



**Preliminary Programme of the Third International Forum 'Creative Ukraine'
November 14-15, 2019**

Please note that the programme is subject to change and will be updated continuously up to the Forum.

creativeukraine.org.ua

forum venue: **D12 ArtHall** (12 Desyatynna Street, Kyiv, Ukraine)

Day 1 November 14, 2019	
09:00 — 10:00	<i>Registration & tea/coffee & networking</i>
10:00 — 11:00	<p>Opening ceremony Andriy Kulykov — journalist, TV and radio host, chairman of NGO 'Hromadske Radio' Welcome remarks:</p> <ul style="list-style-type: none"> • Volodymyr Borodyansky — Minister of Culture, Youth and Sports of Ukraine • H.E. Matti Maasikas — Head of the European Union Delegation to Ukraine • Nathalie Beras — Advisor on cooperation and cultural activity of the Embassy of France in Ukraine, Director of the Institut français d'Ukraine, President, EUNIC Ukraine <p>Keynote speaker:</p> <ul style="list-style-type: none"> • Vilma Misiukoniene, Lithuania — IT professional, intellectual property&tech lawyer, co-author of the EU flagship initiative Harmonizing Digital Markets of EU&Eastern Partnership countries, consultant on digital transformation and digital policies in GovTech, artificial intelligence, crypto-economy and blockchain domains
11:00 — 11:10	<i>Art performance</i>
11:10 — 11:30	<ul style="list-style-type: none"> • Carolina Quintana — Creative Economy & Industries Programme expert at the Trade Analysis Branch UNCTAD <p><i>World Trends in Creative Economy from a Trade and Development Perspective</i></p>
11:30 — 11:45	<ul style="list-style-type: none"> • <i>Tea/coffee & networking</i>
11:45 — 13:00	<p>Panel Discussion 'Creativity and Innovation as Drivers of Change in Education and Memory Policy: Contemporary Cultural Spaces' Case'</p> <ul style="list-style-type: none"> • Svitlana Fomenko — First Deputy Minister of Culture of Ukraine • Liudmyla Rabchynska — Deputy Minister of Digital Transformation of Ukraine • Oksana Halby, Ireland — Coordinator of the Irish-Ukrainian Business Platform • Sofia Dyak — Historian, director of the Center for Urban History (Lviv), curator of the projects dealing with rethinking of the past, author of courses on public history at the Ukrainian Catholic University and Kyiv-Mohyla University • Kateryna Ray — Art Curator at Frontier - VR Art Festival • Fedor Boytsov — Founder of Pixelated Realities, architect, 3D-scanning, VR and AR specialist • Serhii Prokopenko — CEO at Gwara Media, lecturer in management and production of innovative media projects at the V. N. Karazin Kharkiv National University
13:30 — 14:30	<i>Lunch</i>
14:30 — 15:00	<ul style="list-style-type: none"> • Kateryna Kravchuk — Economist and culturologist; author of Cross-Sectoral Cooperation in Culture course run at the Ukrainian Catholic University. <p>Creative sector in Eastern Europe: a flagship of innovation or a stereotype generator? <i>Presentation of the report 'Gender Equality and Empowerment in the Creative and Cultural Industries'</i></p>

15:00 — 16:00	<p>Panel discussion 'Ukraine's Integration into the Global Creative Value Chains'</p> <ul style="list-style-type: none"> ● Christian Diemer — Head of Programme 'House of Europe' ● Simon Williams — Director of the British Council in Ukraine ● Matthew Underwood — Director of the American Spaces Program, U.S. Embassy Kyiv ● Oleksandra Koval — Director of the Ukrainian Book Institute ● Nadia Kovalchuk — Deputy Director for Project Work of the Ukrainian Cultural Foundation ● Tetyana Filevska — Creative Director of the Ukrainian Institute, art manager, curator and researcher of the Ukrainian art of the 20th century
16:00 — 16:15	<i>Coffee break & networking</i>
16:15 — 17:45	<p>Panel Discussion 'Contemporary Art as a Creative Industries Market: ARTrepreneurship in Ukraine'</p> <p>Moderator — Nataliia Shpytkovska, Director of the Center for Contemporary Art M17</p> <ul style="list-style-type: none"> ● Edo Dijksterhuis, the Netherlands — Former director of the annual art fair for modern and contemporary art 'Art Amsterdam', journalist in contemporary art ● Anna Avelova — Art-manager, founder of the Tuasho art agency, director at Mironova gallery/foundation ● Oleg Tistol — Artist, a representative of Ukrainian neo-baroque, one of leaders of The New Ukrainian Wave ● Vladyslav Vakulenko — Co-owner of the Art Consulting Group auction house ● Bryan Furman — Assistant Cultural Affairs Officer of the U.S. Embassy Kyiv ● Maryna Shmakova — Founder of NGO 'Submarine. The creative support'
17:45 — 18:00	<p>Summary of the first day of the forum</p> <p>Anastasia Obratsova — Director-General of the Directorate of Creative Industries</p>

