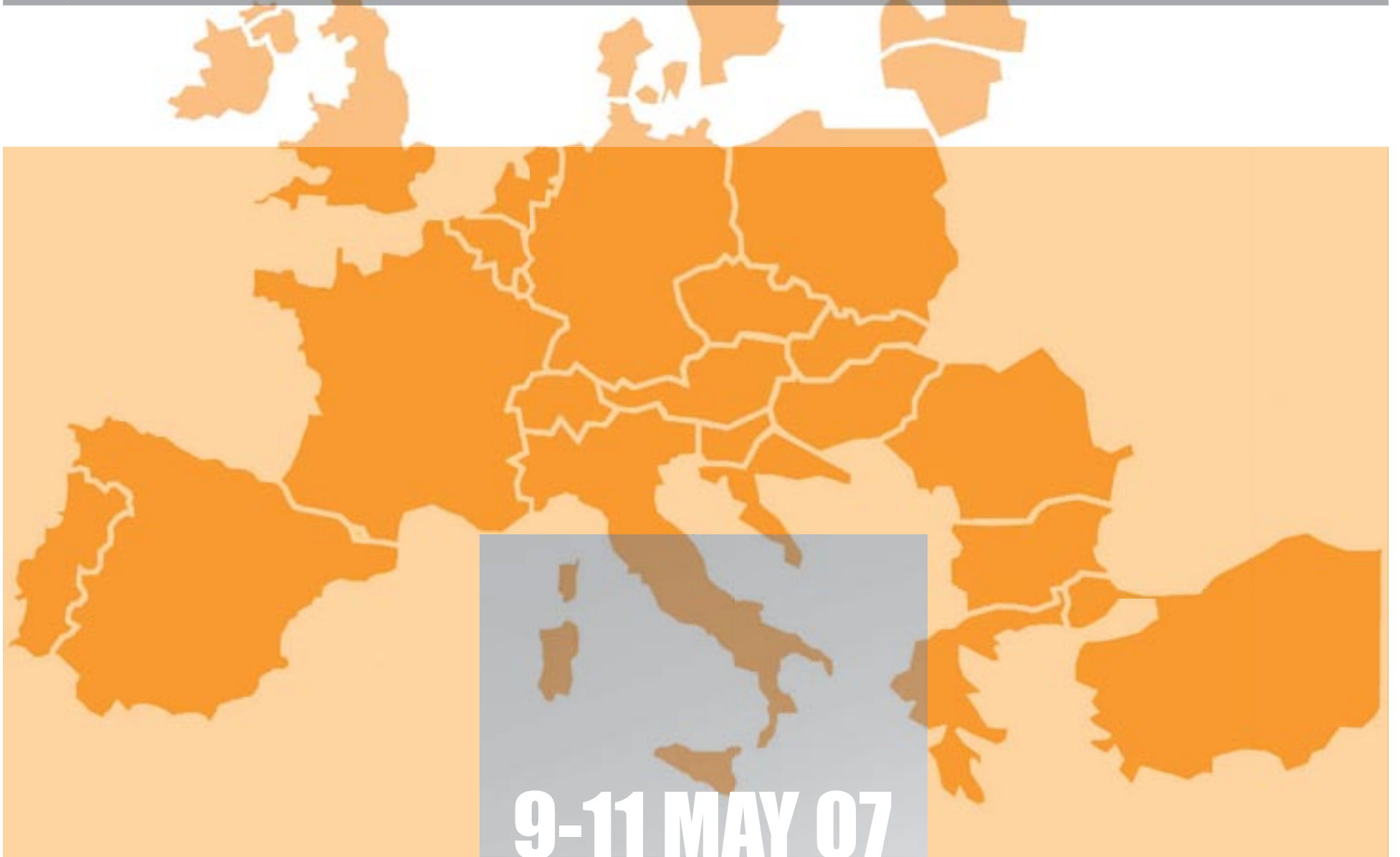
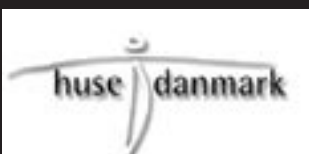


SHORTCUT EUROPE 07 - COPENHAGEN

**THE EUROPEAN CULTURAL CENTRES
IN THE EXPERIENCE ECONOMY**



9-11 MAY 07



SHORTCUT EUROPE - COPENHAGEN

THE EUROPEAN CULTURAL CENTRES IN THE EXPERIENCE ECONOMY

EXPERIENCE COPENHAGEN!

