



PRESS RELEASE

CULTURE OPEN TO DEBATE AS A PROFESSIONAL MEETING POINT AT FIRA MEDITERRÀNIA

- **With the Business Area located in the Museu de la Tècnica, Fira will once again become a major event for leading figures in the sector**
- **Meetings and activities in one single meeting place, designed for around a thousand registered professionals**
- **In this edition we consolidate strategies such as *network meetings* or *speed dating***
- **The Business Area presents a new and innovative design that avoids the standard format; it is inspired by Mediterranean elements such as the structure of the cells of a honeycomb and the blue of the sea**

On the basis of the organisational experience gained over the fifteen previous editions, **Fira de Manresa** has become the most important marketplace for traditional arts and stage events in the Mediterranean region. At this sixteenth edition there will be three intense days in which **Fira** will once again become a major event for leading figures in the sector with the **Business Area** (Llotja Professional), an active and participatory meeting point designed for the thousand or so registered professionals. There will be meetings and activities in a business hub created around the cultural sector and related services, which will become operational from Thursday 7 November in the modern facilities of the **Museu de la Tècnica**, and will include six thematic areas and five logistical areas.

In this regard, we should mention that this professional part of **Fira Mediterrània** has been designed including standard elements such as the **professional conference, dedicated this year to the social value of culture** and chaired by the journalist **Isaac Albesa**. At the same time it incorporates more modern strategies, such as **network meetings** or the so-called **speed dating** system, designed to facilitate direct contact between supply and demand. **Network meetings** can be defined as short informal presentations of cultural products and professional services, with the aim of promoting networking and the sharing of information. **Speed dating**, on the other hand, consists of a series of rapid meetings arranged between artists and professionals and representatives of different fairs, arts markets, festivals, or simply with programmers of a venue.

Culture and creativity continue to play their very important role, in both economic and social terms. On the one hand, there is a greater awareness of the economic value created by cultural and creative industries. On the other, there is an increasing recognition of how cultural capital and artistic activities can generate new opportunities for social improvement. With the aim of better understanding these processes related to the social aspects of culture, the **Professional Conference** has been designed around the idea that culture has a threefold role in society: as an economic driving force; as a way of projecting a country on the international stage; and as a catalyst for personal development and social integration. Catalonia is still well behind European and international standards in this respect, and this conference is a small contribution to improving the situation.

The Professional conference opens on Thursday 7 November at 10am, with an opening speech by **Carlos Gil Zamora**, editor of *Artez*, a magazine dedicated to the performing arts. In his speech, entitled *We demand culture*, he will talk about culture as an inalienable right and about the need for this universal right to be defended in every field, whether institutional, journalistic, or professional.

On the same day, at 3.30pm, there will be a round table discussion on the theme: *Using culture to transform the local community*. Chaired by the music editor at *La Vanguardia* newspaper, **Esteban Linés**, the participants will be **Mohamed Fahmi**, coordinator of the Moroccan network of the Anna Lindh Foundation and president of the association, Centre International de Coopération Sud Nord, in Morocco; **Sara Bech**, Director of Verdenskulturcentret (World Culture Centre) in Copenhagen, Denmark; **Claudio Giagnotti**, founding member of the musical project Mascarimiri, in Italy, and **Gabriel Veiga**, founder and director of Recriarte — School of Art, Theatre and Communication and cultural ambassador for Brazil in Europe. The debate will focus on showing how large and small cultural projects have helped to promote processes of transformation of the host community and how the activation of new participatory processes creates, promotes and reactivates the transforming power of local communities through socially committed models.

On Friday 8 November at 9.30am, **Hugo Narrillos Roux**, coordinator in the Spanish State of the SROI International Network will lead a **training session** in which he will explain the method of **SROI (Social Return on Investment)**, a method which shows the value of the social gains generated by an activity in relation to the investment required to achieve them. Virtually unknown in the Spanish State, this system is widely used in Anglo-Saxon countries. The Department of Culture collaborates in this training session, through the Business Development Service.

