



Kaunas 2022  
Contemporary  
Capital  
European Capital of Culture

## EUROPEAN CAPITAL OF CULTURE FORUM 2019

### HUMAN FACTOR

**23 May | Thursday**

**Venue:**

Karaliaus Mindaugo pr. 50, Kaunas 44334, <https://zalgirioarena.lt/en/>

**9:00 Registration and coffee**

**9:30 Opening of the forum and welcome speeches (Amphitheatre)**

**10:00 Keynotes (Amphitheatre):**

**10:00 Human factor**

Agata Etmanowicz / PL / Impact Foundation

**10:30 Cultural participation and societal wellbeing: the strategic scenario of the new European agenda for culture**

Pier Luigi Sacco / IT / IULM Milan University, Harvard University

**11:00 Creative thinking and creative doing**

Paul Bourne / GB / Artistic Director, Business Consultant

**11:30 Lost in strategy. Found in intuition**

Fionn Dobbin DE / Creative Director, Age5

Maximilian Valentin DE / Creative Director, Lecturer

**12:00 Panel discussion: Culture for all (?). What creates the obstacles for people to participate in culture and how to overcome them? (Amphitheatre)**

Moderator: Ana Čižauskienė (LT / Kaunas 2022)

Panellists: Virginija Vitkienė (Kaunas 2022), Agata Etmanowicz (Impact Foundation), Paul Bourne (Artistic Director, Business Consultant), Pier Luigi Sacco (IULM Milan University), Fionn Dobbin (Age5)

**12:45 Lunch break**

**14:00 Parallel sessions:**

**1) Business + culture. Formulas of meaningful collaboration (Amphitheatre)**

**14:00 Presentations:**

Paul Bourne (GB / Artistic Director, Business Consultant)  
Mindaugas Morkūnas (LT / MO Museum)  
Paulius Motiejūnas (LT / BC Žalgiris) (15min)  
John Bonnema (NL / Leeuwarden-Friesland 2018)  
Agata Etmanowicz (PL / Impact Foundation)

**16:35 Discussion:** The exchange between business, art and culture – sponsorship, charity, investment or partnership?

Moderator: Jūratė Tutlytė (LT / Kaunas 2022)

Panellists: Mindaugas Morkūnas (MO Museum), Paulius Motiejūnas (BC Žalgiris), Jelle Burggraaff (Leeuwarden-Friesland 2018), Evaldas Rapolas (Magnusson), Živilė Diawara (Arts factory Loftas)

## **2) Cultural diplomacy: how individuals and organizations can become the cultural ambassadors of their own countries or Europe? (Stairway room)**

### **14:00 Presentations:**

Arūnas Gelūnas (LT / Lithuanian Art Museum)  
Giedrė Pranaitytė (LT / Vytautas Magnus University)  
Aušrinė Žilinskienė (LT / Lithuanian Culture Institute)  
Marcin Łapczyński (PL / The Polish Institute in Vilnius)  
Marija Drėmaitė (LT / Vilnius University)  
Aiva Rozenberga (LV / Former CEO at Latvian Institute)

**16:25 Discussion:** The field of cultural diplomacy: platforms, organizations and cities

Moderator: Rytis Zemkauskas (LT / Kaunas 2022)

Panellists: Jean-Marie Sani (Institut français de Lituanie), Aiva Rozenberga (Former CEO at Latvian Institute), Rytis Paulauskas (Ministry of Foreign Affairs), Marius Vaščega (European Commission Representation in Lithuania)

## **3) The intuition experience (Intuition rooms)**

**Separate groups: 14:00, 15:00, 16:00**

### **Interactive workshop:**

Head moderator: Fionn Dobbin (DE / Creative Director)

Moderators: Henning Grambow (DE / Creative strategist and Music producer), Zan Hoffman (USA / Sound artist), Toms Liepajnieks (LV / Actor)

**17:00 End of the Forum programme day 1**

## **24 May | Friday**

### **Venue:**

Karaliaus Mindaugo pr. 50, Kaunas 44334, <https://zalgirioarena.lt/en/>

**9:00 Registration (Amphitheatre lobby)**

**9:30 Keynotes (Amphitheatre):**

**9:30 Art & technology for developing audience engagement**

Agnieszka Wlazel / PL / Audience Engagement Researcher

**10:20 How the art museum became trendy and what we have learned along the way towards our goal**

Milda Ivanauskienė / LT / MO Museum

**11:00 What is a non-human imagination?**

Kristupas Sabolius / LT / Associate Professor of Philosophy, Researcher

**11:40 Transforming cultural experience : the domino effect**

Inga Norkūnienė / LT / Klaipėda Culture Communication Center

**12:30 Lunch break**

**14:00 Parallel sessions:**

### **1) Audience engagement practices in European Capitals of Culture (Amphitheatre)**

#### **14:00 Presentations:**

Jelle Burggraaff (NL / Leeuwarden-Friesland 2018)

Rossella Tarantino (IT / Matera-Basilicata 2019)

Anna Vinegrad (IE / Galway 2020)

Yannis Koukmas (GR / Eleusis 2021)

**16:30 Discussion :** Engaging audiences: whom, how and why?

Moderator : Daiva Citvarienė (LT / Kaunas 2022)

Panellists : Jelle Burggraaff (Leeuwarden-Friesland 2018), Rossella Tarantino (Matera-Basilicata 2019), Agnieszka Wlazel (Audience Engagement Researcher), Tamara Belajic (Novi Sad 2021).

### **2) Challenge? Solution: arts & business cooperation (Stairway room)**

Moderators: Paul Bourne (GB / Artistic Director, Business Consultant) and Agata Etmanowicz (PL / Impact Foundation)

### **3) The element of sustainability in the context of community-led social enterprise (Nemunas room)**

#### **14:00 Presentations:**

Phil Tulba (GB / Social Enterprise Expert)

Aušra Pulauskaitė (LT / Versli Lietuva)

Simona Šimulytė (LT / ChangeMakers'ON)

#### **15:50 Practice session:**

Moderator: Monika Juknienė (LT / NVO Avilys)

**17:00 Let's hack Social & Tech: ChangeMakers'ON hackathon 2019 (Restaurant Sala)**

Moderator: Simona Šimulytė (LT / ChangeMakers'ON)

### **4) The intuition experience (Intuition rooms)**

**Separate groups: 14:00, 15:00, 16:00**

#### **Interactive workshop:**

Head moderator: Fionn Dobbin (DE / Creative Director)

Moderators: Henning Grambow (DE / Creative strategist and Music producer), Zan Hoffman (USA / Sound artist), Toms Liepajnieks (LV / Actor)

**17:00 End of the Forum**