

International symposium

# MAKING AND SHAPING THINGS IN CREATIVE ECONOMIES

28-30 November 2019

Vilnius University  
Kaunas Faculty, Muitinés str. 8

## THURSDAY, 28 NOVEMBER

*(Room: Auditorium X)*

**11.00 INTRODUCTION**

**11.30-12.45 PANEL 1. Local perspectives**

Nicola Belli (Kaunas University of Technology). INTER-BLOC MODERNISM: STATE AND ARCHITECTURE IN POST-WAR EUROPE

Lijana Natalevičienė (Lithuanian Culture Research Institute). FROM MARGINIAI COOPERATIVE TO THE DAILĖ MANUFACTORY: THE ROLE OF ETHNIC DESIGN IN THE SYSTEM OF STATE IDEOLOGY

**12.45-14.00 LUNCH**

**14.00-15.00 KEYNOTE.**

**Javier Gimeno-Martínez (VU Amsterdam)**

**DESIGN AND THE STATE: PARADOXES BETWEEN THE PUBLIC AND THE PRIVATE.**

**15.00- 15.30 COFFEE BREAK**

**15.30-17.30 PANEL 2. Design and state**

Marie McLoughlin (University of Brighton). PARIS FASHION AND BRITAIN'S WARTIME GOVERNMENT

Jesse O'Neill (The Glasgow School of Art). THE DESIRE FOR DESIGN IN 1960S SINGAPORE

Erica Morawski (Pratt Institute). LOCATING INDUSTRIAL DESIGN IN CASTRO'S CUBA: A DIFFERENT TYPE OF INDUSTRIAL REVOLUTION

**18.00-20.00 DINNER**

## FRIDAY 29 NOVEMBER

*(Room: Auditorium X)*

**10.00-11.15 PANEL 3. Individual within creative economies**

Sarah-Mary Geissler (University of Brighton). THE COSTUMER AS HISTORIAN: INTERPRETING AND EMBODYING THE PAST THROUGH HISTORICAL COSTUME.

Courtney Schum (University of Bristol). HANGING THREADS: THE QUESTION OF GENDER, ART, AND CRAFT IN REBECCA CROMPTON'S EMBROIDERY

**11.00-11.45 COFFEE BREAK**

**11.45-12.45 KEYNOTE.**

**Guy Julier (Aalto University)**

**THE BODY POLITIC OF DESIGN IN THE AGE OF DISORGANISED CAPITALISM**

**12.45-14.00 LUNCH**

**14.00-15.15 PANEL 4. New approaches in creative industries**

Huriye Armağan Doğan (Kaunas University of Technology). ORNAMENTS IN ARCHITECTURE

Keneilwe Munyai (University of Cape Town). AN AFRICAN APPROACH TO CREATING CHANGE USING THE HUMAN-CENTERED APPROACH

**15.15-15.30 COFFEE BREAK**

**15.30-16.45 PANEL 5. Transnational perspectives**

Enya Moore (University of Technology Sydney). CREATIVE EXCHANGE: TRANSNATIONAL NETWORKS AND THE CONTEMPORARY DESIGN FESTIVAL

Elise Hodson (Aalto University). BEYOND 'MADE IN' – PRODUCT DESIGN AND THE GLOBAL FRAGMENTATION OF PRODUCTION

**16.45-17.45 ROUNDTABLE AND DISCUSSION**

**17.45-18.00 CLOSING WORDS**

## FRIDAY 29 NOVEMBER

“Making and shaping art in creative economies and industries”

### **STRAND 1. (Room: Biržiškos kabinetas)**

#### **9.00-10.30 PANEL 1. Management**

Cristian Frattima (Vilnius University). BAUMOL'S COST DISEASE: INCURABLE LEVIATANIC PATHOLOGY?

Ugnė Pavlovaitė (Vilnius University). MANAGEMENT OF ART PLATFORMS. BIENNIAL OF CONTEMPORARY ART: FROM EXHIBITION TO PLATFORM.

Dovilė Balevičienė, Greta Gečaitė (Vilnius University). CULTURAL DIVERSITY MANAGEMENT IN INTERNATIONAL CULTURAL PROJECTS

Rūta Jančiulytė (Vilnius University). MODELS OF ART PRODUCT VALUE CREATION IN ARTIST-IN-RESIDENCIES

#### **10.30-10.45 COFFEE BREAK**

#### **10.45-12.15 PANEL 2. Tourism and hospitality**

Sergii Ivanov (National Academy of Management Personnel of Culture and Arts). INFLUENCE OF HOSPITALITY PRACTICE ON THE DEVELOPMENT AND FORMATION OF A TERRITORIAL BRAND

