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CULTURE | FUTURES

Design, Fashion, Food and Innovation in the newly born Ecological Age

When

October 19th 2011
From 8.30 am to 13.30 pm

Where

Milan, Palazzo Marino

Framework

On the occasion of the 5th edition of Ragnarock Nordic Festival and after the great success of 2010 edition, Ragnarock Association together with Culture Future and with the Danish Cultural Institute presents "Culture Future", an international conference during which Italy and Scandinavian countries will discuss the role that design, fashion, food and, in general, innovation can play in guiding people toward more sustainable standards of living. The most distinguished designers, representatives of the fashion industry and the most creative intellectuals from Northern Europe will meet their Italian counterparts to share ideas and best practices.

Through this project, Ragnarock aims to support Milan as a benchmark in design, innovation and sustainability in preparation for the major challenges of EXPO 2015.

Who we are

Ragnarock Association www.ragnarock.eu

Ragnarock Association is a cultural no-profit association founded in Milan in 2007 with the aim to create a productive face-off between different cultures through politics, arts and economics. Every year Ragnarock organizes the Ragnarock Nordic

Festival, the biggest festival of Northern European culture in Italy with aim to promote Scandinavian best practices in the field of environmental sustainability, trying to get to a common view on design, sustainability and innovation.

Culture|Futures www.CultureFutures.org

Culture|Futures is an international network of organizations and individuals who are concerned with shaping and delivering a proactive cultural agenda to support the necessary transition towards an Ecological Age.

Culture Futures has two main long term goals which namely are: stressing big institutions and private companies to embrace sustainability in their strategies and creating a group of the most important institutions and companies within 2015, by making a deal at least with two Italian and Nordic institutions between 2011 and 2013.

Oslo, Copenhagen, Stockholm, and Northern European cities are in general the world leaders in fields of innovation and sustainability. Many of them had already created public and private organizations whose aim is to foster sustainable innovation, which have soon turned into internationally known realities.

Moreover the notion of sustainability has affected also the food system, which is one of the pillars of the Italian industry. The hyped concept of "new Nordic food" is an example of alimentation, which could be a source of inspiration for Italy as well

Facing the incoming EXPO2015, Milano will encounter



several important challenges. The task of the city will be to ameliorate the city services up to the standards of the best cities in the world. This project implies an ambitious vision in many different fields: some of them where the city already excels (design, fashion), some other where work has to be done (sustainability and a global green vision).

Therefore, we think Nordic cities and Milan, and in general Nordic countries and Italy, could inspire each other through the exchange of best practices.

Ragnarock developed a short, middle and long-term collaboration strategy. It would occur in the fields of design, food, industries, fashion and it will focus on how sustainability could work as the connection between them.

Goals - Short Term

- First of all, Ragnarock would like to guest political representatives of the city of Milan and of a city of the North of Europe, discussing about the urgency of changes in attitudes, with focus in how cultural industries and institutions could foster changes in attitudes toward the new environmental challenges with particular attention to design, food, and sustainability in the private sector. This will show how an exchange of ideas between two different cultures could make the difference.
- Ragnarock will bring one representative for Italian and Nordic institutions in design, food, industries and fashion. The target is to promote a debate on how the concept of sustainability could be introduced permanently in those areas.

Goals – Medium Term

- Establish a relationship and creating a collaboration plan between some key cultural institutions, Italian and Nordic. The advances in the plan will progressively be checked in Culture Future's next editions.

Goals – Long Term

- There are three long term objectives:
 1. To encourage public and private actors to improve their productivity toward more sustainable standards, in order to increase their economic profit and to create new

solutions and innovative processes.

2. To promote the status of “green ambassadors” for other institutions and their participation within the Culture Futures network. www.culturefutures.org
3. Thanks to the collaborations, it is Ragnarock intention to realize three important projects: to create the first nordic fair in nordic sustainable technology, to open the first restaurant in Italy in Milan specialized in Nordic cuisine and finally to create the first Nordic design week.

The representatives for every institution or company connected with those areas will be invited at the conference.



Draft program

8:30 Breakfast offered by the European Commission

9:00 Registration

9:15 Welcome and introduction. Conference's and Culture Futures's goals

Moderator: Federico Scaramucci

- Pierfrancesco Maran – *Mayor of the Mobility, the Environment and the Green Committee of the City of Milan.*
- Pia Allerslev - *Mayor of Culture and Free time of the City of Copenhagen (tbc)*

Introductory remarks

- Matteo Fornara - *Director of the European Commission office in Milan*
- Finn Andersen and Olaf Gerlach Hansen – *General Secretary of the Danish Cultural Institute and Founder of Culture Futures*
- Marco Germinario – *President of Ragnarock Association*
- Filippo Bernocchi – *Vice-President of the ANCI (National Association of Italian Municipalities)*

10:15 Future, Design and Innovation for a Better Quality of Life

Moderator: Michele Capuani, *Academic Director of IED Group*

- Anne Dorthe Josiassen – *Manager of Policy Analysis at FORA (research and analysis unit under the Danish Enterprise and Construction Authority)*
- Susanne Søndahl Wolff – *Business Development Officer and PR management, Danish Design Center*
- Kigge Hvid – *CEO of INDEX Award*
- Francesco Paolo Zurlo – *Vice director of the Industrial Design, Arts, Communication and Fashion Department (INDACO) and associate professor at Politecnico of Milan*
- Jonas Eder-Hansen – *Development Director at Danish Fashion Institute and at NICE (Nordic Initiative Clean & Ethical)*

11:15 Sustainable Food

Moderator (tbc)

- Anna Meroni - *Teacher and Researcher at Politecnico of Milan, INDACO Department, representative of the 'Slow Food' project "Feeding Milan - Energies for change"*
- Kasper Sewerin Fogh Hansen – *Director of Communications of 'Food Organization of Denmark', non-profit association created to promote Danish and Nordic food*

11:45 Green Growth and Cultural Change

- Cultural barriers and opportunities to business innovation
- How to make sustainability culturally attractive
- Impact of new solutions on culture

Moderator: Stefano Pogutz, *Director of the Master Green Management, Energy and CSR (Università L. Bocconi)*

- Cristina Tajani – *Mayor of the Work, Economic Development, Universities and Research Committee of the City of Milan*
- Alessandro Gargani – *Vice Secretary General of ANCI (National Association of the Italian municipalities)*
- Giusy Bettoni – *Director of CLASS – A unique forum specialized in eco –sensible products for textiles, design, fashion and home.*
- Finn Mortensen – *Director of the Climate Consortium of Denmark (Klimakonsortiet)*
- Max Mutti – *Ceo Envac Italia, leader in the production of facilities for the waste disposal*

Associazione culturale non profit Ragnarock

Sede Legale e Operativa: Via Savona, 80 - 20144 Milano

Email: info@ragnarock.eu www.ragnarock.eu www.myspace.com/ragnarockfest Infoline: 328.8317808



13.30 End of the conference

** We inform you that the presence of the speakers is still to be confirmed. Thus, the program might meet some changes*

*** To attend the conference, it is necessary sign up at conferenza@ragnarock.eu*

Contacts

Federico Scaramucci

e-mail: federico@ragnarock.eu

mobile: +39 3479236059

Elisabetta Ferrario

e-mail: elisabettaferrario@ragnarock.eu

mobile: +39 3473578941



Culture Futures 2010, Palazzo Marino