

FÁBRICA SANTO THYRSO

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INTERNATIONAL SEMINAR - SANTO TIRSO, 25TH TO 27TH OCTOBER 2012

Cultural Quarters Experiences and Challenges

www.seminarioquarteiroesculturais.pt

The Municipality of Santo Tirso has led a large process of regeneration in the city, using the available urban policy instruments for the implementation of some projects, in order to induce structural transformations and territorial qualification. One of the "anchor projects" is the implementation of a Cultural Quarter at one of the most emblematic textile factories of the council: the former Santo Thyrso Factory.

The International Seminar will be the first public act of this larger and ambitious project and it will be held at the factory "Cultural Nave". The program of this International Seminar is diverse and it includes conferences (with national and international speakers), presentations and discussion of international case studies, workshops and study visits. This event is further enriched with other initiatives - exhibitions, fashion shows and "after party" - that aim to achieve a wider audience and to contribute to increase of the city cultural activity.

25/10

09.00 AM Reception and accreditation

09.30 AM Opening and Welcome Session

Institutional representations

10.00 AM Inaugural Conference

"Cultural and Creative Industry Quarters: Typologies and Success Factors"

John Montgomery [AU]

Urban Planner, Economist and Managing Director of Urban Cultures Ltd.

10.45 AM Coffee Break

11.00 AM Conference Panel I

Urban Policies and the experiences of approach "Cultural Quarters"

Moderator:

Fernando Freire de Sousa [PT]

University Professor and Manager

Mário Vale [PT]

Professor and Researcher at IGOT – Institute of Geography and Territorial Planning,
University of Lisbon

Roberta Comunian [UK]

Creative Industries Research Associate at the School of Arts, University of Kent

Nuno Portas [PT]

Professor Emeritus at the Faculty of Architecture, University of Porto

01.00 PM Lunch break (free lunch)

03.00 PM International Case Studies I

Maisons de Mode Lille Roubaix and Jewellery Quarter Birmingham

Moderator:

Carlos Rodrigues [PT]

Professor and Researcher at the University of Aveiro

Alexandra Pisco [FRA]

Maisons de Mode Lille - Roubaix

Andy Munro [UK]

Jewellery Quarter Community Development Trust, Birmingham

05.00 PM Coffee Break

05.30 PM Project Santo Thyrso Factory Cultural Quarter

Presentation and visit

Nuno Prata [PT]

General Director of Santo Tirso Incubator

João Paulo Correia [PT]

Head of the Economic Development Division, Municipality of Santo Tirso

Nuno Pinto [PT]

Architect planner responsible for the intervention at the Santo Thyrso Factory

Álvaro Moreira [PT]

Director of the Abade Pedrosa Museum

06.30 PM Performance at the Textile Industry Interpretive Centre

26/10

09.00 AM Opening

09.05 AM Conference Panel II

Cultural and creative industries

Moderator:

Mário Rui Silva [PT]

Professor at the Faculty of Economics, University of Porto

Pedro Costa [PT]

Professor at the ISCTE – Lisbon University Institute and Researcher at DINÂMIA'CET
- Centre for Socioeconomic Change and Territorial Studies

Claudino Ferreira [PT]

Professor at the Faculty of Economics, University of Coimbra and Researcher at CES
- Centre for Social Studies

Luciana Lazzaretti [IT]

Professor at the Faculty of Economics, University of Florence

10.45 AM Coffee Break

11.00 AM International Case Studies II

Westergasfabriek and CAOS - Centro Arti Opificio Siri

Moderator:

Rui Braz Afonso [PT]

Professor and Researcher at the Faculty of Architecture, University of Porto

Nurah Abdulkadir [NL]

Westergasfabriek, Amesterdão

Linda Di Pietro [IT]

CAOS - Centro Arti Opificio Siri, Terni

01.00 PM Lunch break (free lunch)

03.00 PM Thematic Workshop I

Urban Regeneration Policies

Moderator:

Manuel Carvalho [PT]

Assistant Director at Público Newspaper

Graça Correia [PT]

Architect and University Professor

Elisa Pérez Babo [PT]

Economist and Member of the Board of Directors of Quaternaire Portugal, SA

Jorge Figueira [PT]

Professor at the College of Arts and at the Faculty of Science and Technology, University of Coimbra and Researcher at CES - Centre for Social Studies CES

Miguel Silvestre [PT]

Deputy Mayor and Coordinator of the Creative Economies Network, Municipality of Óbidos

José Bárto [PT]

Professor at ESAD – School of Arts and Design and collaborates with the ESAD in the development of QUADRA Project, Matosinhos

03.00 PM Thematic Workshop II

Local Cultural Policies

Moderator:

Cláudia Galhós [PT]

Journalist and collaborator at Express Newspaper

Ana Clara Justino [PT]

City Councillor responsible for Cultural Affairs, Municipality of Cascais (to be confirmed)

Augusto Santos Silva [PT]

Professor at the Faculty of Economics, University of Porto

Catarina Vaz Pinto [PT]

City Councillor responsible for Cultural Affairs, Municipality of Lisbon

João Miguel Amaro Marques [PT]

City Councillor responsible for Cultural Affairs, Municipality of Montemor-o-Novo

Júlia Godinho [PT]

City Councillor responsible for Cultural Affairs, Municipality of Santo Tirso

Maria da Luz Nolasco [PT]

City Councillor responsible for Cultural Affairs, Municipality of Aveiro

03.00 PM Thematic Workshop III

Fashion

Moderator:

Catarina Rito [PT]

Fashion Journalist at Notícias Magazine and at Diário de Notícias Newspaper

Bárbara Coutinho [PT]

Director of MUDE - Design and Fashion Museum

Isabel Cantista [PT]

University Professor specialized in Marketing and Innovation, Managing Partner at FFI - Fast Forward Innovation, Ltd.

