



NEWS & EVENTS > Digital China 2010: Berlin-Shanghai

FROM - TO
31 MAY 2010 - 01 JUN 2010

Digital China 2010: Berlin-Shanghai



Digital China 2010/数字中国2010

Creative Industries & Creative Cities: Shanghai – Berlin

创意产业 & 创意城市：上海 – 柏林

Digital China 2010 Symposium in Shanghai

数字中国2010 上海论坛

How can cultural economy be a force for worldwide community and understanding between societies? What role does the Culture Industry play in promoting seemingly disparate cultures? What common elements and experiences from different cultures can serve as a bridge, overturning or outperforming apparent cultural gaps. How can cultural policy-making and the Creative Industries at the levels of government and practitioner be ideally placed to foster inter-cultural communication and serve the local economies? What role can they play in successful urban or national development and the creation of a healthy environment for their populations?

While the missions of cultural policy-making and the Creative Industries overlap, their methods and aims are very different. They can be used as promotional tools for political or economic agendas, but are ultimately part of a cultural landscape that demands certain ethical standards in its relationship with the audience. Throw into the mix the potential for misunderstanding between the differing cultural environments of China and Germany, and these fields often end up being stigmatised as producers of the very differences they seek to bridge.

This symposium brings together experts from government and the Creative Industries from China and Germany to address the state of the current cultural economy and the political relationships for culture between the two regions. The speakers have been drawn from various levels of social responsibility. These areas first need to be placed in relation to their roles – what their aims are, how these are realised in practice, and how they can work together to produce a strong culture which benefits an economy or how they can be in conflict with each other.

The speakers will provide case studies to illustrate the productive ways their fields have worked together, within and between both cultures. They will also address the relationships between their fields, and look for common ground or points of contention between the cultural climates of China and Germany. Within their fields they will look at the economies in place, from the organisational level through to the individual artist or designer, from strategic plans to reality, and how their relationships and impact on the realities of their situations create the particular cultures that emerge.

The symposium will also touch on the state of creativity today during an economic crisis. How an economic shift creates change in the relationships between organisations and individuals in these fields, and how products of culture and its local and international makers have been affected.

Shanghai Institute for Visual Art, Fudan University, Shanghai eARTS Festival and Institute for Arts and Media Management, Freie Universität Berlin, have come together as joint organisers of this event to provide this platform to foster communication and collaboration on international cultural strategic planning.

Digital China 2010 Shanghai Symposium has been initiated and curated by Shi Li-Sanderson.

Digital China 2010 Shanghai Symposium is a joint presentation of Shanghai Institute of Visual Art, Fudan University, Shanghai eARTS Organization and the Institute for Arts and Media Administration Free University Berlin, and has been initiated and curated by Shi Li-Sanderson. Digital China 2010 is a China/Germany international exchange project, supported by the China Foundation for the Development of Social Culture. "数字中国2010"上海论坛由上海视觉艺术学院、复旦大学、上海eARTS艺术节和柏林自由大学艺术与管理学院共同主办，中国社会发展基金会支持之中国文化交流项目。

Schedule / 日程

Day 1 / 第一天

Creative Cities and Creative Industries / 创意产业和创意城市

The creative city as an essential part of good government / 创意产业作为城市的必要组成部分

时间：2010年5月31日 星期一 16:00-20:00

地点：六通国际中心·上海市黄浦区黄浦区300号（近南京路路口）

Time: 2010.5.31 Monday 16:00-20:00

Place: 300 Huang Pi Bei Road, by Nan Jing Xi Road Shanghai.

Day 2 / 第二天

Creative Thoughts and Applications / 创意思维及应用

Education as the source for the creative city / 教育作为创意城市的根源

时间：2010年6月1日 星期二 16:00-20:00

地点：复旦大学上海视觉艺术学院·上海市松江文翔凤路2200号（松江大学城内）

Time: 2010.6.1 Tuesday 16:00-20:00

Place: Shanghai Institute of Visual Art, Fudan University, 2200 Wenxiang Road, Songjiang District, Shanghai.

Speakers / 演讲人名单

第一天 Day 1:

1. 克劳斯·塞本哈特 Dr. Klaus Seiberhaas
教授（博士），艺术与传媒学院院长，柏林自由大学
Professor, the director of the Institute for Arts and Media Management (IMM) of Freie Universität Berlin
2. 罗伯特·艾斯多特 Robert Eyssoldt
Member of the Board of Create Berlin, Initiator of Partwerts
创意柏林机构 董事, Partwerts 发起人
柏林文化项目公司 总裁
Managing Director, Kulturprojekte Berlin GmbH
3. 黄伟 Dr. Huang Wei
上海市文化事业管理局副局长
助理博士
Deputy Director, Shanghai Cultural Management Office, Shanghai Government

5. 王如志 Dr. Wang Ruzhong
上海社会科学界联合会经济研究所企业发展研究中心主任
上海市社会科学界联合会研究中心副主任, 上海市创意产业协会理事
Deputy Director of Research Center for Enterprise Management, Institute of National Economy, Shanghai Academy of Social Sciences (SASS)
6. 李敏华 Li Zhenhua
上海市文化事业管理局副局长
Chief planner for the Shanghai eARTS Festival, Senior curator

第二天 Day 2:

1. 安德烈·洛特 Andre Lotz
柏林德意志银行公司 总裁
CEO and Founder of Triad Berlin
Prologgesellschaft mbH
2. 艾多 Johannes Pauen
总裁, 德国创意品牌机构
Managing Director, Weiser und bold GmbH
3. 曾志康 Christine Daniel Jia
奥登国际实业(中国)有限公司
COO Linya Int, Shanghai | Berlin

4. 胡介鸣 Hu Jieming
复旦大学上海视觉艺术学院数码传媒学院副院长
Vice-dean for School Of Digital Media, Shanghai Institute of Visual Art
5. 徐文海 (Xue Wenhai)
数字创意产业协会创始人之一, 新媒体艺术家
Co-founder of "Kindanew", New Media Artist
6. 张洁 Zhang Jie
设计师
Fashion Designer



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China 2010 is an international dialogue between Shanghai and Berlin, the most vibrant and creative cities in the East and West respectively. It is constructed as a professional symposium taking place in Berlin and in Shanghai. The theme of Digital China 2010 is the relationship between Cultural Policy-making and the Creative Industries. Digital China 2010 will be the groundbreaking project for cultural Policy exchange between governments and practitioners, as well as between the two regions. The main partnership behind this project is the **Shanghai eARTS Development Company** (under Shanghai Cultural Development Foundation), and **IKM from the Freie Universität Berlin**. This project will be a starting point for both countries to build up economic cooperation, academic exchanges and cultural understanding. Check the Digital China 2010 website for details of the Berlin symposium (Feb 2010) and the Shanghai symposium (May/June 2010).

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