



## Study visit in Northern Portugal

### Agenda

16 <sup>th</sup> February	
18:00h	<p><u>Meet &amp; Greet</u></p> <p><i>(Hotel Lobby - Grande Hotel do Porto)</i></p>
18:30h	<p><u>Introductions</u></p> <p>(welcome drinks)</p> <ul style="list-style-type: none"><li>- Welcome words by ADDICT, Eurocities and KEA</li><li>- Individual presentations of participants (3min max each)</li></ul> <p><u>Dual Business Model in the Arts</u></p> <ul style="list-style-type: none"><li>- Daniel Pires, Maus Hábitos Arts and Cultural Hub (15 min)</li><li>- Q&amp;A</li></ul> <p><i>Maus Hábitos (3 min walk from hotel)</i></p> <p><a href="http://www.maushabitos.com">www.maushabitos.com</a></p>
20.30h	<p><u>Dinner</u></p> <p><i>Maus Hábitos Restaurant "Vicios de Mesa"</i></p> <p><a href="http://maushabitos.com/restaurante/restaurante.html">http://maushabitos.com/restaurante/restaurante.html</a></p>

17th February	
9:00h	<p><b><u>Pick-up</u></b></p> <p><i>(Hotel Lobby)</i></p>
9:30h	<p><b><u>The City of Porto Culture and Innovation Vision</u></b></p> <ul style="list-style-type: none"> <li>- Carlos Brito, ADDICT Board Vice-Chair (5 min)</li> <li>- Guilherme Blanc, Advisor for Cultural Affairs to Mayor and Deputy Mayor for Culture (30 min)</li> <li>- Filipe Araújo, Deputy Mayor for Innovation and Environment (30 min)</li> <li>- Tiago Guedes, Rivoli General/Artist Director (15 min).</li> <li>- Q&amp;A and discussion (30 min)</li> </ul> <p><i>Rivoli Municipal Theatre (7 min walk from hotel)</i></p> <p><a href="http://www.teatromunicipaldoporto.pt">www.teatromunicipaldoporto.pt</a></p>
11:30	<p><b><u>Arts based Urban Regeneration</u></b></p> <ul style="list-style-type: none"> <li>- Claudia Melo, Head of Special Projects at Porto Lazer/Espaço Montepio (45 min)</li> </ul> <p><i>Espaço Montepio (5 min walk from Rivoli)</i></p> <p><a href="http://www.portolazer.pt/noticias-porto-lazer/portolazer-lanca-convocatoria-aberta-para-residencias-artisticas-no-espaco-montepio">http://www.portolazer.pt/noticias-porto-lazer/portolazer-lanca-convocatoria-aberta-para-residencias-artisticas-no-espaco-montepio</a></p>
13:00h	<p><b><u>Lunch</u></b></p> <p><i>Garden studio</i></p> <p><i>UPTEC PINC Creative Industries Incubator of the University of Porto Science and Technology Park</i></p> <p><i>(15 min walk from Montepio)</i></p> <p><a href="http://uptec.up.pt">http://uptec.up.pt</a></p>

14:00h	<p><b><u>Knowledge Transfer within the Creative Industries: the case of UPTEC.PINC</u></b></p> <ul style="list-style-type: none"> <li>- Fátima São Simão, General Manager of UPTEC.PINC</li> <li>- Clara Gonçalves, General Manager UPTEC</li> </ul> <p>- Tour of the incubator and presentations of selected entrepreneurs/companies, namely:</p> <ul style="list-style-type: none"> <li>- C180 (audiovisual / tv channel) ;</li> <li>- Ncrep (heritage rehabilitation) ;</li> <li>- Lovers &amp; Lollypops (independent music editor) ;</li> <li>- FAHR 021.3 (art and architecture) ;</li> <li>- PhD in Design (doctoral program in design).</li> </ul> <p><i>UPTEC.PINC Creative Industries Incubator of the University of Porto Science and Technology Park</i></p>
16:00	<p><b><u>ADDICT - Past, Present and Future</u></b> <i>(Coffee-break / Drinks ready for entire presentation)</i></p> <ul style="list-style-type: none"> <li>- Carlos Martins, Responsible for the Macroeconomic study on the Creative Industries at Northern Portugal 2008; Former ADDICT Chair of the Board; Former CEO of Guimarães ECOC 2012</li> <li>- Cristina Farinha, Executive Director ADDICT</li> </ul> <p><b><u>End of the day wrap up</u></b></p> <p><i>UPTEC.PINC Creative Industries Incubator of the University of Porto Science and Technology Park</i></p>
17:30h	<p><b><u>Back to the hotel</u></b></p>
19:45h	<p><b><u>Dinner at “Casa da Música” Legacy of Porto ECOC 2001</u></b></p>

	<ul style="list-style-type: none"> <li>-Brief presentation and visit</li> <li>- Dinner</li> </ul> <p><i>Casa da Música Restaurant (15 min travel by metro)</i>  <a href="http://www.casadamusica.com">www.casadamusica.com</a></p>
<b>18th February</b>	
8:45h	<p><b><u>Travel to Guimarães</u></b></p> <p><i>(Pick up at Hotel Lobby)</i></p>
10:00h	<p><b><u>European Capital of Cultural 2012 - Legacy and Perspectives</u></b></p> <ul style="list-style-type: none"> <li>- Rui Torrinha, Artistic Programming "A Oficina"</li> <li>- Visit to city infrastructures: CCVF Performing Arts Center PAC e Laboratórios Criativos -Platform for Arts and Creativity</li> <li>- Q&amp;A</li>   <li>- Paulo Cruz, Institute of Design (University of Minho)</li> <li>- Q&amp;A</li>   <li>- Ricardo Areias and Rodrigo Areias, CAAA Center for Architecture and Arts (<a href="http://www.centroaaa.org">www.centroaaa.org</a>)</li> <li>- Q&amp;A and discussion</li> </ul> <p><i>Guimarães (53 kms from Porto)</i></p>

13:00h	<u>Lunch and Free City Tour</u>  <i>City centre of Guimarães</i>
14:45h	<u>Travel to Braga</u>  <i>(25 kms from Guimarães)</i>
15:30h	<u>Rebranding the city of Braga</u>  - Tiago Sequeira, Gnratião and Startup Braga; - Claudia Leite, Teatro Circo and UNESCO Creative City Bid responsible - Angela, Encontros de Imagem (Photography festival) - Q&A and Discussion  <i>Gnratião - creative hub</i> <a href="http://www.gnratião.pt">www.gnratião.pt</a>
18:30h	<u>Return to Porto / Hotel</u>
20:30	<u>Dinner</u>  <i>(Meet at Hotel Lobby)</i>  <i>Hard Club Restaurant (15m walk from hotel)</i>
9:00	<u>Final Remarks and Wrap-up</u>  <i>Fundação de Serralves</i> <i>Contemporary Art Venue (20min travel by bus -</i>

	<a href="http://www.serralves.pt">www.serralves.pt</a> )
10:30h	<u>Goodbyes</u>  - Free visit to Serralves / Departures from Porto