The organisers of Shortcut Europe 07 invite the participants to be artistically active. We will place a bicycle at your disposal, arrange guided tours and provide free admission to at least 20 music and cultural events in the Copenhagen cultural centres.

This year's European Cultural Centres conference focuses on the economic theories of Experience Economy, but the conference will also endeavour to give all the participants the possibility to obtain and create experiences in a variety of ways and venues. Participants are therefore invited to express themselves artistically during the conference with the help of visual and musical forms of expression. The theoretical presentations will be continually supplemented by an art installation, the basic form and expression of which has been developed by the Danish installation and performance artist Peter Holmgård. All speakers and participants will be invited to contribute to the development of the installation, which functions as a kind of backdrop for the conference, and the finished work of art will in this way illustrate the principles of 'participatory art'. In addition, the musician Lars Storck will challenge and inspire the participants to participate actively in a musical jam session.

Copenhagen: city of bicycles

One of the best ways to experience Copenhagen is on a bicycle. All participants will therefore have the possibility to obtain a free bike for their use during the event, and there will be ample opportunities to use it, as many presentations and activities will take place at different venues around Copenhagen. On the very first day, the participants will move from the old working class neighbourhood of Vesterbro over one of the bridges to the newly renovated harbour areas on Islands Brygge, where dinner will be served. The bikes will be a rapid and flexible means of transport for the participants on their way to and from the hotel.

Guided tours of Copenhagen cultural centres

We know from experience that a visit and a tour in a cultural center can provide inspiration and create the basis for forming new and vital networks. The Copenhagen cultural centres are each very unique, and the participants will have the possibility to visit precisely that house which they find most interesting. On Thursday afternoon we will offer guided tours of six cultural centres, and here, too, your free bike can come in handy.

Culture-pass for everyone!

Last but not least, all the participants will be given a Culture Pass providing free admission to cultural events in at least nine cultural centres. Not all the events are fully planned as yet, but there will be the possibility to experience internationally renowned Big Band jazz, heavy rock, country music, underground DJs and a peaceful Sing and Songwriters evening in an intimate atmosphere.

The experience economy is a relatively new concept. The term covers all aspects of the economy that are connected – in the broadest sense -- with the selling and buying of experiences. An essential part of this economy is directly linked to the development of artistic and cultural activities, and thereby directly connected with the work carried out in Europe's many cultural centres.

The emergence of the experience economy concept reflects a development in society where the economic aspect of artistic and cultural activity obtains increasingly greater importance. As such, the value of a well-developed cultural life is regarded at the local level as ever more meaningful for the local community's total economic and welfare-based development. In this perspective, the development of locally-based cultural centres, which both facilitate and disseminate artistic and cultural initiative, can be seen as essential and especially significant for the experience economy.

Social capital, cultural capital and the experience economy

The concepts of 'social capital' and 'cultural capital' are often linked with the experience economy, and together this entails a continually increasing focus on the economic aspect of artistic and cultural activities in society. This development may lead to a more market-based cultural policy and an increased instrumentalisation of art, such that artistic and cultural activities do not have value 'in themselves' but have value solely by virtue of the economy connected with them. One can therefore ask whether the activities in the European cultural centres are already now under the pressure to compete for 'shares of the market', and the extent to which 'return on investment' or profitability becomes a decisive parameter in the development of new cultural policy, locally, nationally and internationally. It is clear that increasing numbers of politicians, officials and other decision-makers in the cultural area are invoking theories of experience economy when they are creating cultural policy strategies and formulating new cultural policy.

Problem or solution?

Theories of experience economy are continually being developed, and there is much to indicate that experience as a product can be a dominant factor in European cultural policy. This development presents several new opportunities for locally-based and participant-based cultural institutions, as culture houses are. This is because cultural centres can be seen as experts when it comes to engaging and developing experiences on the basis of the citizens' own activities and the citizens' own engagement. In this light, one can say that the cultural centres are holding their own in the competition with private interests on the market. Shortcut Europe 07-Copenhagen seeks to investigate and to create the frameworks for debate about the significance of this development with the help of presentations from several experts in the area of cultural policy and cultural development. We therefore extend this invitation to all those interested in the developmental potentials of the cultural center to spend three professionally challenging and experientially inspiring days in Copenhagen.

