



AMERICAS CULTURAL SUMMIT

2019

CULTURAL CHANGE
IN A DIVERSE TERRITORY

28-29 June 2019

Centro Cultural de la Ciencia (C3),
Godoy Cruz 2270, Buenos Aires, Argentina

WITH SPEAKERS



Cultural experience in the Americas is subject to emerging phenomena and new paradigms: communication in the digital era; social movements that promote gender equality and call for conservative practices and views to be deconstructed; migration flows that expand our environments and perspectives; the rise of collaborative culture and networking; hyper-connectivity; digital inclusion; environmental issues; and the resurgence of movements and minorities fighting for their rights. In what conversations should the cultural and artistic fields engage to rethink the agreements and disagreements of the diverse Americas region?

The Market of Argentine Creative Industries (MICA), under the motto “Argentine Creativity without Borders”, is the ideal platform to drive conversations during the Americas Cultural Summit, organised by the Secretary of Culture of the Nation, Argentina and the International Federation of Arts Councils and Culture Agencies (IFACCA).



DAY 1 | 28 JUNE

8:30 AM - 8 PM

🕒 8:30 - 9:30 am REGISTRATION

🕒 9:30 - 10 am KEYNOTE

- › **Magdalena Moreno Mujica.** Executive Director of the International Federation of Arts Councils and Culture Agencies (IFACCA).
- › **Simon Brault.** Director and CEO of the Canada Council for the Arts. Chair of the IFACCA Board.
- › **Pablo Avelluto.** Secretary of State for Culture, Argentina.

Moderator: Andrés Gribnicow. Secretary of Culture and Creativity, Secretary of Culture of the Nation, Argentina.

🕒 10 - 10:30 am KEYNOTE

Building Cultural Citizenship in a Diverse Territory

From the perspectives of creative and advocate, there are common challenges to constructing cultural citizenship and managing public policies in transition: How do changes affect our traditional models in the development of artists' careers and civic participation? What is happening with new social and cultural ecosystems that challenge our views? What are the roles of the State and the creative sector in shaping participatory citizenship? In the context of such deep societal transformation, how do we maintain current discussions, and adapt methods and practices to collaborate with and include diverse actors in the cultural field?

- › **Luis Pescetti.** Writer, musician and singer (Argentina).

🕒 10:30 am - 12 pm PERSPECTIVE PANEL

Deconstructing Cultural Models

The past few years have witnessed deep change throughout the world: technological innovation, social movements, migration flows, predominance of networking, among others. How do migration flows, the rise of a collaborative culture and gender perspectives influence our cultural initiatives and management models? What are the limits and reach of innovation strategies that revolve around those concepts?

Panelists:

- › **Dr. Marcela A. País Andrade.** Professor and researcher at the Faculty of Social Sciences, UBA. Deputy Investigator of CONICET (Argentina).
- › **Lori Pourier.** Executive Director, First Peoples Fund (United States of America).
- › **Odile Joannette.** Executive Director of the Indigenous organization Wapikoni Mobile (Canada).
- › **Alex Brahim.** Independent Curator and Director of Cultural Projects (Colombia).

Moderator: Belén Igarzabal. Director of Communication and Culture of the Latin American School of Social Sciences - FLACSO (Argentina).

🕒 12 - 12:30 pm

Q&A about the keynote and the perspective panel.

🕒 12:30 - 2:30 pm LUNCH

🕒 2:30 - 3 pm KEYNOTE

On the Cultural Horizon: Dilemmas and Opportunities of the Digital Experience

Where are we going? Do digital technologies offer opportunity to expand cultural experience or do they manipulate our experience? How do new narratives and technologies influence new cultural management models? And how do the digital and the analogue combine and/or coexist to influence cultural consumption in the Americas.

› **Sara Diamond**. President of OCAD University (Canada).

🕒 3 - 4:30 pm PERSPECTIVE PANEL

Cultural Experiences in a Digital Key

Cultural experience is largely taking place in digital and virtual fields, paving the way for a diversity of new cultural narratives and sensitivities that shape the landscape of the future. Hyper-connectivity, the flood of information and digital inclusion have become vital considerations in conversations about opportunities of culture in the digital key. Can the Americas forge new and distinctive cultural experiences in the context of hyper-connectivity, unequal digital access and emerging narratives? How do we ensure the development and flow of local and regional content in the digital space noting pending regulations, such as those in the area of intellectual property?

Panelists:

- › **Tana Schémbori**. Producer and filmmaker. Director of Audiovisual Projects (Paraguay).
- › **José Carlos Mariategui**. President of ATA - Development and research in art, science and technology (Peru).
- › **Silvana Bahia**. President of PretaLab (Brazil).
- › **Octavio Kulesz**. Director Editorial Teseo and UNESCO Expert in Cultural Diversity, Digital Creativity and Artificial Intelligence (Argentina).

Moderator: Gabriel Gendin. Undersecretary of Innovation and Technological Links, Universidad Nacional del Nordeste (Argentina).

🕒 4:30 - 5 pm

Q&A about the keynote and the perspective panel.

🕒 5 – 6 pm CLOSING KEYNOTE

Coordinates for the Future

In thinking about the cultural field in the Americas, we recognise our own identities and origins in coexistence with new sensitivities and consumption habits. In an ever-changing world that tends to standardise and erase cultural borders by combining diverse identities, what political and institutional commitments should we undertake as citizens and leaders (individually and collectively) to transition from vision to action and sustainable transformation?

