

**Creative Cities Network
First Meeting – Deciphering Creative Cities**

May 13 - 15, 2008

Space limited for some sessions

Creative cities are a way to bolster economic growth and prosperity and enhance the social and cultural capital of a city which, together, lead to more robust and vibrant communities.

What exactly are creative cities? What makes a city creative and how does one go about assessing and creating the conditions for a city to be creative?

This first forum will explore what creative cities can mean in real terms and will form the foundation of the Creative Cities Network.

Tuesday, May 13, 2008

6:00 pm – 8:00 pm

*The Power of One Connected*New Hazlett Theater
Allegheny Square East
Pittsburgh, PA 15212Reception with light
refreshments to follow
forum.

In a time where the ultimate resources are ideas, connections and innovation, how can we facilitate these very things? How can creativity be used to bolster the socio-cultural, knowledge and creative capital of a city? This session will look at the power of creativity to engender self-organizing, self-generating means of exchange among citizens.

A panel of leaders working in various creative disciplines will talk about their own experiences and what they've learned that can be put to work in cities everywhere.

Ben Self, Founding Partner, Blue State Digital
Johann Zietsman, Director of Mesa Arts &
Culture Department and Mesa Arts Center
Joyce Bromberg, Director, Research,
Steelcase

This event will launch the CEOs for Cities Creative Cities Network.

Co-hosted by CEOs for Cities and cityLIVE!, a series of forums by no wall productions, the Heinz Family Foundation and the New Hazlett Theater, this event

will be open to meeting attendees and the people of Pittsburgh.

Wednesday, May 14, 2008

12:00 pm – 1:30 pm

Lunch meeting

Welcome and overview of Creative Cities Network by Carol Coletta. Participants will have the opportunity to meet and begin the creative cities conversation over lunch.

(For Network participants only)

1:30 pm – 5:30 pm

Places of Innovation Workshop

933 Penn Ave
Pittsburgh, PA 15222

This workshop offers a chance to explore the principles of designing places for interaction, creativity and innovation that have been used effectively for work environments and how these principles can be applied to the public realm to increase idea sharing and innovation in cities. This workshop will be facilitated by the top research team at **Steelcase**.

Workshop participants will engage directly in idea generation to produce new design concepts for cities.

The workshop also includes a presentation of service design concepts for attracting new usage of libraries and other anchor institutions by 25-34 year-olds, based on the latest student work developed under the direction of Carnegie Mellon University Associate Professor, **Shelley Evenson**.

Thursday, May 15, 2008

8.30 – 10.30 am

Urban Design Associates
707 Grant Street
31st Floor, Gulf Tower
Pittsburgh, PA 15219

A light breakfast will be provided.

Deciphering Creative Cities Workshop

(For Network participants only)

Overview of creative cities concepts

Rebecca Eggleston, Program Director, Creative Cities, CEOs for Cities

Catalyst Stories:

Creative Cities: a Toronto Case Study

Tim Jones, President and CEO of Artscape

Creative Economies: Transformation of cities in decline

Jasmin Aber of UC Berkeley California's Institute of Urban Design and Regional Development & Center for Global Metropolitan Studies

Creativity as Change Agent

Johann Zietsman, Director of Mesa Arts & Culture Department and Mesa Arts Center

11.00 am – 12.30 pm

Workshop: Incorporating the insights of our catalysts, we look afresh at creative cities concepts and what these could mean for your cities.

What makes a city creative and what are the benefits of being one? What are the conditions needed for a city to be creative? What are key mechanisms that leaders can influence in order to develop or grow a creative city?

12.30 – 1.00 pm

A light lunch will be provided.

Wrap Up