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EVENT REPORT

cultureFWD Workshop: Nurturing the New Creator



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Athens, Greece, June 23, 2015



This workshop was implemented with the generous support of the Stavros Niarchos Foundation



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STAVROS NIARCHOS FOUNDATION

Fellowship Event 52

Athens, Greece, June 23, 2015

cultureFWD Workshop: Nurturing the New Creator

This event was held under the auspices of
Salzburg Global Seminar – Austria

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Susanna Seidl-Fox



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Workshop Report

Salzburg Global Seminar and cultureFWD hosted an interactive, educational workshop for young artists, creators, and cultural social entrepreneurs on 23 June 2015 in Athens, Greece.

cultureFWD is an independent cultural network founded by the five Young Cultural Innovators from Athens who participated in the Salzburg Global Forum for Young Cultural Innovators in October 2014. Forty-eight participants from a broad spectrum of cultural organizations and creative enterprises in Greece, the United States and the United Kingdom gathered at the BIOS center for art and cross media in Athens for the intensive gathering.

The Athens workshop represents part of the greater plan of cultureFWD to help reinforce the role of culture and the arts in society and the economy in Athens. Applying the successful Salzburg Global model in the regional context, cultureFWD aims to break new ground for the culture and creative industries of Greece, by forming a regional hub that highlights the value of the arts, promotes the work of local creatives and connects them to a global community of cultural innovators.

Intent on giving back to their own cultural community what they had gained through their own participation in the YCI session in Salzburg, the cultureFWD members had asked Salzburg Global to collaborate on a day-long “mini-Salzburg session” in Athens. The one-day educational meet-up of artists and cultural entrepreneurs took place at the BIOS “center for today’s art and cross media” and workplace of cultureFWD member Gabriella Triantafyllis. The workshop focused on ways in which the Greek culture and creative sectors may respond to the current social and economic challenges and at the same time created new connections for the participants to the Salzburg Global Forum for Young Cultural Innovators (YCI).

Through inspirational talks and interactive workshops delivered by internationally acclaimed culture professionals, cultureFWD workshop participants shared and collaborated on ideas, established or strengthened their ties, and gained knowledge and tools to boost



Susanna Seidl-Fox,
YCI Program Director



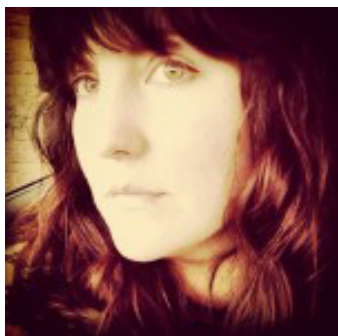
Peter Jenkinson, Workshop Facilitator



Shelagh Wright, Workshop Facilitator



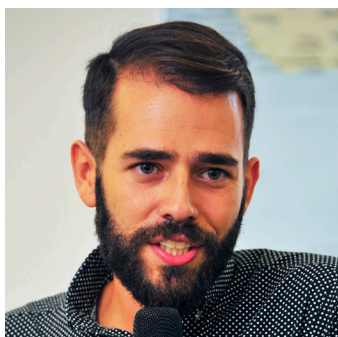
Sam Conniff, Workshop Leader



Cassie Robinson, Workshop Leader



Gabriella Triantafyllis, cultureFWD



Dimitris Bogdanos, cultureFWD



Lida Mantzourani, cultureFWD

their work and visibility. The workshop began with a welcome, introduction, and orientation by the cultureFWD team consisting of Gabriella Triantafyllis (BIOS), Dimitris Bogdanos (the.flat), Lida Mantzourani (Culturplay), Yiannis Nikolopoulos, (Clio Muse), Dorothea Thanopolou (Logou Paignion), and Susanna Seidl-Fox, program director of the Young Cultural Innovators Forum at Salzburg Global Seminar. Peter Jenkinson and Shelagh Wright, co-facilitators of the Salzburg Global Young Cultural Innovators Forum and members of various creative economy think tanks, launched the discussions with dialogue focusing on Aspects of the Creative Economy. Jenkinson and Wright facilitated an exploration of values and invited the participants to think about the values that embody their work. Participants talked about passion, generosity, honesty, empathy, and also despair. Wright and Jenkinson continued by describing artists and the creative sector as the “storytellers of our time” and key definers of how we see and envision our future. Artists such as Olafur Eliasson put “another story” out into the world, proving that there is an alternative to the status quo.