Open dialogue with **Simon Brault** and **Pablo Avelluto**.

Moderator: Magdalena Moreno Mujica.

🕒 6 – 7 pm COCKTAIL

🕒 7 – 8 pm OFFICIAL OPENING OF THE MARKET OF ARGENTINE CREATIVE INDUSTRIES (MICA).

A few words by the authorities:

- › **Máximo Jacoby**. National Director of Creative Economy, Secretary of Culture of the Nation, Argentina.
- › **Andrés Gribnicow**. Secretary of Culture and Creativity, Secretary of Culture of the Nation, Argentina.
- › **María Julia Muñoz**. Minister of Education and Culture of the Republic of Uruguay.
- › **Pablo Avelluto**. Secretary of State for Culture, Argentina.

› **Special Performance**

DAY 2 | 29 JUNE

8:30 AM – 12:30 PM

This workshop is an opportunity for IFACCA Members and special guests (cultural officials in governmental agencies, designers of public policies and leading cultural managers) to engage in dialogue and address the issues covered during the keynotes and panels of the previous day from a practical and concise viewpoint, and propose possible solutions to the problems raised.

Maximum capacity: 120 people.

WORKSHOP DYNAMICS

⌚ 8.30 - 11:30 am

- a) Participants will be divided into working groups of 10/12 members each to enable dialogue and the exchange of ideas.
- b) All working groups will be formed of English and Spanish speakers in order to promote the diversity of views hardwired into the continent¹.
- c) The workshop will be coordinated by facilitators who will guide the working session to draw conclusions on each challenge proposed.
- d) A challenge will be posed to each group, derived from the debate of the previous day. A preliminary discussion document will be sent to each participant with details of the specific framework for the workshop.
- e) Working groups will be organised under the following six topics of the Americas Cultural Summit 2019:
 - 1) Migration
 - 2) Gender
 - 3) Collaborative Culture
 - 4) Hyperconnectivity
 - 5) Digital Inclusion
 - 6) New Narratives

¹ In groups with English speakers, the presence of bilingual participants (Spanish and English) will be guaranteed.

Content Coordinators and Moderators:

Alejandrina D'Elia. National Director of Cultural Innovation, Secretary of State for Culture, Argentina.

Juan Urraco. National Director of Cultural Education, Secretary of State for Culture, Argentina.

⌚ 11.30 am - 12.30 pm

Wrap-up and closing remarks.

⌚ 12:30 - 1 pm

Transfer to the National Museum of Fine Arts (MNBA).

⌚ 1 pm

Opening - Visit to the *Figari: Myth and Creation* exhibition and lunch.

This exhibition shows around 30 paintings by Uruguayan artist Pedro Figari (Montevideo, 1861-1938).

Secretary of Culture of the Nation, Argentina.

The Secretary of Culture is responsible for the preservation, protection and dissemination of our tangible and intangible heritage as well as the promotion, from an innovation perspective, of creative industries. We embrace culture as a social transformation tool for inclusion and to bring Argentine citizens together in spaces of dialogue and cultural exchange.

Its goals are:

- › Execute cultural plans, programmes and projects based on the directives of the Argentine Executive Branch
- › Take part in the design and execution of policies that encourage and drive cultural expression in all its forms
- › Promote institutional participation policies that strengthen the national cultural identity
- › Disseminate cultural events in Argentina and abroad promote and disseminate the development of economic activities related to culture
- › Plan financing policies for cultural activities together with the private sector and organisations from the community
- › Set the policies that govern agencies dependent upon the Ministry and oversee decentralised entities in the field
- › Lead the policies of conservation, protection and growth of the nation's cultural heritage
- › Promote policies of cultural exchange and integration between the jurisdictions of Argentina and the world.

www.cultura.gob.ar

About the International Federation of Arts Councils and Culture Agencies (IFACCA)

The International Federation of Arts Councils and Culture Agencies is the global network of arts councils and ministries of culture, with member institutions in over 70 countries. The IFACCA Secretariat provides services, information and resources to member institutions and their staff – from senior executives and policy makers, to researchers, grant makers and administrators, as well as the wider community.

Its unique international network is collaborative, and geographically and culturally diverse. Members are at the heart of the network and represent a range of institutions from ministries of culture and arts councils, to other agencies that are committed to public support of arts and culture. The network connects members to international peers with a wealth of expertise, and the Secretariat serves members by ensuring that they can access current knowledge and information, latest practices and relevant resources to assist them in their work.

The Secretary of Culture, Argentina has been a National Member of IFACCA since 2016 and is the current Regional Focal Point for the Americas.

On 11 March 2019 Mr Andrés Gribnicow, the Secretary of Culture and Creativity of the Secretary of Culture, Argentina was elected as a member of the IFACCA Board.

www.ifacca.org



**CENTRO CULTURAL
DE LA CIENCIA**



MICA

Mercado de Industrias
Creativas Argentinas



IFACCA

Federación Internacional
de Consejos de Artes
y Agencias Culturales



Ministerio de Educación,
Cultura, Ciencia y Tecnología
Presidencia de la Nación