



Creative Wallonia

WALLONIA, EUROPEAN CREATIVE DISTRICT

JOINT VISIT WITH:



CULTURE
for Cities and Regions

CREATIVITY ROADTRIP

1ST AND 2ND OF OCTOBER



Agence
du Numérique
Filiale de l'AEI

id|campus

START

FONDS
D'INVESTISSEMENT
POUR LES ENTREPRISES
CRÉATIVES



wallonie design





THE WALLONIA EUROPEAN CREATIVE DISTRICT

Creative Wallonia programme is the Walloon initiative to stimulate the creative economy as a driver of economic transformation. The programme specificities are its integrated approach at the scale of the whole region and its efforts to decompartmentalize traditional approaches in terms of innovation and creativity.

On the basis of the Creative Wallonia programme, the Region has been established «European Creative District» by the European Union together with Tuscany among more than 40 applicant regions in Europe.

The Wallonia European Creative District is a European demonstrator highlighting the potential of the creative economy and the creative industries for regional development strategies. It is also a pilot action that tests new schemes to support the creative economy and the creative industries.

This project positions Wallonia as a creative laboratory at the European level.

Added value is created in the regional economy with some unexpected tools such as co-creation, design, transectoral hybridization. The issue is also, at the international level, to show the potential of Wallonia in terms of competitiveness and innovation.

The SPW/DG06, Boost-Up/Creative industries (operated by Wallonie Design), St'Art Invest, the Wallonia Agency for Digitalization and ID CAMPUS as well as the clusters Twist and Infopole TIC as associate partners – are working together to enhance the potential of creative and cultural industries to lead a region in industrial transition to creative economy.

www.wecd.eu



CULTURE FOR CITIES AND REGIONS

Investment in culture is broadly recognised as a key element in urban and regional development strategies. The presence and quality of cultural activities is a major factor of attractiveness of a city or region and a measure of quality of living.

Culture for cities and regions is a €1 million initiative funded under the Creative Europe programme (DG EAC). It aims to examine existing practices of culture as a key element in local and regional development strategies. It also enables the exchange and transfer of knowledge, to better understand successful examples of cultural investment, and to go into the details of policy planning and implementation.

Three main dimensions are explored:

- culture and the creative industries for local economic development and urban regeneration
- cultural heritage as a driver for economic growth and social inclusion
- culture for social inclusion, social innovation and intercultural dialogue

The Wallonia region has been involved in Culture for cities and regions from its beginning:

- Creative Wallonia has been selected as one of the 70 good practices to appear in the initiative's online catalogue;
- Wallonia has been selected as one of the 15 hosts to welcome a study visit gathering representatives from 10 European cities and regions.

www.cultureforcitiesandregions.eu/culture/home

1ST OF OCTOBER

BRUSSELS

WELCOMING AND KICK-OFF

To begin our creativity journey, we welcome you at “Le Soir” headquarters. This famous Belgian newspaper highlights creativity and innovation every Monday with its special edition dedicated to entrepreneurs. Obvious to start there right?

LE SOIR

Where? Rue Royale 100 at 1000 Brussels

9AM

Welcome
Coffee and Pastry

9.30AM

Introduction

Theme: Presentation
of the Wallonia European Creative
District from the partners
of the WECD.

11.15AM

Everyone takes
the WECD bus
to Liege!

DESIGN STATION & LUNCH

LIEGE

12.45PM

Introduction from
the Minister Of Economy,
Jean-Claude Marcourt.

Do you know that Liege is called “La Cité Ardente!” which literally means “the burning city”. Of course, here burning means intense, warm and always active.

The bus stops near the Calatrava station so you can admire the impressive construction while walking to the Design Station which is a hundred meters away.

13PM

Walking lunch and visit
of the «Reciprocity» expo

Where? Rue Paradis 78 at 4000 Liege

13.45PM

Back to the bus for 10 minutes
towards our next location



2ND OF OCTOBER

LIEGE COLLABORATION AND FINANCE

Welcome to IDCampus!
You will participate in two workshops and discover during tea time (yes we do have tea time in Belgium) a sweat snack from an innovative Walloon start-up. But that's enough for the teaser.

Where?
Rue Lambert Lombard 5
at 4000 Liege

**2PM
TO 5PM**

2

Theme: Access to finance
for the creative industries

Moderator: St'Art Invest and
the Walloon Agency for Digitalization

Duration: 80'

START



1

Theme: Collaboration between creative
industries and the rest of the economy.

Moderator: Wallonie Design and
the Walloon Agency for Digitalization

Duration: 80'



5.30PM

We take the bus
to Namur, the capital
of Wallonia.

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NAMUR L'AIR DU TEMPS, CREATIVE SKILLS

6.30PM

Theme: Creative skills
and its applications
in gastronomy

Moderator:
ID CAMPUS and the Smart
Gastronomy Lab

A square farm built in the pure Hesbaye style, highlighted by contemporary lines. More than a contrast, a complementarity between the identity of the past and the possibilities of tomorrow.

We're talking about creating food with 3D printers, an internationally known chef and of course....tons of creativity!

9.30PM

To the hotel for a good night
of sleep!

Where?
Rue de la Croix Monet 2
at 5310 Eghezée



MONS THE EUROPEAN CAPITAL OF CULTURE

Mons 2015

**MONS 2015
EUROPEAN CAPITAL
OF CULTURE**

9AM

Departure to Mons

Feel free to enjoy breakfast as long as you're on time to go to our next and last destination. The European Capital of Culture: MONS!

First we'll visit «Le Théâtre du Manège» and held our last workshop their. Then you'll eat below the planet Earth (no kidding).

Where? Rue des Passages 1 at 7000 Mons

10AM

Theme: Appropriation workshop
Moderator: The Public Service
of Wallonia



**AROUND
12AM**

We will cross the street
to enter the Mundaneum
Museum.



Where?
Rue de Nimy 76
at 7000 Mons

12.30AM

Conclusion speech and
waking lunch

Free visit of the exposition and
EXPLOSIVE photo booth
to keep a great souvenir
of the journey!

BRUSSELS COME BACK

2.30PM

Departure to Brussels:
Schuman or Midi Station

**...or stay
in Mons**



◀◀ CREATIVITY
IS INTELLIGENCE
HAVING FUN! ▶▶

A. EINSTEIN

CONTACTS

If you have any questions regarding the content of the Creativity roadtrip,
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