KNOWLEDGE SHARING AND NETWORKING

As part of the other activities, the conference organisers will use the conference to meet and discuss initiatives and possibilities to develop existing and new initiatives for knowledge-sharing on the Internet. This will take place in an informal atmosphere on Friday morning, where the presenters will endeavour to create a dialogue with the participants concerning the needs and solutions for knowledge-sharing on the Internet. In the month of May, it is expected that the Danish database project "The Good House" will be completed, and the principles behind its construction will be presented. Recently, the ENCC has opened a new home page which presents the organisation's members. It is planned that this page will be expanded to include a database of all the houses in Europe, and this page will also be presented at the conference.



SHORTCUT EUROPE - COPENHAGEN

THE EUROPEAN CULTURAL CENTRES IN THE EXPERIENCE ECONOMY

HISTORY OF SHORTCUT EUROPE

Back in 1966, Huse i Danmark, in cooperation with the Copenhagen cultural centres, arranged the first conference of European culture houses. The gathering took place while Copenhagen was a European Cultural City, and thus gave culture house staff and volunteers from all over Europe the possibility to meet and exchange knowledge and experiences. The conference produced several concrete results.

Besides the many informal networks which were formed back in 1996, the conference also resulted in the holding of Shortcut conferences as part of the official European Cultural City events around Europe. Hence, the European house organisations were able to meet in Weimar in Germany in 1999 and in Brussels in 2000. Unfortunately, the initiative declined, which is due to the fact that the European culture house association, the European Network of Cultural Centres (ENCC) was at this time composed of individual culture houses as members. This type of organisation simply lacked the resources to carry out ongoing work. However, after a prolonged and sustained effort, among others from the board of HiD, we succeeded in 2004 in reorganizing the association so that today the members now consist of the national culture house organisations. This umbrella structure has been able to provide us with more organisational resources, and in 2006 another Shortcut conference arrangement has been held in Berlin.

New initiatives – new opportunities

It is especially the German national organisation, the Bundesvereinigung Soziocultureller Zentren, that has been very active, and a part of their secretariat also carries out secretariat functions for the ENCC. With this new organisational structure, we now have the possibility to apply for EU funds for activities. The grant application for the ENCC work programme 2006 has been successful and we hope to carry out our activities in 2007 with the financial support of the European Commission again.

The ENCC has now established a new homepage for the organisation, which also contains a Powerpoint presentation of members and goals, just as the ENCC has continually functioned as sparring partner and disseminator of information to the network of all of Europe. At present, the ENCC has members from eight countries, which together represent 2000 cultural centres in Europe.

LINKS

European Network of Cultural Centres:

www.encc.eu

European Center for the Experience Economy:

www.experience-economy.com

Copenhagen Eventures (Wonderful Copenhagen):

www.wonderfulcopenhagen.dk/composite-543.htm

Copenhagen Municipality's cultural centres:

www3.kk.dk/Kulturhuse.aspx

The consulting firm Kultur & Kommunikation:

www.kulkom.dk

Peter Holmgård

www.omegn.eu

SPEAKERS AND ARTISTS

Karen Lisa G. Salamon • Wednesday 3:00pm

Social anthropologist, Ph.D. in management, Associate professor at the Center for Design Research, Denmark's Design School. Dr. Salamon's main interests are in the social meaning and political economy of cultural production and consumption. Her current research is on the creative industries and the role of design in the experience economy. Dr. Salamon's new book *Selvsmål* (Own goal), will be published in May by the Gyldendal Publishing House.

Peter Holmgård • Wednesday 3:45pm

A prominent figure in the borderland between music, visual art and theatre, 1986 - 1998 with the art group "Kom de bagfra" and after that - stage direction, set design, exhibitions, performance and video works - solo and in collaborations with various Danish and international artists. At Shortcut Europe 07, Holmgård will invite the participants to contribute in the creation of a sculptural work of art, which reflects some themes that are of central significance for the conference.

Flemming Madsen • Wednesday 4:15pm

Flemming Madsen is head of the consulting firm Kultur & Kommunikation, which has been working since 1996 in the areas of cultural and experience economy, regional and local development and network formation between the public and private sectors. The firm's profile focuses on innovative development and creation of new opportunities. Flemming's background is the art, serving as director of the Danish Music Information Centre and member of the national music council and several other official boards. Now he is transforming art to economy, so to speak.

Klaus Hørn • Thursday 9:30am

With a law degree and then a Master's in Public Administration from Copenhagen Business School, Klaus Hørn is currently head of the Institute for the Blind and Visually Disabled. Formerly, he was head of Copenhagen's 16 cultural centres in his position within Copenhagen Municipality, Department of Culture and Leisure Administration. For several years, Klaus Hørn has focused on management of organisations in the intersection between the public sector and the private market.