Virginija Jurėnienė (Vilnius University). GENTRIFICATION: LOCAL (URBAN) IMAGE DEVELOPMENT INSTRUMENT WHILE CARRYING OUT CULTURAL/CREATIVE TOURISM

Gnat Zhelikhovskyy (Igor Sikorsky Kyiv Polytechnic Institute). ECOTOURISM MANAGEMENT

#### **12.15-13.15 LUNCH**

#### **10.45-12.15 PANEL 3. Development and creating new value**

Ilona Kiaušienė, Asta Mikalauskienė (Vilnius University). SUSTAINABLE DEVELOPMENT GOALS AND CULTURE

Aurelija Kuizinaitė (Vilnius University). THE IMPACT OF CULTURAL EVENTS AS THE PLANNING FACTOR OF A CITY'S CULTURAL TOURISM DEVELOPMENT

Diana Sutkutė (Vilnius University). CREATION OF VALUE IN CULTURAL ORGANIZATIONS BY VOLUNTEERING

#### **14.45-15.15 COFFEE BREAK**

#### **15.15-16.45 PANEL 4. Organisations and institutions**

Adelė Mikalkėnienė (Vilnius University). THE PECULARITIES OF COMMUNICATION IN THE MANAGEMENT OF A MUSICAL COLLECTIVE. VILNIUS UNIVERSITY KAUNAS FACULTY FEMALE CHOIR VENI GAUDERE MANAGEMENT CASE

Dovilė Peseckienė (Vilnius University). CONSUMER EXPECTATIONS IN VISUAL ART INSTITUTIONS

Skaistė Jurėnė (Vilnius University). CULTURAL ORGANIZATIONS AUDIENCE ENGAGEMENT MAP

#### **16.45-17.00 CLOSING WORDS**



**STRAND 2. (Room: doc. J. Jasaičio room)**

**9.00-10.30 PANEL 5. Cultural politics**

Agnė Burovienė (Vilnius University). THE ADJUSTMENT OF SOCIAL MARKETING TOOLS TO THEATRE PRODUCT CONSUMERS WITH HEARING IMPAIRMENT

Ingrida Griesienė (Vilnius University). ART ORGANIZATIONS' COLLABORATION DEVELOPMENT BASED ON RELATIONSHIP MARKETING

Virginija Jurėnienė (Vilnius University). CULTURE AS THE FOURTH ELEMENT OF SUSTAINABLE DEVELOPMENT AND CULTURAL POLITICS

**10.30-10.45 COFFEE BREAK**

**10.45-12.15 PANEL 6. Perspectives on culture**

Svitlana Gutkevych (National University of Food Technologies). PECULIARITIES OF RURAL GREEN TOURISM DEVELOPMENT

Khrystyna Kramarchuk (Lviv Polytechnic National University). POLAR SUBSTITUTES FOR ARCHETYPAL STRUCTURES OF THE ENVIRONMENT AS A MANIFESTATION OF THE POLICY OF TOTALITARIANISM OF SOVIET POWER

Stepan Dychkovskyy (National Academy of Management Personnel of Culture and Arts). CULTURAL TOURISM TRENDS IN THE CULTURAL BRANDING PARADIGM

**12.15-13.15 LUNCH**

**10.45-12.15 PANEL 7. Tourism and local value**

Sofia Fabiani (University of Parma). AUCTIONS AND THEIR APPLICATION TO THE TOURISM SECTOR

Miglė Sarvutytė-Gailiūnienė (Vilnius University). THE IMPORTANCE OF CULTURE IN THE NATIONAL ECONOMY THROUGH MODEL ASSESSMENT: THE CASE OF LITHUANIA

Aušra Liaukevičienė (Vilnius University). IMPACT OF THE GENTRIFICATION PROCESS ON THE CREATION OF ADDED VALUE IN URBAN SPACES

**14.45-15.15 COFFEE BREAK**

**15.15-16.15 PANEL 8. Art and business**

Eglė Dmukauskaitė (Vilnius University). APPLICATION OF A BUSINESS DEVELOPMENT MODEL IN A CREATIVE COLLABORATION HUB

Gintarė Žaltauskaitė (Vilnius University). CORPORATE IMAGE MANAGEMENT IN CULTURAL ORGANISATION

## SPECIAL EVENTS

### Thursday 28 November

*(Room: Vaizdo konferencijų studija)*

**15.30-17.00** Book presentation. Sabahudin Hadžialić

### Friday 29 November

*(Room: Vaizdo konferencijų studija)*

**9.30-11.00** WORKSHOP: Exhibiting local culture through objects

### Saturday 30 November

*(Meeting in front of Soboras, Nepriklausomybės a. 14)*

**10.30-15.00** WORKSHOP: Kaunas. Design and architecture

*(Limited places, registration necessary)*

