

SUMMER SCHOOL ON MANAGEMENT OF
CREATIVITY IN AN INNOVATION SOCIETY



Summer School Management of Creativity in an Innovation Society Montreal & Barcelona, July 2-17, 2010

HEC MONTRÉAL



UNIVERSITAT DE BARCELONA



PROGRAM WEEK 1 MONTREAL, JULY 2 - 9, 2010

FRIDAY, JULY 2 WELCOME COCKTAIL

Venue: Montreal City Hall, 275 rue Notre-Dame Est

17:30

Welcome cocktail

SATURDAY, JULY 3 INTRODUCTION

Venue: HEC Montréal, 3000 chemin de la Côte Sainte-Catherine, Salle Standard Life, 1st floor

8:30-8:45

Welcome to HEC Montréal
Réal Jacob (HEC Montréal)

8:45-9:15

Summer School Overview
Patrick Cohendet (HEC Montréal, Université de Strasbourg)
Laurent Simon (HEC Montréal)
Marlei Pozzebon (HEC Montréal)
Esteve Juanola (CEMIC-UB)
Jaume Valls (UB)
Francesc Solé Parellada (UPC)

9:15-10:00

Introduction of participants

10:00-10:15

Break

10:15-12:00

Creative Talents

Guided tour of HEC Montréal & discussion

Dan S. Hanganu (Architect)

Moderators:

Patrick Cohendet & Laurent Simon

12:00-13:00

Break for lunch

13:00-13:30

The creative economy: challenges and issues

Patrick Cohendet (HEC Montréal)

Laurent Simon (HEC Montréal)

Discussion

13:30-14:30

Cartography of the technologies of creativity

Creativity workshop: "El sapo mexicano" & "Pecha Kucha 1"

Laurent Simon (HEC Montréal)

14:30-15:00

Break

15:00-17:00

Creative cities: Montreal, Barcelona & others

Patrick Cohendet (HEC Montréal)

Laurent Simon (HEC Montréal)

Esteve Juanola (CEMIC-UB)

Jaume Valls (UB)

Round Table on other creative cities: Strasbourg -Osaka-Liège-Rio de Janeiro/Sao Paulo-Montreal

Jean-Alain Héraud (BETA/University of Strasbourg)

Hiroshi Hokano (Osaka City University)

François Pichaud (HEC Liège)

Marlei Pozzebon (HEC Montréal)

Robert Paré (Ville de Montréal)

17:00-20:00

Cocktail, jazz & debate

Creative cities: a critical debate of the works of Richard Florida

Diane-Gabrielle Tremblay (UQAM, Canada Research Chair on the Socio-Organizational Challenges of the Knowledge Economy)

Harald Bathelt (University of Toronto, Canada Research Chair in Innovation & Governance)
Moderator: Patrick Cohendet (HEC Montréal)

Jérôme Payette & Jazz ensemble

SUNDAY, JULY 4

MONTREAL DAY

Venue: Botanical Garden, CCA and ÉTS

8:00

Meeting point: Hilton Garden Inn Hotel, 380 Sherbrooke St. West

9:00-10:00

Creativity and social solidarity

Charles-Mathieu Brunelle (Director, Muséums Nature Montréal)

10:00-10:45

Architectural competition for the new Rio Tinto Alcan Planetarium & Site visit

Jean-François Julien (Architect, associate partner)

Cardin Ramirez Julien Architects

10:45-11:00

Break

11:00-11:45

Communicating the vision of the Quartier de la vie: challenges & issues

Patrick Beauquin (Senior Vice-President, Creativity, Cossette Communication)

12:00

Departure for the CCA

12:30-13:35

Break for lunch at the Canadian Centre for Architecture (CCA)

13:35-14:00

The digital culture of the CCA: Moving on line as an institution

John McDonald (Associate Director, Communications, CCA)

14:00-15:00

Visit of the CCA current exhibits

'Other Space Odysseys' and

'Iannis Xenakis: Composer, Architect, Visionary'

15:00-17:00

Guided tour of the *Quartier de l'innovation*

17:00-19:00

Venue: École de technologie supérieure (ÉTS)

The vision behind the *Quartier de l'innovation*

Yves Beauchamp (Director, ÉTS)

Camille Gagnon (President, Innovitech)

Cocktail

Free evening

MONDAY, JULY 5

BELL DAY

Venue: Bell Campus, Nun's Island

8:00

Meeting point: Hilton Garden Inn Hotel, 380 Sherbrooke St. West

8:45-9:15

Welcome

François Morin (Senior Director-Business Communications)