Lars Storck • Thursday, 10:30am

Working as teacher at the Conservatory of Rhythmic Music and through his childhood in Africa, Lars Storck has developed his own personal style, where the body is the means of communication and humour and excitement are what is being talked about. Lars has excited audiences from 4 to 30,000 people, and as musician and percussionist, he is active in a large number of internationally recognized contexts.

Martin Bender • Thursday, 11.00am

Trained as both an economist and in theatre at the University of Copenhagen, Martin Bender is director of Copenhagen Eventures, which operates as the event developer for Wonderful Copenhagen, Copenhagen's official tourist organisation. Martin Bender has 15 years experience in strategic planning of cultural events, including as leader of the "Incinerator" culture house in Albertslund, just outside Copenhagen.

Albert Boswijk Thursday 1:00pm

Albert Boswijk is Director of the European Centre for the Experience Economy in The Netherlands, which was founded in 2001. The core activities of the centre are academic research, creation of new knowledge, education and knowledge sharing and consulting activity and implementation of knowledge. He has specialized in development of business and strategic development and works primarily with management groups and innovation teams.

WEDNESDAY 9 MAY

- 14.00** **Get in / Vesterbro Cultural Center**
- 14.30** **Official opening ceremony**
Bent Blindbæk
 Chairman of the Huse i Danmark association and vice-president in the European Network of Cultural Centres
Steen Kyed
 Head of department, Danish Ministry of Culture
Andreas Kämpf
 President of the European Network of Cultural Centres and Boardmember of Bundesvereinigung Soziokultureller Zentren, Meeting moderator for Shortcut Europe 07

SPEAKERS PART ONE

- 15.00** **Karen Lisa Goldschmidt Salomon: Cultural-management: popular culture between administrative quality control systems and commercial pressures.**

Is it possible to sustain local cultural initiatives and non-commercial cultural scenes within a framework where increasingly greater demands are made for centralised quality controls, homogenized evaluations and bottom line profit? The presentation introduces a scenario for the current situation of popular cultural production in the context of new public management and the experience economy. The concept of 'cultural capital' is introduced in the context of the cross-pressures between demands for value for money and promotion of cultural values.

- 15.45** **Artistic interlude**
With Peter Holmgaard

- 16.00** **Coffee break**

- 16.15** **Flemming Madsen: The experience economy and cultural innovation in the provinces and outlying areas.**

Social capital and creative resources are important motors for creating development in the countryside and in outlying areas. The cultural and creative infrastructure is often undervalued and is not utilized in the offensive strategies, but is more often seen as lines of defence in an antiquated social democratic model of society. This presentation elucidates this problematic with a background in regional development policy.

- 17.15** **Bicycle tour / transport to the Islands Brygge Cultural Center**

- 18.30** **Dinner**

- 20.00**
 - 1. General assembly of the Huse i Danmark association (members only)**
 - 2. Free admission to cultural events in the Copenhagen cultural centres**

THURSDAY 10 MAY

- 09.00** **Get in / Vesterbro Cultural Center**

SPEAKERS PART TWO

- 09.30** **Klaus Høm : Local culture and activity houses – strategic considerations about cultural policy in the context of the experience economy.**

The political agenda in the public part of the cultural field is focusing increasingly on market-related thinking. When public funds are invested in cultural activities, the political priorities become increasingly controlled by a desire for a direct financial benefit. This situation poses a challenge to smaller and locally-based culture and community houses in their attempts to obtain access to public financing and political attention. If the answer in modern cultural policy is 'experience economy', what question should the local communities and cultural centres be asking?

- 10.30** **Artistic interlude with Lars Storck**

- 10.45** **Coffee break**

- 11.00** **Martin Bender: The value of cooperation between tourist organisations and the broad cultural life**

With a point of departure in many years' experience as leader of a locally based culture house and later as organiser of the MTV Europe Music Awards and The Copenhagen Music Week in November 2006, this presentation describes how publicity and income are generated for Copenhagen using close cooperation with the city's cultural centres.

