies, institutions, industries and governments.</li> <li>▪ This involves developing new competencies and capabilities to initiate a creative and innovative community i.e. to provide the platform, philosophy, principles, policies and processes on which to collaborate.</li> <li>▪ Finally, the workshop explores how these insights incite new forms of strategic potential and decision-making, by aligning or realigning the desires of people with the potential of new technology and the capabilities of individuals and collaborative networks.</li> </ul>	M-439	<p>Workshop: “Creativity &amp; Innovation in New Media Sector” by Peter McGrory (TAIK).</p>
		10:00— 10:50	<p>Everything 2.0 Presentation incl., video presentations (Input)</p>
		11.10— 12:30	<p>Creativity &amp; Innovation 2.0 Case Illumination (Input) <i>(is followed by lunch)</i></p>
		13:30— 15:00	<p>Group Working Sessions (Throughput)</p>
		15:20— 17:00	<p>Group Presentations, Group Feedback and Discussion (Output) incl., Closing Remarks.</p>
Monday July 27, Helsinki	<p><b><u>A daytrip to Helsinki</u></b></p> <p>The trip would be about site visits to notable companies and undertakings in Helsinki. One of the places would be Nokia’s premises in Helsinki. The visit to Nokia would serve as a continuation of the topic of the previous day – new media production (Skype,</p>	Whole day	<p>Reflections on the CI content covered: Discussion on the way to Helsinki with Marjo Mäenpää, Peter McGrory, and Toni Kauppila.</p> <p>Site visits in Helsinki</p>

	<p>Delfi). However, this time the host will also be a hardware vendor. The topics in focus at Nokia would be their take on industrial design of handsets in generating USP for consumers; their experiences from entering culturally diverse markets all around the globe; current Internet-mobile convergence and development of ubiquitous and device-agnostic Internet - what does it mean for the existing creative industries and the new services this convergence could enable for content and service developers of various kinds.</p> <p>The second site to visit will be a design-related undertaking. Design District Helsinki (<a href="http://www.designdistrict.fi">http://www.designdistrict.fi</a>) will be one of the places.</p>		Reflections about experiences learned in Helsinki: Discussion on the way to Tallinn with Indrek Ibrus and Rita Kasa
Tuesday July 28, Tallinn	<p><b><u>Sectoral case study: Fashion industries</u></b></p> <p>Lectures will cover experiences from the Baltic fashion industry. Among invited speakers are representatives of several fashion companies in Estonia including one of the biggest exporting company in Estonia – Baltika Group (holds brands Monton, Mosaic, Baltman, Ivo Nikkolo). Another lecturer will be Reet Aus together with her managerial team. Reet Aus was invited to attend London Fashion Week this year and represents an example of grass-roots creative industry evolution and a success story.</p>	10:00 – 11:30	Experiences of Baltika Group in developing a ‘fast fashion’ brand and a chain, in international enlargement, and in recession time management. Speaker: Meelis Milder (Baltika Group, CEO)
		M-439	
		11:45 – 13:00	New trends in Latvian fashion industry governance and business. Speaker: Damien Carlier.
		M-439	
		13:30 – 15:00	Slow fashion vs. fast fashion. Speaker: Reet Aus (a ‘slow fashion’ designer and an activist who is focused on creating her designs out of recycled materials)
		M-439	
		17:00	Going to Riga by bus. A case study assignment to be completed on the way to Riga (observations on fashion industry as the topic of the day)
Wednesday July 29, Riga	<p><b><u>Entrepreneurship and creativity + Keynote</u></b></p> <p>The content of the day will include a workshop, a site visit and a key note address by Johan Staël von Holstein, a Swedish entrepreneur and CEO of IQUBE, one of the Nordic region’s leading centers for entrepreneurship and early-stage growth companies. The keynote will be open for all interested publics.</p> <p>The workshop of the day led by Arnis Sauka, SSE Riga faculty member, will focus on entrepreneurial thinking as a necessity for transferring any creative idea into a successful product. The aim of the lecture will be to foster entrepreneurial thinking among creative people. Case study of creative and potentially entrepreneurial ideas will be used for this purpose in order to illustrate the most common challenges new entrepreneurs can face during the business start-up and development as well as provide with some possible solutions on how to overcome them. In order</p>	10:00 – 13:00	Lecture: “Entrepreneurship and Creativity” by Arnis Sauka (SSE Riga)  <b>NB! For detailed schedule see the attachment on Riga section.</b>
		14:00	Site visit to “Stenders”  Discussion and wrap-up of the day
		16:00 – 17:00	Keynote by Johan Staël von Holstein “Lessons for Sustainable Growth during the Economic Downturn: Why Another Dot-com Era Is Possible”