9:15-10:45

Creative branding and marketing of Bell

Rick Seifeddine (Senior Vice President, Brand Strategy)

10:45-11:00

Break

11:00-12:30

**Guided tour, Bell Campus, laboratories &
Telepresence Network**

12:30-13:30

Break for lunch

13:30-15:00

Solving inventive problems with TRIZ

Nathalie Gartiser (INSA, National Institute of Applied Sciences, Strasbourg)

15:00-15:15

Break

15:15-16:00

The Internet of things

Pierre Jean Benghozi (Chair on Innovation and Regulation of Digital Services, Director of the Pole of Research in Economics and Management, École polytechnique-CNRS, Paris)

16:00

Departure for HEC Montréal

17:00-20:00

Creativity workshop: omelettes and tortillas!

Francesc Solé Parellada (UPC)

Patrick Cohendet (HEC Montréal)

TUESDAY, JULY 6

CIRCUS DAY

Venue: Cirque du Soleil, La TOHU, McCord Museum

8:00

Meeting point: Hilton Garden Inn Hotel, 380 Sherbrooke St. West

9:00-10:30

Tour of la TOHU

The Montreal International Festival of Circus Art

Stéphane Lavoie (General manager, la TOHU)

10:30-12:00

Guided tour of the Cirque du Soleil

12:00-13:00

Break for lunch

13:00-15:00

The creative process at the Cirque du Soleil

Round Table moderated by Patrick Cohendet & Laurent Simon

Bernard Petiot (Vice President, Casting & Performance)

15:00-15:15

Break

15:15

Departure for the McCord Museum

16:00-17:30

Guided tour of the exhibit 'Artisans de rêve'

McCord Museum

Sponsored by Groupe Dynamite

Free evening

Montréal Jazz Festival

WEDNESDAY, JULY 7

SCIENCE AND TECHNOLOGY DAY

Venue: Institut de Recherche Hydro Québec - IREQ

8:00

Meeting point: Hilton Garden Inn Hotel, 380 Sherbrooke St. West

9:15-9:45

Welcome

Denis Faubert (Director, IREQ)

9:45-11:00

Guided tour of the robotics lab & high voltage lab

11:00-11:15

Break

11:15-12:00

The transfer of ideas and knowledge in a scientific environment

Raouf Naggari (Head of strategic development, IREQ)

12:00-12:15

Discussion

Patrick Cohendet (HEC Montréal)

Laurent Simon (HEC Montréal)

12:15-13:30

Lunch (IREQ)

13:30-14:00

**Technology Innovation in the Space Sector &
its Application to Other Sectors**

Jean-Marc Chouinard (Chief, Policy & Regulatory Affairs, Canadian Space Agency)

14:00-14:30

CANADARM (Spin-Offs)

Nadeem Ghafoor (Project Manager, MDA)

14:30-14:45

Break

14:45-15:15

Intellectual Property Challenges: open source vs patents

Adam Mizera (Engineer, Patent Sector, Lawyer, Léger Robic)

15:15-15:45

Discussion

Patrick Cohendet (HEC Montréal)

Laurent Simon (HEC Montréal)

15:45

Return to downtown Montreal

17:00-19:00

Welcome, presentation and guided tour of SidLee
François Lacoursière (Vice President, SidLee)

THURSDAY, JULY 8
CIVIC CREATIVITY

Venue: HEC Montréal

9:00-10:30

Creativity workshop: Group drumming and percussions
Aldo Mazza (Founder and Artistic Director, KoSA Academy)

10:30-10:45

Break

10:45-11:30

Brazilian *Techno brega & funk carioca*
Marlei Pozzebon (HEC Montréal)

11:30-12:30

Creative Commons
Ronaldo Lemos (Director, Centre for Technology & Society, Fundação Getulio Vargas FGV)

12:30-13:30

Lunch

13:30-14:30

Strengthening the creative economy in developing countries
Edna dos Santos-Duisenberg (Chief, Creative Economies, UNCTAD) TBC

14:30-14:45

Break

14:45-16:00

Creativity workshop: the Art of Improvisation
Sacha Gadhiri (HEC Montréal)

16:00-17:00

Debriefing

20:00

Evening at the Cirque du Soleil
TOTEM

FRIDAY, JULY 9
INNOVATION AND ARTS

Venue: HEC Montréal

9:00-9:30

Debriefing

9:30-10:30

Innovation and arts

René Barsalo (Director of Strategy, SAT)

Roger Parent (Director, Réalisations.net)

10:30-10:45

Break

11:00-12:30

Workshop creativity: telepresence

Montreal and Barcelona

René Barsalo, SAT

Kevin Dean (Trumpet-player and jazz teacher, McGill)

