



INVITATION Seminar with Professor Pier Luigi Sacco

Presentation of Ravello LAB 2009

14th September 2009, Stockholm

Ravello LAB is a European Think tank to find innovative and concrete solutions for culture, cultural heritage and activities in the fields of management and development. Federculture, Centro Universitario Europeo per i Beni Culturali and Formez (IT) are promoting Ravello LAB - International Forum, an annual meeting that aims at setting up a permanent forum of analysis, discussion and proposals on the relationship culture-development, which are presented in the Ravello Lab edition.

Ravello Lab in collaboration with the Representation of the European Commission in Stockholm, Swedish Ministry of Culture, Jönköping International Business School and Heritage Halland wishes you welcome to the presentation of the *Ravello Lab new edition* in Stockholm , September 14th, 2009.

This is one the official cultural events during the Swedish Presidency.

The consciousness that culture could represent the most suitable vehicle for strengthening identity of people in Europe has been confirmed with the publication of the European Agenda for culture in a globalizing world. Such document of the European Commission identifies which extraordinary potentialities culture has, as local development and social cohesion vehicle.

Key-note speaker is the world-known Professor Dr. Pier Luigi Sacco, who will give a lecture on 'system-wide cultural districts', which might be understood as a model of local development in which cultural activity displays significant strategic complementarities in a post-industrial contexts. In this scenario, culture drives the accumulation of intangible assets, such as human, social and cultural/symbolic capital, thereby fostering economic and social growth and environmental sustainability.

Programme

Monday September 14

Venue: European Commission, Regeringsgatan 65, Stockholm

Time: 13:00

- May Ann Ramsay, Head of Political Section, the Representation of the European Commission in Stockholm
- Introduction, Henrik Toremark, Deputy State Secretary, Ministry of Culture
- Culture and Entrepreneurship, Dean Professor Dr. Niclas Adler, Jönköping International Business School
- Cultural Heritage and Regional Competitiveness, Director Christer Gustafsson, Regional Museums of Halland
- Nordic Initiative for Culture Economy, Anna Hag, Chairman KREA Nord Working Group
- System-wide Cultural District, Professor Dr. Pier Luigi Sacco, University of Venice
- Presentation Ravello LAB 2009, Director Claudio Bocci and Manager Silvia Rossi

The seminar is free of charge. Registration will close September 10th, 2009. Please register ASAP, as there is a limitation of participants. Send an email to christina.tullgren@kulturmiljohalland.se

To find out more about Ravello Lab and the Swedish Presidency:

- www.ravellolab.org
- <http://www.sweden.gov.se/sb/d/11312>

Don't hesitate to contact us for any further information! Welcome and hope to see you!

Christer Gustafsson, project coordinator

+46 705 25 54 78 15, christer.gustafsson@kulturmiljohalland.se

Ann Marie Brodén (M), project chairman, Member of Swedish Parliament

anne.marie.broden@riksdagen.se

Claudio Bocci, Director, Ravello Lab

bocci@federiculture.it