



Conferência Internacional Conference

CULTURE, TERRITORY AND DEVELOPMENT

International conference

Igreja de Idanha-a-Velha

11-13 July 2019

The Directorate-Regional for Culture of the Centre of Portugal intends to promote a broad discussion on the role of culture in regards the development of territories, within the context of the upcoming competition in Portugal to select the European Capital of Culture 2027. The conference aims to share perspectives for the territory on an international scale, placing culture at the centre of the debate.

The following themes will be addressed:

- Cultural policies at local and regional level;
- Strategies and visions for the development of cities;
- Audience development and participatory engagement;
- European dimension and internationalisation of territories;
- The impact and sustainability of cultural policies.

Inspirational cases, both national and international, will be presented in what comes to the conception, development and management of visions and cultural policies for cities and regions, audience development and internationalisation strategies. It will be given particular emphasis to European Capitals of Culture (ECOCs) experiences and the creation of networks, namely the UNESCO Creative Cities.

The event targets all cultural and creative operators, including local and regional authorities and the private sector. Given that a successful cultural policy requires the effective involvement of several other areas of policy and action, the conference is also addressing all actors involved in regional and local planning.



Conferência Internacional Conference

11 July

14:00 **Check-in**

15:00 **Opening**

Ana Abrunhosa, President of the Centre Managing Authority, CCDRC

Pedro Machado, President of Tourism Centre

Armindo Jacinto, Mayor of Idanha-a-Nova

Graça Fonseca, Minister of Culture

15:40 **Cultural Policies at the Regional Scale**

The “Waterford for the Three Sisters ECOC 2020” bid project remains a relevant example of a cultural policy at inter-municipal level, even though it was not nominated for the ECOC title in Ireland in 2020.

Karan Thompson, Karan Thompson Consulting Limited

Isabel Damasceno, CCDR-C; **Edgar Garcia**, Catalan Institute for Cultural Enterprises; **Pedro Machado**, Tourism Centre; **Jorge Brito**, Coimbra Region Intermunicipal Community

Moderator: **Urbano Sidoncha**, University of Beira Interior

17:00 **Vision Centre 2027: process and reflections in the region**

In the Centre region, 4 cities have already announced their intention to apply for the competition for ECOC 2027 in Portugal.

José Pina, Aveiro; **Luís de Matos**, Coimbra; **Paulo Lameiro**, Leiria; **José Manuel Amaral Lopes**, Guarda.

Moderator: **Américo Rodrigues**, Directorate-General for the Arts

18:30 **Visit to the archaeological site of the IGAEDIS Project**

From Civitas Igaeditanorum to Egitânia. Construction and evolution of the city and definition of its territories from Roman times to the donation of the Templars.



Conferência Internacional Conference

Research project promoted by the Municipality of Idanha-a-Nova, the Faculty of Letters of the University of Coimbra and the Faculty of Social and Human Sciences of the New University of Lisbon.

19:00

Cocktail & Apéro

22:00

Concert Orquestra Sem Fronteiras

This Association (“Orchestra Without Borders”) intends to support and establish young talent in the interior of the country, combating the abandonment of music teaching and rewarding academic merit. It is based at Raiano Cultural Centre, in Idanha-a-Nova.



Conferência Internacional Conference

12 July

9:00h

Check-in

9:30

The European Dimension of Culture and the Internationalisation of Cities

The development of the European dimension, its conception and implementation, is one of the main challenges of ECOC candidate projects. Cities and regions are becoming new protagonists in the international arena.

Sylvain Pasqua, DG Education and Culture, European Commission

Marta Martins, Artemrede; **Dalila Dias**, Historical Villages of Portugal Network; **Ana Čižauskienė**, ECOC Kaunas 2022

Moderator: **Bruno Costa**, Bússola

11:00

Coffee-break

11:10

The UNESCO Creative Cities Network: the Portuguese case

In Portugal there are already 5 cities currently part of this worldwide network. In the course of this year, 4 other cities have presented their bids to integrate it.

Armindo Jacinto, Idanha-a-Nova – Music; **Luísa Arroz Albuquerque**, Caldas da Rainha – Arts and Crafts (candidate); **André Magalhães**, Amarante – Music; **Paula Ganhão**, Óbidos - Literature

Moderator: **Andreia Garcia**, Andreia Garcia Architectural Affairs

12:15

Lunch

13:30

Audience Development & ECOC: the correlation and dilemmas



Conferência Internacional Conference

	<p>What is the meaning and purpose of the development and engagement of audiences within the ECOC conception and implementation process? What are the challenges for cultural operators, institutions and public authorities?</p> <p>This session aims to demonstrate models and methods for developing co-creation processes and involving different target audiences having Kaunas 2022 ECOC as a case.</p> <p>Ana Čižauskienė, Artistic Director ECOC Kaunas 2022</p>
14:30	<p>Beyond the European Capitals of Culture: the legacy</p> <p>As a long-lasting project and with expected impact beyond the post-ECOC period, defining, preparing and evaluating the legacy are key challenges.</p> <p>Beatriz Garcia, University of Liverpool</p> <p>Francisca Abreu, Guimarães ECOC 2012 and Jelle Burggraaf, Leeuwarden ECOC 2018</p> <p><u>Moderator:</u> Cristina Farinha, member of the selection and monitoring panel of the ECOC</p>
16:00	<p>Coffee-break</p>
16:15	<p>The city I'm looking for</p> <p>The new generation of creators and makers are challenged to reflect on their visions of cities, culture and development. What expect and need cultural operators, to whom public policy is also directed?</p> <p>Matilde Seabra, Talkie Walkie, Filipa Frois Almeida FAHR 021.3, Martim Sousa Tavares, Orquestra Sem Fronteiras, Frederico Martins, Frederico Martins Fotografia, Júlio Dolbeth, Dama</p>



Conferência Internacional Conference

Aflita/FBAUP

Moderator: **Carlos Magno**, Journalist and academic

17:30

Conclusions

Cristina Farinha and Rui Monteiro, conference curators and rapporteurs

17:45

Closing remarks

Suzana Menezes, Director Regional for Culture of the Centre

13 July

9:30h – 18:00

Guided tour of the “Historic Villages” of Sortelha, Belmonte and Monsanto

Free lunch in Belmonte.

Meeting point: Idanha-a-Nova City Hall, 9:30