12:30-13:30

Goodbye lunch

DEPARTURE FOR BARCELONA

PROGRAM WEEK 2

BARCELONA, July 10-17, 2010

SATURDAY, JULY 10

ARRIVAL IN BARCELONA

11H25

Airport pick-up and transfer to city center

SUNDAY, JULY 11

WELCOME

Venue: Museu Marítim de Barcelona (Av. Drassanes, s/n)

10H00-12H00

Meeting point: Plaça Catalunya (Farggi Store)

Tour of Barcelona: Architecture and creative areas of Barcelona

12H00-12H15

Coffee break

12H15-13H00

Reception and welcome: Barcelona week planning

Patrick Cohendet (HEC Montréal)

Laurent Simon (HEC Montréal)

Esteve Juanola (CEMIC-UB)

Jaume Valls (University of Barcelona)

13H00-14H00

The magnetism of Barcelona:

understanding the attractiveness of the city for creative and knowledge workers

Montserrat Pareja-Eastaway (University of Barcelona)

14H00-14H30

Doing business and living in Montréal and Barcelona: a personal view

Alfons Calderón (Bureau du Québec) (to be confirmed)

14H30-15H30

Lunch

Afternoon free

MONDAY, JULY 12

CREATIVITY, INNOVATION AND TALENT

Venue: Facultat d'Economia i Empresa (Edifici 696, Av. Diagonal, 696); Barcelona Activa (c/ Llacuna, 162); Linguamón (C/ Marroc -Bilbao/Espronceda)

9H00-10H00

Welcome speech

Elisenda Paluzie (Faculty of Economics and Business, UB)

Opening speech of the Barcelona week

Catalan culture, creativity and creative industries

Hble. Sr. Joan M. Tresserras (Generalitat de Catalunya)

10H00-11H00

The cultural capitivity of Barcelona. Analysis of location factors

Lluís Bonet (University of Barcelona)

11H00-11H30

Creative game

Ludovic Di Biaggio (SKEMA CERAM Business School Sophia-Antipolis)

11H30-11H45

Coffee break

11H45-13H15

Design and the C-K theory

Armand Hatchuel (École des Mines de Paris)

13H15-14H15

Design thinking. A case study

Menno Veefkkind (IDOM)

14H15-15H15

Lunch

15H15-16H00

Transfer to Barcelona Activa

(C/ Llacuna, 162)

16H00-16H45

Welcome speech: Barcelona Research & Innovation map

Xavier Testar (Barcelona Recerca i Innovació, Barcelona City Council)

The 22@ Innovation district

Josep M. Piqué (22@ Barcelona)

16H45-17H45

Visit of Barcelona Activa Entrepreneurship Center & Incubator

Marc Sans (Barcelona Activa)

17H45-19H00

Visit to the future headquarters of «Linguamón» (Can Ricart)

Antoni Mir (Linguamón)

TUESDAY, JULY 13

CREATIVE INDUSTRIES

*Venue: Facultat d'Economia i Empresa (Edifici 696, Av. Diagonal, 696)
and el Mercat de les Flors (C/ Lleida, 59)*

9H00-9H30

Innovation networks

Alfons Cornella (Infonomia)

9H30-9H45

Debriefing of Monday`s activities

9H45-10H45

Communities of practice and creativity

Jose Carlos Ramos (Avanzalis and University of Barcelona)

10H45-11H00

Coffee break

11H00-12H30

Creative gym: Avalok

Roberto Bolullo (Avalok)

12H30-13H30

The Fundació Digitalent Experience

Inés Garriga (Fundació Digitalent)

Toni Marin (Fundació Digitalent)

13H30-14H30

**Preservating the creative genius of Walt Disney;
innovating approaches at the Walt Disney Family Museum**
Martin Salazar (Walt Disney Family Foundation)

14H30-15H30

Lunch

15H30-16H15

Transfer to «el Mercat de les Flors»
(C/ Lleida, 59)

16H15-17H15

Presentation of «el Mercat de les Flors»
Francesc Casadesús (el Mercat de les Flors)

17H15-18H15

Visit of German Pavilion: Mies van der Rohe
Yves Ayrault (Ecole Supérieure des Arts Décoratifs de Strasbourg)

18H15-20H30

Afternoon free

20H30

Meeting point: Catalunya Square (Farggi Store)

21H00-22H45

Creative dinner at Observatori Fabra: Dinner with the stars
Carretera de Vallvidrera. Camí de l'Observatori, s/n, Barcelona

22H45

The stars and their names
Antonio Bernal (Observatori Fabra)