Joaquim Moreira [PT]

Director of Tetriberia (to be confirmed)

Júlio Torcato [PT]

Fashion Designer

Manuel Teixeira [PT]

Chief Executive of ANJE - National Association of Young Entrepreneurs

Paulo Vaz [PT]

General Director of ATP - Portuguese Textiles and Clothing Association

03.00 PM Thematic Workshop IV

Innovation and Entrepreneurship

Moderator:

Paulo Ferreira [PT]

Vice director of Jornal de Notícias Newspaper

Alberto Rezende de Almeida [PT]

Director of Arco Têxteis

Paulo Alves [PT]

Manager at INSerralves Creative Industries

Ricardo Luz [PT]

Vice president of Agency for the Development of the Creative Industries - ADDICT

Fernando Merino [PT]

Innovation Manager, ERT Têxtil Portugal SA

Constantino Silva [PT]

General Director of Gierlings-Velpor

05.00 PM Coffee Break

05.45 PM Closing Session

Institutional representations

27/10

Study visits to other experiences in Portugal's Northern Region whose approaches are close to the concept of "Cultural Quarter"

09.00 AM Departure from Santo Tirso

10.00 AM Study visit I

São João da Madeira

(Oliva Creative Factory, Hat Industry Museum, Viarco Factory, ...)

Leader:

Suzana Menezes [PT]

Head of the Culture and Tourism Division, Municipality of São João da Madeira

Remarks:

Pedro Costa [PT]

Professor at the ISCTE – Lisbon University Institute and Researcher at DINÂMIA'CET - Centre for Socioeconomic Change and Territorial Studies

01.00 PM Study visit II

Miguel Bombarda Street, its Art Galleries and alternative shops (Porto)

Leader:

Fernando Santos [PT]

Gallerist at Miguel Bombarda Street

Remarks:

Paula Guerra [PT]

Professor at Faculty of Arts, University of Porto and Researcher at IS - Institute of Sociology

04.00 PM Study visit III

Couros's Area/Campurbis (Guimarães)

Leader:

Filipe Fontes [PT]

Director of the Urban Planning and Projects Department, Municipality of Guimarães

Remarks:

Miguel Bandeira [PT]

Professor and Researcher at Institute of Social Sciences, University of Minho

06.00 PM Arrive at Santo Tirso

Other Activities

"Cultural Quarters - Records processing" - Public Exhibition in a plaza of Santo Tirso's City

"ESAD Fashion Moments"

Exhibition / Fashion Show / After Party at the Santo Thyrso Factory

The Factory called "Fábrica de Fiação e Tecidos de Santo Thyrso" start to operate in 1896. Across its history, the Santo Tirso Factory flourished but also suffered all problems of industrial development for a century. After its closure in 1990 it begins a new stage in which the Municipality of Santo Tirso has an active role in rescuing the property and its history to the city. By taking possession of the industrial estate and the surrounding area, the Municipality marks the beginning of the process of upgrading and regeneration of this former textile factory. The ongoing interventions on this area, sustained by a number of different projects and partners, aim to develop here a new space that it includes new and requalified urban spaces, vibrant cultural and creative activities and also with business. The conceptual and strategic principle that guided this on-going process was the concept of the "Cultural Quarter".

Information / Registration

www.seminarioquarteiroesculturais.pt

Localization

Santo Thyrso Factory

Rua do Dr. Oliveira Salazar nº 88

4780-453 Santo Tirso – Portugal

How to Arrive

By Car - A3 motorway (exit Santo Tirso), following the road EN104 and EN105 (variant), then turn to Santo Tirso.

GPS Coordinates: 41 ° 21'1 .50 "N | 8 ° 28'34 .26" W

By Train - Guimarães Line (Railway Station: Santo Tirso)

Parking

Railway Station Park

Rua da Indústria (next to the factory)

Where to stay

Hotel Cidnay ****

Residencial dos Carvalhais ****

Santo Thyrso Hotel***

Hospedaria Solar de São Bento

Initiative	Partner	Organisation / production	Support	Divulgation support				
 SANTO TIRSO CÂMARA MUNICIPAL	 FÁBRICA SANTO THYRSO	 esad arte+ design	 Quaternaire Portugal	 Ideas Maiores	 ON.2	 Centro de Estudos e Documentação da Cidade de Viseu	 UNIÃO EUROPEIA Fundo Europeu de Desenvolvimento Regional	 OAB