

# CREATIVE BUZZ

*Creative Economy. Mobility of Expertise.  
Sole entrepreneurs. Arts in working life.  
Social Media.*

Venue: Turun VPK: n talo (VPK Hall), Eskelinkatu 5, 20100 TURKU

[http://www.turunvpk.fi/content/juhlat/turun\\_vpkn\\_talo](http://www.turunvpk.fi/content/juhlat/turun_vpkn_talo)

Date: Thursday 28th of October



- 8.30 Registration
- 9.00-9.05 Welcome by R&D Manager **Timo Parkkola** from HUMAK University of Applied Sciences  
Chair for the morning session: **Annika Blomberg** from Humak
- 9.05-9.50 **Keynote Speaker:** Professor **Alf Rehn**  
*"Creativity Shock - Developing Economies in an Age of Permanent Revolution"*
- 9.50-10.30 **Case Speakers:**  
CEO **Outi Raatikainen** from Pink Eminence Ltd:  
*"Pink Eminence - Building Bridges between Arts and Business"*  
  
Dr. **Eija Mäkirintala** from Altonova Ltd:  
*"Creative approach to top performance - Business concept integrating arts, business and science"*
- 10.30-10.45 Introduction to Workshop
- 10.45-11.15 Coffee break
- 11.15-12.45 Work Shop for matchmaking companies and creating new ideas
- 13.00-14.00 Lunch



- 14.00-14.15 Afternoon opening, **Petra Tarjanne** from Ministry of Employment and Economy, chair for the afternoon session
- 14.15-15.00 **Keynote Speaker:** Managing Director of Seos Design **Antti Pitkänen**  
“Crossing Boundaries- Creative Environments Enabling New Opportunities for Collaboration”
- 15.00-15.45 **Keynote Speaker:** Dr. **Richard Gatarski**  
“When Creativity meets Social Media”
- 15.45-16.15 Coffee Break
- 16.15-16.45 Panel Discussion, chaired by **Petra Tarjanne**.  
Debaters: Outi Raatikainen, Eija Mäkirinta, Antti Pitkänen and Project Manager Jarmo Röksä from Turku2011 Foundation
- 16.45-17.30 **Keynote Speaker:** Professor **Saara Taalas**  
“From Hype to Hybrids - Shifts in perception on creative economy”
- 17.30-20.00 **EVENING GALA**

#### Baltic Sea Trade Fair Exhibition

Entrepreneurs from Finland, Estonia, Sweden and Latvia will present their products and companies

#### Media art and new media Exhibition Live Grand Prix

Turku 2011 Foundation

#### Music, Buffee & Networking

### Register online [here](#)

Registration is free of charge and open until October 8th

Register soon, seats are limited for 200 participants