Day 2
November 15, 2019

09:00 — 10:00	<i>Registration & tea/coffee & networking</i>
10:00 — 11:00	<p>Opening of the second day of the Forum.</p> <p>Forum's host: Oleksandr Shtepan — Strategic communications adviser, creative director of ASTI Ukraine, founder of "Zhyvoslovo" project</p> <p>Presentation of John Howkins: AI and Creativity</p> <ul style="list-style-type: none"> ● John Howkins, UK — Creative economy expert, Member of the United Nations Advisory Committee on the Creative Economy, author of the 'The Creative Economy: How People Make Money from Ideas'
11:00 — 11:15	<i>Tea/coffee & networking</i>
11:15 — 13:00	<p>Panel Discussion 'Intellectual Property Rights in the Field of Creative Industries in the Digital Age'</p> <ul style="list-style-type: none"> ● Vilma Misiukoniene, Lithuania — IT professional, intellectual property&tech lawyer, co-author of the EU flagship initiative Harmonizing Digital Markets of EU&Eastern Partnership countries, consultant on digital transformation and digital policies in GovTech, artificial intelligence, crypto-economy and blockchain domains ● Khrystyna Nykerui — Associate at Baker McKenzie Ukraine ● Yuriy Balanyuk — Deputy Director of the National Office of Intellectual Property ● Valeriy Zhaldak — Director of the Intellectual Property Department of the Ministry of Economic Development, Trade and Agriculture of Ukraine <p>Moderator: Olha Simson — Director of the LL.C. 'Institute of Law, Technologies and Innovation', Associate Professor of the National University 'Yaroslav the Wise Law Academy of Ukraine'</p>
13:00 — 14:00	<i>Lunch</i>

Practical Workshops

<p>11:00 — 13:00 13:00 — 14:00 lunch 14:00 — 18:00 15:45 — 16:00 tea/coffee</p> <p>Workshop — Book Publishing 'How to Work with Stakeholders Effectively: Guidelines for a Modern Writer – Perspectives from the Global Publishing Network'</p> <p>Supervisor — Bohdana Neborak — Translation programme manager of the Ukrainian Book Institute</p> <ul style="list-style-type: none"> • Christoph Hassenzahl, Germany — Expert on rights trade in international book and audio book publishing, Rights and Foreign Rights Manager with Suhrkamp Publishing House <p><i>New translation support grant programme (House of Europe)</i></p> <ul style="list-style-type: none"> • Kateryna Alymova — Programme manager of House of Europe, focused on study tours, residencies, translation grant programme <p><i>Literary Agents: an Empty Niche? How an author and a publisher combine this role</i></p> <ul style="list-style-type: none"> • Oksana Ziobro — Head of PR & Marketing at the Old Lion Publishing House • Halyna Tkachuk — Writer <p><i>How literature gets into the field of media interest</i></p> <ul style="list-style-type: none"> • Natalia Vasura — Editor of the Culture section of L'Officiel Ukraine • Nasya Platonova — FOCUS Cultural Review columnist, cultural critic • Denis Minin — Journalist at UA:Culture <p>Moderator — Olena Huseinova</p> <p><i>What is a copyright contract?</i></p> <ul style="list-style-type: none"> • Halyna Schyjan — Ukrainian writer, laureate of the European Union Literary Prize • Khrystyna Nykerui — Associate Lawyer at Baker McKenzie Ukraine 	<p>14:00 — 18:00 15:45 — 16:00 tea/coffee</p> <p>Workshop — Fashion 'Fashion as a Business Idea of Ukraine'</p> <p>Supervisor — Natalia Modenova — Co-founder of the showroom More Dash and international conference Fashion Tech Summit</p> <p><i>Fashion DNA Ukraine: Fashion Designer SME Ecosystem Needs Analysis</i></p> <ul style="list-style-type: none"> • Jan Miller, UK — Fashion & creative industries management consultant • Oleksandra Dimitrievich — International Project Manager at Ukrainian Fashion Week • Zoya Zvinyatskovskaya — Fashion historian, founder of the Ukrainian Fashion Museum • Iryna Krasyllykova — Founder of Pushka, the first school of closing design in Ukraine • Alyona Grinchenko and Darina Bodiu — Founders of LBK Production, the first fashion production company in Ukraine • Andriy Chuzhikov — Lecturer in media management and behavioural economics in Media at Konstanz University, University of Fogia, Adamas University, Granda University 	<p>14:00 — 18:00 15:45 — 16:00 — tea/coffee</p> <p>Workshop — Audiovisual Sector 'Strategy for the Successful Collaboration of the Audiovisual Industry and the State'</p> <p>Supervisor — Victoria Yarmoshchuk — Acting CEO of the media consulting company Media Resources Management, supervisor of the Cinema sector of the Ukrainian Office of the Humanitarian Policy Development</p> <ul style="list-style-type: none"> • Petri Kempainen, Finland — Former Nordisk Film & TV Fond CEO • Anatolii Maksymchuk — First Deputy Minister of Culture, Youth and Sports of Ukraine • Rita Grebenchikova — Producer of International Projects (SHTTL) 	<p>14:00 — 18:00 15:45 — 16:00 — tea/coffee</p> <p>Workshop — Design 'Design in Government Labs: What Officials and Designers Can Learn from Each Other'</p> <p>Supervisor — Yaroslav Belinsky — Co-founder of the Design for Ukraine Association, graphic designer, visual communication and branding expert</p> <p>Tatiana Stakhovska — Co-founder of Creascope agency and coordinator of Creascope Business Education</p> <ul style="list-style-type: none"> • Katarzyna Kończak, Poland — Service design lead at Greenhat Innovation, service designer, process organization strategist. Experienced in Futures Thinking, Customer Experience, Service Design, Design Thinking, UX Design methods. Lecturer at Creascope Business Education • Agnieszka Gliszczyńska, Poland — Service designer and trend analyst at Greenhat innovation, tutor at Service Design postgraduate studies at SWPS University, lecturer at Creascope Business Education • Olga Bogdanova — Architect, founder of the Bogdanova Bureau design studio and Prostir 86, a platform for the Ukrainian product design development • Anastasia Biletska — Maino Design Ukraine / Co-organiser of the Ukrainian stands at the Paris exhibitions "Maison & Objet" and Paris Design Week 2017-2018 • Volodymyr Vorobey — Managing Director of PPV Knowledge Network • Dmytro Lisenbart — Founder, director of animation at Lisenbart animation studio
18:00	Forum Closing		