



International Conference

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

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

- 09:00 **Registration and welcome coffee @ The Children's House atrium**
- 09:30 Introductory word by Ivan Šarar, Head of the Department of Culture, City of Rijeka about the Rikard Benčić cultural complex urban regeneration which was co-financed by the EU funds.
- 10:00 **Opening Ceremony @ The Children's House Hall**
- Marko Filipović, Mayor of the City of Rijeka
 - University of Rijeka representative – TBC
 - Minister of Culture and Media of the Republic of Croatia – TBC
 - Suzana Belošević Romac, the City of Rijeka – Introductory word about the MESOC project
- 10:10 **Keynote Speaker #1**
- Cultural and Urban Renovation – Dinko Peračić, ARP/ Platform 9.81
As a person that combines architecture, urban renovation and design with cultural participation, activism and transformation, Dinko is a logical solution to speak about two of three crossover themes of the new European Agenda for Culture: Urban and Territorial Renovation and People's Engagement and Participation.
- 10:40 **Keynote Speaker #2**
- Reflections on Aspects of the Impacts of the Covid-19 Pandemic on European Capitals of Culture – Franco Bianchini, Leeds Metropolitan University
Professor Bianchini's research interests range from the role of culture in urban regeneration to cultural diversity and interculturalism as resources for innovation in urban policy. He will share some perspectives and thoughts about the prestigious European Capital of Culture title in the context of the current political, economic, health and environmental crises.



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



- 11:10 **Panel discussion – “New and/or shared spaces in culture”**
- Dinko Peračić, ARP/ Platform 9.81
 - Franco Bianchini, Leeds Metropolitan University
 - Ivan Šarar, City of Rijeka
 - Đurđa Vrljević Šarić, Fortress of Culture Šibenik
 - Božena Stojić, Ministry of Space
 - Moderator – Ida Križaj Leko, Deltalab – Center for urban transition, architecture and urbanism (UNIRI)
- Through the central panel discussion of the Conference, we will hear international and national testimonials about the topics of managing shared spaces in culture, participation, citizens’ involvement and democratization of culture. Additionally, we will hear first impressions from the Children’s House which is programmatically embodied by several cultural institutions founded by the City of Rijeka.
- 12:25 **Lunch break @ The Children’s House Rooftop**
- 13:25 **Panel discussion – “Traditional vs digital approach – different perspectives for culture”**
- Božidar Kovačić, University of Rijeka
 - Edvin Liverić, Croatian Cultural Centre
 - Sendy Ghirardi, University of Valencia
 - Sara Vuletić, Novi Sad – European Capital of Culture
 - Ilaria Vitellio, CityOpenSource
 - Moderator – Francesco Molinari, University of Valencia
- Within the second panel, we will confront representatives from a digital and traditional approach to culture. We will try to answer the question: does culture need physical space, can the digital approach replace the traditional one, and what does the future hold? Additionally, we will hear how can MESOC help with that and how can we measure the societal dimension of Culture, as defined by one of the strategic objectives of the European Agenda.
- 14:40 **Coffee break @ the Children’s House Rooftop**
- 15:00 **MESOC SERAPEUM - Place where Artificial Intelligence meets Culture**
- Dragan Čišić, University of Rijeka
- The project idea is to enable MESOC consortium members and other cultural stakeholders to become acquainted with the achievements of artificial intelligence and gain insight into the possibilities of AI.



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- 15:15 **City #1 – example of good practice - Rijeka**
- Empowering citizens through the European Capital of Culture (Tanja Kalčić)
There is an incredible power that is located within the people, and through the ECoC project this power can be managed, ushered, and released in creative, urban, and community-focused programs, it can be a generator of change. If planned properly, Capacity Building Programs are able to connect local and regional governance together with the citizens and provide a new perspective to personal lives, urban landscapes, and future scenarios, they can support paradigm shifts in the local and regional context.
- 15:30 **City #2 – example of good practice - Nova Gorica · Gorizia**
- European Capital of Culture 2025 Nova Gorica · Gorizia (Stojan Pelko i Neda Rusjan Bric)
Nova Gorica and Gorizia strive and dwell together: divided by wars, but united by friendship and intense cooperation, the two cities set for themselves the ambitious goal to become a cross-border European Capital of Culture.
- 15:45 **City #3 – example of good practice - Valencia**
- Ciutat de l'Artista Fallero. A new cultural approach to urban development (Chema Segovia)
La Ciutat de l'Artista Fallero or a museum in open space - a place of gathering artists, citizens, and activists, transformed the City of Valencia. This initiative boosted creativity and provides a good example of urban development.

DAY 2 – Thursday, 1st of December @RiHub, Ivana Grohovca 1/A
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- 09:00 **Welcome coffee**
- 09:15 **MESOC – technical insight**
- Božidar Kovačić - University of Rijeka
The project MESOC will develop new perspectives and improved methodologies for capturing the wider societal value of culture, including but also beyond its economic impact, to enhance the potential role of culture as an element of public policy for social, cultural and political cohesion and inclusion.
- 09:35 **City #4 – example of good practice – Šibenik**
- Fortress of Culture Šibenik – linking culture and tourism (Đurđa Vrljević Šarić)



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Fortress of Culture is a synonym for excellence in cultural heritage management and in cultural events organization. The institution today manages three revitalized Šibenik's Fortresses, St. Michael's, Barone and St. John's Fortress and House of Arts Arsen

09:50

City #5 – example of good practice - Lublin

- Cultural summer festivals in Lublin and their impact on the city (Ewa Orzeszko)

The lecture will focus on the way cultural summer festivals improve the image and brand of the city of Lublin (Eastern Poland), in terms of attracting tourists, reinforcing local communities and stimulating urban development. Four major annual summer festivals held in Lublin will be highlighted: the Night of Culture, the East of Culture – Different Sounds, Carnaval Sztukmistrzów and the Re:tradition – Jagiellonian Fair.

10:05

City #6 – example of good practice – Novi Sad

- Novi Sad - "European Capital of Culture" and its positive impact on cultural infrastructure and society (Sara Vuletić)

Novi Sad is among the first cities outside the European Union to be declared the European Capital of Culture. The main idea of the '4 New Bridges' programme narrative aims to leave Novi Sad firm legacies that improve the cultural life of the city: new programmes, new processes, involved people (citizens, cultural institutions, associations, organisations, artists) and new spaces for culture.

10:20

Workshop

- Capturing culture-led transformations in cities – representatives of Politecnico di Milano: prof. Grazia Concilio, Dr Irene Bianchi, Dr Ilaria Tosoni

The WS will introduce the outputs of the work done with the MESOC cities and will engage the participants in a MENTIMETER survey to discuss some indicators identified to monitor culture-led transformations in cities.

11:40

MESOC – next steps

- Francesco Molinari, University of Valencia – MESOC project manager

With the MESOC project entering the final six months of its implementation we will see what is planned for this period as well as the post project times.

12:00

Lunch break



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