	<p>to strengthen the knowledge acquired during the lectures, students will further be asked to participate in a group work and develop products from creative ideas themselves.</p> <p>The workshop will also include a visit to “Stenders”, a company which produces high quality natural bath and body cosmetics and has more than 180 shops in more than 13 countries. Representatives of the company will be invited speakers at the workshop.</p>	17:30 - ...	For those who would like to continue the conversation – meeting place KID* on Pulkveža Brieža street 2
Thursday July 30, Riga	<p><b><u>Social innovations + Keynote</u></b></p> <p>The content of the day will include a workshop as well as a keynote address by Hans Reitz, owner of <i>circ</i>, the Creative Adviser of Nobel Peace Prize Laureate Muhammad Yunus and a cofounder of the The Grameen Creative Lab (GCL), a joint venture between the <i>Yunus Centre</i> in Bangladesh and <i>circ responsibility</i> in Germany. Their shared vision is the eradication of poverty – globally. The keynote will be open for all interested publics.</p> <p>The workshop on social innovations will be delivered by Roberts Kilis, SSE Riga faculty member, and Fionn Dobbin, Creative Director of GCL. The workshop will focus on innovative solutions to meet social needs, increase self-help of individuals, to provide social services, and alike. The concept of social innovations will be discussed in relation to the current and future social context in Latvia and in the region at large. At the same time, global extensions of the issues will not be missed. International examples of successful social innovation projects will be presented and discussed as part of the workshop. Also, during task assignments students will be required to come up with solutions for real life problems.</p>	9:00 – 12:00	Workshop: “Social Innovations” by Roberts Kilis (SSE Riga) and Fionn Dobbin (GCL)
		13:00 – 15:45	Student presentations on the task assigned  Discussion and wrap-up of the day
		16:00 – 17:00	Keynote by Hans Reitz on social innovations and social business
		17:30 - ...	For those who would like to continue the conversation – meeting place Teātra Bārs on Lāčplēša street 26
Friday July 31, Riga	<p><b><u>Strategic design and intellectual property rights + Keynotes</u></b></p> <p>The day will feature issues of strategic design and intellectual property rights, discussed in a workshop, during a site visit, and in the keynote addresses.</p> <p>There will be two keynote addresses on this day. A keynote by Theis Klauberg, a member of the bar associations of Hamburg and Latvia and a founding partner of the law firm BNT Rechtsanwälte, will focus on intellectual property rights. The other keynote by David Hillman, recipient of numerous design awards including D&amp;AD Pencils for the much acclaimed book 'English Sunrise' and his redesign of The Guardian in 1989, currently a Fellow of the Chartered Society of Designers, a Royal Designer for Industry and a member of the Alliance Graphique Internationale will speak in the concluding keynote event of the summer school. Both keynotes of the day will be open for all interested publics.</p> <p>The workshop lead by Danny Teal, Director of Business and Marketing Intelligence at PEGA/Pegatron Design and Engineering, will focus on how to use intangible</p>	9:00 – 11:45	Lecture: “Consolidating Integrated Marketing, Intellectual Property, Creative Industry and Information Technology” by Danny Teal
		12:00 – 13:00	Keynote by Theis Klauberg “Economics of Intellectual Property”
		13:30 – 14:30	A site visit to <i>Mooz!</i> a graphic industry and design company
		16:00 – 17:00	Keynote by David Hillman on strategic design
		17:30 - ...	For those who would like to continue the conversation –

	<p>assets and intellectual property in order to build and sustain strategic advantage.</p> <p>The workshop will also include a visit to <i>Mooz!</i>, one of the most successful graphic industry and design companies in Latvia.</p>		meeting place Silts on Dzirnava street 39
Saturday August 1, Riga	<p><b><u>Wrap-up of the summer school</u></b></p> <p>This day will be devoted to visiting various venues of CI related activities. Site visits will include a vibrant neighborhood on Kalnciema street, a visit to Spikeri – a creative industries incubator in Riga, and other places. A wrap-up workshop of the summer school, discussion and evaluation of the educational experiences. The day will end with a closing party of the summer school.</p>	11:00 – 15:00	Creative industries related site visits as part of cultural program
		17:00 – 19:00	Wrap-up and evaluation of the summer school
		19:00 -...	Closing party at Meta cafe in Spikeri on Maskavas street 12
Sunday August 2	Day off for Riga, tour of the city, departure for Tallinn.		