Visit to Observatori Fabra
Observation through the telescope

24H00

Return to the city center

WEDNESDAY, JULY 14

SCIENCE AND TECHNOLOGY: ENERGY

Venue: Facultat de Física i Facultat de Química (Av. Diagonal, 647)

9H00-9H15

Ice Breaker: energy, economy and creativity
Esteve Juanola (CEMIC-UB)

09H15-9H30

Debriefing of Tuesday's activities

9H30-11H00

Science, technology and innovation in the field of energy applications

Antonio Martínez (IREC: Catalonia Institute for Energy Research)

11H00-11H15

Coffee break

11H15-12H00

New trends & challenges in photovoltaic energy

Alejandro Pérez Rodríguez (CEMIC, IREC)

12H00-12H45

R&D&I at Endesa

Santiago Cascante (Endesa)

12H45-13H30

Alstom Ecotecnia (22@): wind power

Jordi Puigcorbé (Alstom)

13H30-15H00

Lunch

15H00-15H30

Lighting Design and Energy Saving

Ignacio Valero (Arkilum)

15H30-17H00

Workshop: Full Autonomous Systems in the Aeronautics Industry & Energy Harvesting

Joan de Dalmau, Manel Puig, Pere Miribel, J. Daniel Prades,

Jordi Colomer, Ignasi Vilajosana, Esteve Juanola (CTAE & CEMIC & IREC)

Afternoon free

THURSDAY, JULY 15

GASTRONOMY AND FOOD INDUSTRIES

Venue: Fundació Alícia (Camí de Sant Benet, s/n, Sant Fruitós de Bages)

08H00

Pick-up and transfer to Fundació Alícia

Meeting point: Catalunya Square (Farggi Store)

9H30-9H45

Debriefing of Wednesday's activities

09H45-11H15

The sense of the senses. The sense of Alícia
Anna Navarro (Fundació Alícia)
Jaume Biarnés (Fundació Alícia)

11H15-11H45

Coffee break

11H45-13H15

A talk on Catalan cuisine
Francesc Solé Parellada (Polytechnical University of Catalonia)
Germà Coenders (University of Girona)

13H15-14H15

Creative experience in the cake and pastry industry
Yann Duytsche (Dolç)

14H15-16H00

Lunch

16H00-16H45

Creative strategies at Grup Transversal
Rosa Serra (Grup Transversal)

16H45-18H15

Món Sant Benet: medieval area and modernist visits

Return to Barcelona

FRIDAY, JULY 16

DESIGN AND ARCHITECTURE AND CLOSING CEREMONY

*Venue: Facultat d'Economia i Empresa (Edifici 696, Av. Diagonal, 696)
and Edifici Històric UB (Gran Via de les Corts Catalanes, 585)*

9H00-9H15

Ice breaker: ModulMax
Oriol Batiste and Xavier Batiste (Modulmax)

9H15-9H30

Debriefing of Thursday's activities

09H30-10H15

Barcelona: City of Design
Jordi Montaña (Esade)

10H15-11H00

Bioclimatic architecture: Forest Hotel et altri
Enric Ruiz-Geli (Cloud 9)

11H00-11H15

Coffee Break

11H15-11H45

Contemporanean art experience

Joan Prat, Muhammad El Abdulla and Ersan Cinan (University of Barcelona)

11H45-12H45

Innovative marketing

Josep Hernández (Wunderman)

12H45-13H45

Creative strategies of product design

Carmelo di Bartolo (Design Innovation)

13H45-15H15

Lunch

15H15-16H00

Transfer to the Paranmf of the University of Barcelona

(Gran Via de les Corts Catalanes, 585)

16H00-17H00

Final creativity music workshop

Residual Gurus

17H00-18H00

Closing speech: Cities as hubs of creative talent

Nick Leon (Design London)

18H00-18H30

Closing ceremony

Dídac Ramírez (University of Barcelona)

Jordi W Carnes (Barcelona City Council)

Patrick Cohendet (HEC Montréal)

Francesc Solé (Polytechnical University of Catalonia)

18H30

Farewell cocktail and end of the event

SATURDAY, JULY 17

SUMMER SCHOOL DEBRIEFING

Venue: Facultat d'Economia i Empresa (Edifici 696, Av. Diagonal, 696)

9H30-11H30

Summer School final Debriefing

11H30-12H00

Coffee break

12H00-14H00

**Tour of «Modernist Barcelona: the Gaudí Tour»
(Sagrada Família and Parc Güell)**

14H00

End of the day's events and end of the Summer School

For further information, please contact:

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* This program is subject to change

www.ub.edu/catempren