- 12.00** **Lunch**

- 13.00** **Albert Boswijk : A new perspective on the experience economy**

The experience economy is more than just the creation of a good concept or an attractive environment that can be called an 'experience'. The point of departure must necessarily lie with the individual in his or her own sociocultural context. It is necessary that the point of departure is taken in our personal experiences, in our everyday lives and in our social relations. By bringing together personal, social and economic experiences, and making it possible to manage these in practice, the existing knowledge of the area is advanced one step further. Albert Boswijk approaches the experience economy from the individual's perspective, and each individual person's way of creating meaning in life. Boswijk argues that we must return to a "human scale" in our ideas and actions and move the focus from the 'provider' or the 'planner' back to the individual. Step by step, the preconditions are described for creating a meaningful experience, and the special characteristics which are linked to experiences in the digital and in the physical world. Using a comprehensive 5-step model, he describes how to apply the model in reality. The presentation is divided into two parts. The first part contains the historical and theoretical background and the role of the experience economy, while the second part describes the practical applications using examples of business models. Following the presentation, we will work with examples which create the greatest interest among the audience, and then describe the dynamics of these. We will then, in cooperation with the participants, work on the problem of how to create value for the participants' own organisations, and how meaning is created for the most important actors.

- 15.00** **Guided bicycle tour of cultural centres in Copenhagen.**

- 20.00** **Dinner - Vesterbro Kulturhus, Lyrskovsgade 4 Awarding of the Huse i Danmarks honorary prize, 'The Golden Shovel'**

- ca. 22.00** **Free entry to cultural events in the Copenhagen cultural centres.**

FRIDAY 11 MAY

- 09:30** **Get in / Vesterbro Cultural Center**

SPEAKERS PART THREE

- 10.00** **Knowledge sharing on the Internet**
Søren Søeborg Ohlsen
 Executive Director, Huse i Danmark
Christiane Ziller
 Executive director ENCC and Bundesvereinigung Soziokultureller Zentren
Ivo Peeters
 Board member, European Network of Cultural Centres

- 12.00** **Concluding ceremony**
Andreas Kämpf and Bent Blindbæk

- 12.30:** **Lunch**
13.30 – ca. 16.30

- ENCC General assembly**

We reserve the right to make changes in the program

PRACTICAL INFORMATION

Registration

Registration can only be made on HiD's homepage at www.hid.dk

Registration is binding. No refunds will be made once registration is acknowledged. Deadline for registration is April 30th, 2007

Participation fee

70 Euro per person. The fee includes

- Meals: 2 lunches, 2 dinners, coffee/tea
- Transport: 1 bicycle for two full days
- Events: 1 culture-pass and free entry to about 15 cultural events

The participation fee must be paid in cash at the conference check-in desk on May 9th in Copenhagen

Addresses

Vesterbro Kulturhus,
 Lyrskovsgade 4, 1748 Copenhagen V.
 tel.: +45 333 1172

Kulturhuset Islands Brygge,
 Islands Brygge 18, 2300 Copenhagen S
 tel.: +45 3257 0295

Huse i Danmark,
 Farvergade 27 D, 1463 Copenhagen K
 e-mail: hid@hid.dk Tel.: +45 3314 1200

Accommodations

The participation fee does not cover accommodation or transport expenses.

Hotel Guide in English: www.hotel.dk

Accommodations

Danhostel

H.C. Andersens Boulevard 50, København V
www.danhostel.dk (prices in dkr.)
 E-mail: copenhagencity@danhostel.dk
 Telefon: 0045 3318 8332/0045 3311 8585

Room for 4 persons 89 €. Plus 5 € per person/ night
 Room for 6 persons 133 €. Plus 5 € per person/ night
 Note: Bring your own bed linen or rent from the Hostel

Hotel Sct. Thomas

Frederiksberg Alle 7, København V.
www.hotelsctthomas.dk
 E-mail: hotel@sctthomas.dk
 Phone: 0045 33 21 64 64

Double (with shower and toilet): 107 € (breakfast incl.)
 Double (shower and toilet in hallway): 93 € (breakfast incl.)

Hotel Ansgar

Colbjørnsensgade 29, København V (close to Central Station)
www.ansgar-hotel.dk
 E-mail: booking@ansgarhotel.dk
 Phone: 0045 33 21 21 96

Singel: 101 € (breakfast incl.)
 Double: 121 € (breakfast incl.)

Hotel Tiffany

Halmtovet 1, København V (close to Central Station)
 E-mail: tiffany@hoteltiffany.dk
 Phone: 0045 33 21 80 50
 Singel:

140 € (breakfast incl. and served in the room)
 Double: 1.245 kr. = 176 € (breakfast incl. and served in the room)