The Professional conference culminates this year with a *Vis a Vis*, and what is likely to be a very intense debate around the question "*Are the media interested in culture?*" The coverage of culture in the media provokes controversy between the different sectors involved. Often the media coverage of cultural news and events does not give these the importance that creators and artists believe they deserve. Participating will be **Susana Paz**, Culture editor at the newspaper *Regió7*; **Vincent Partal**, founder and director of *Vilaweb*, an important Catalan language news site; **Eduard Miralles**, Chair of the board at *Fundació Interarts*; and **Lluís Cabrera**, founder of Taller de Músics. The debate will be chaired by **Luis Hidalgo**.

NETWORK MEETINGS

Meeting, exchanging, sharing, networking... **Network meetings** are brief, informal presentations of cultural products and professional services, meetings to allow exchanges between professionals registered at **Fira** and also a whole series of activities designed to bring buyers and sellers into direct contact.

Among the extensive program planned between Thursday and Sunday we highlight:

Clack Music!: *Music that we hear and watch (from the TV to the smartphone)* (Saturday, 9 November, 5pm). Music has been going through a complete revolution in terms of the way we consume it. Musical television is reinventing the classic formats, which have to adapt to a heterogeneous, hyper-connected audience which is keen to express its own viewpoint. Nowadays, music can be watched as well as listened to. We'll discover the new audiovisual trends in music, so as not to lose track of the new paradigm of music and the moving image.

Colectivo Cautivo: *Notebooks on intercultural listening* (Saturday 9 November, 17.30). A collection of notebooks in which Colectivo Cautivo bring us their philosophy of promoting intercultural happiness and coexistence through music and education, as well as their own experiences. The aim is to share knowledge, explaining how they use music to talk about interculturalism, how they suggest different ways of listening, as a way of promoting decentring, and breaking down prejudices through music.

Erasmus Treglia: *FolkMus – Young musicians and old stories, folk music in musEUms and more* (Saturday 9 November, 12.45). Fira Mediterrània is a partner in this Rome-based project, alongside the participation of countries such as Greece, Portugal and Estonia. Here, its director will present this initiative, whose aim is to compile a repertoire of folk music from the partner countries, adapting traditional songs and creating a sound produced by young performers with ancient instruments.

SPEED DATING

With the aim of facilitating contact between cultural professionals, Fira Mediterrània has programmed **Speed Dating**, an activity which consists of quick arranged meetings between experts in the field of performing arts and music, and the artists and professionals who wish to make direct contact with them.

Among the professionals who will participate we could mention **Bernard Aubert**, artistic director of Babel Med Music in Marseilles; **Fabrizio Gavosto**, artistic director of the Mirabilia Festival in Fossano; **Katharina Herter**, of the Internationale Kulturbörse of Freiburg; and **Begoña Puértolas**, of the Festival Pirineos Sur in Lanuza and Sallent de Gallego.

A NEW INNOVATIVE DESIGN FOR THE BUSINESS AREA

The installations of the Business Area this year have a new look and design that avoid the classic and habitual format of stands. The concept devised by **A Nou Serveis d'arquitectura i immobiliaris SL** — the studio led by **Lluís Piqué** from Manresa and **Joan Escalé** from Navarclés — takes inspiration from the honeycomb to create an

environmentally sustainable structure, made up of hexagonal cells, that is certain to surprise people. Other elements that give coherence to the renovated look of the Business Area are the carpeted floor in a blue that evokes the Mediterranean Sea, and the floor stands in green, red and yellow, the colours of **Fira's** logo.

Press room (documents, graphic material ...) -
http://comedia.cat/ca/comediateca/mediterrania_2013

More info www.firamediterrania.cat/

PRESS - FIRA MEDITERRÀNIA DE MANRESA

Sònia Parra

Tel. [00 34] 93 875 35 88 · sparra@firamediterrania.cat

Marc Gall · Nèstor Lozano · Neus Masferrer [COMEDIA S.L.]

Tel. [00 34] 93 310 60 44 · 93 295 56 34

Mob. [00 34] 620 811 386 · nlozano@comedianet.com

Mob. [00 34] 626 052 507 · nmasferrer@comedianet.com