Two keynote speakers from Athens were also invited to give presentations. Artist Alexander Mistriotis provided a sobering view of the Greek crisis, maintaining that most of humanity does not look to the future with hope. He questioned the phrasing of the workshop title – who is nurturing whom, are there no existing creators? He also reminded the group that culture is not necessarily a thing that makes things better. It can be misused to perpetuate power systems and inequality. The Greek crisis inevitably loomed large – it was the proverbial elephant in the room. But once identified and acknowledged, the crisis did not paralyze the group into inaction. The mere fact of being together and sharing a common passion was empowering for the participants: “a breath of fresh air,” as one put it.

The second keynote speaker was Maria Saridaki, co-founder of Athens Plaython, who spoke about the power of play and playfulness. She asked participants about the sources of inspiration – with observation and empathy being sources of inspiration for her. She suggested playfulness as a strategy to move forward, noting that in the natural world, playfulness increases an animal’s chances for survival. The participants were then divided into two small groups and rotated through two workshops. One focused on Entrepreneurial Thinking, through skills-building sessions with Sam Conniff, founder and

chairman of Livity, a “more than profit” youth engagement agency. The second focused on Storytelling, through skills-building sessions with Cassie Robinson, founder of Point People and co-founder of Tech For Good TV, The Civic Shop and the Civic Crowd. Participants stayed in each intensive and interactive workshop for two-and-a-half hours, receiving instructions for building an entrepreneur’s toolkit from Sam Conniff, and insights into social entrepreneurship and effective communication from Cassie Robison.

At the end of the very intensive workshop, all participants gathered together again and reflected on their “take-aways” from the exchanges that had taken place over the course of the day. A common sentiment expressed was a feeling of increased solidarity, others mentioned practical new entrepreneurial “tools” that they will start to use, the desire to stay in touch with each other, offers of peer mentoring, continuation of the mapping project, and gratitude for having had a chance to meet each other and discuss issues of mutual concern. The ccultureFWD team welcomed the participants to become members of their network and to join in their efforts to enhance the role of culture and the arts in both the social and economic development of Athens.

Susanna Seidl-Fox also invited participants to apply for scholarships to join the Young Cultural Innovators Forum in Salzburg in October. Fellowships for a number of Greek participants in the YCI Forum in years 2014 and 2015 have been supported by the Stavros Niarchos Foundation. Additional support for Greek participants in 2014 was provided by Fulbright Greece and the Edward T. Cone Foundation.

The Athens workshop was implemented with the generous support of the Stavros Niarchos Foundation. Participants expressed their deep gratitude for being able to take part in the event and felt affirmed, empowered, and energized by virtue of having participated. Given the dramatic course of events in Greece since the June 23 event, Susanna Seidl-Fox expressed her hope that the Salzburg Global YCI Forum can offer support by providing capacity building and networking opportunities to even more young cultural innovators in Athens, whose creativity will be critical for driving innovation and sustainable development in their communities in the future.



Yiannis Nikolopoulos, cultureFWD



Dorothea Thanopolou, cultureFWD



Alexandros Mistriotis,
Workshop Speaker



Maria Saridaki, Workshop Speaker

Appendix I



1. The cultureFWD team and Athens Young Cultural Innovators – Gabriella Triantafyllis, Dorothea Thanopolou, Lida Mantzourani, Dimitris Bogdanos and Yiannis Nikolopoulos

2. Warm-up exercises

3. The cultureFWD team prepare for opening

4. Alexander Mistriotis offers inspiration

Workshop Agenda

*10.00 – 10:30 – Welcome
cultureFWD team members &
Susanna Seidl Fox
Program Director, Culture and the Arts,
Salzburg Global Seminar*

*10.30 – 11.00 –
Nurturing the New Creator
Peter Jenkinson &
Shelagh Wright
Facilitators*

*11.00 – 11.30 – Inspiration:
Creating, Culture, Civilization – A Mess
Alexander Mistriotis
Artist*

*11.45 – 14.15 – Skills Groups:
Entrepreneurial Thinking &
Social Innovation
Sam Conniff
Livity, London
Cassie Robinson
The Point People, London*

14.14 – 15.15 – Lunch

*15.15 – 16.00 – Inspiration:
Creativity and Meaningful Chaos
Maria Saridaki
Athens Plaython Co-founder, Game Researcher*

*16:00 – 18.30 Skills Groups:
Entrepreneurial Thinking &
Social Innovation*

*18.30 – 19.00 – Conclusions / Taking
Things Forward*

Program Staff

Gabriella Triantafyllis,
YCI Athens, BIOS

Dimitris Bogdanos,
YCI Athens, the.flat

Lida Mantzourani,
YCI Athens, Culturplay

Yiannis Nikolopoulos,
YCI Athens, Clio Muse

Dorothea Thanopoulou,
YCI Athens, Logou Paignion

Peter Jenkinson,
YCI Faciliator, Creative Economy Expert, London

Shelagh Wright,
YCI Faciliator, Creative Economy Expert, London

Susanna Seidl-Fox,
YCI Program Director, Salzburg Global Seminar

Facilitators

Sam Conniff,
Livity, London

Cassie Robinson,
The Point People, London

Speakers

Alexandros Mistriotis,
Artist, Athens

Maria Saridaki,
Athens Plaython Co-founder, Game Researcher

Participants and Observers

Joanne Adamidou,
App Developer

Eleni Alexaki,
US Embassy, Athens

Yiannis Askaroglou,
Actor

Kassiani Benou,
National Museum of Contemporary Art

Dimitra Billia,
Architect, MultiMedia Artist, Musician

Vee Bougani,
Culinary Arts Blogger

Athanasios Chartofilis,
Librarian

Christiana Damanaki,
Archeologist, Curator

Charis Desinioti,
Stavros Niarchos Foundation

Maria Dimitriou,
Drama Teacher, Theater Director

Mania Donikis,
Culturplay.com

Antonia Eliascou,
180 Moires

John Foundis,
Fashion Freaks

Aghavni Giakopian,
Consultant to Cultural Organizations

Stelios Hadjithomas,
Content Creator, Cultural Policy Student

Stella Kasdagli,
Novelist

Costas Kokkinos,
Founder, This is Not Another Agency

Charalampos Kremmydas,
Theater Producer

Veroniki Krikoni,
Balkans Beyond Borders

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Chicken Run Records

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Maria Papaioannou,
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Visual Artist

Ioannis Poullos,
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Lynsey Smith,
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Hristiana Stamou,
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Laura Tapini,
Conservator, Diadrasis

Aspasia Tasiopoulou,
Librarian, Veria

Panagiotis Topsidis,
Choreographer, Performing Artist

Chrissa Tsonga,
Greek Ministry of Culture

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(at time of program)

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Natalie Kim, *Program*

Kevin Koleshnikoff, *Program*

Sarah Sexton, *Development*

MinJi Shim, *Program*

TK Yilma, *Program*

1. Sam Conniff and the Social Entrepreneurs Toolkit

2. BIOS, event host and location

3. Name badge for the workshop

4. The cultureFWD team prepare for the workshop



Salzburg Global Seminar and cultureFWD thank the Stavros Niarchos Foundation for its generous support of this workshop, and also Fulbright Greece and BIOS for their contributions.

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Salzburg Global Seminar

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FOR MORE *info*. PLEASE VISIT:
www.SalzburgGlobal.org

Salzburg Global Young Cultural Innovators Forum

The YCI Forum is a ten-year project launched by Salzburg Global Seminar to engage the world's most dynamic young cultural innovators in cross-cultural exchange and learning and to enable them to excel in their fields. Every year, 50 participants from around the world are invited to a five-day program in Salzburg that combines theory and practice, with keynote presentations focusing on "big picture" issues facing the cultural sector and with skills-building sessions on entrepreneurial thinking, communicating mission and message, leadership, digital resources, and team-building.

FOR MORE *info*. PLEASE VISIT:
yci.SalzburgGlobal.org

cultureFWD

Initiated by five Greek Salzburg Global Fellows, with incentives and support gained from the 2014 Salzburg Global Young Cultural Innovators Forum, cultureFWD aims to generate the conditions in which the cultural and creative initiatives of Greece may thrive. In this context, the objectives of cultureFWD are to help unite the ideas and forces of the country, to facilitate the sharing of resources and expertise, to provide fruitful learning and networking experiences and to develop advocacy tools that will highlight and support the potential of the country's cultural and creative industry. Towards this end, cultureFWD focuses primarily on the mapping of the cultural and creative entities and on coordinated actions that promote networking, learning and co-creation. The June 2015 workshop was the first of this series of actions and a milestone in the mapping process, which so far has provided evidence for a rich database and has confirmed the thirst for unity and mutual support between those who are active in the cultural and creative field.

FOR MORE *info*. PLEASE VISIT:
www.culturefwd.gr

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