

# SUMMER SCHOOL ON MANAGEMENT OF CREATIVITY IN AN INNOVATION SOCIETY



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UNDER THE SUPERVISION OF THE RESEARCH AND TRANSFER CENTRE MOSAIC

HEC MONTRÉAL



## PROGRAM WEEK 1

**MONTREAL: FROM JULY 3 – 10, 2009**

### FRIDAY JULY 3

#### WELCOME EVENING

Place: HEC Montréal

17:30

#### WELCOME COCKTAIL

### SATURDAY JULY 4

#### INTRODUCTION DAY

Place: HEC Montréal

8:30-9:00

#### Welcome at HEC Montréal

Michel Patry, ( Director, HEC Montréal)

Réal Jacob (HEC Montréal)

9:00-9:30

#### Summer School Overview

Patrick Cohendet (HEC Montréal)

Laurent Simon (HEC Montréal)

Esteve Juanola (CEMIC-UB)

Jaume Valls (UB)

9:30-10:30

#### The Creative Economy: Challenges and Issues

Patrick Cohendet (HEC Montréal)

Laurent Simon (HEC Montréal)

#### 10:30-10:45 BREAK

10:45-12:15

#### Creativity Techniques Roadmap and

#### Creativity Workshop 1: *El sapo mexicano*

Laurent Simon (HEC Montréal)

#### 12:15-13:45 LUNCH BREAK

13:45-14:45

#### Creative Talents

Patrick Cohendet (HEC Montréal)

Laurent Simon (HEC Montréal) and

Laurent Lapiere (HEC Montréal) by videoconference

14:45-15:45

#### Creative Cities: Montreal and Barcelona

Patrick Cohendet (HEC Montréal)

Laurent Simon (HEC Montréal)

Esteve Juanola (CEMIC-UB)

Jaume Valls (UB)

15:45-16:15

#### Coffee & debriefing

#### FREE EVENING

#### MONTREAL JAZZ FESTIVAL

### SUNDAY JULY 5

#### MONTREAL DAY

Place: Montreal Botanical Garden, Montreal the city

9:00-10:30

#### Creativity and Social Solidarity

Charles-Mathieu Brunelle

(Director, Montréal Nature Museums)

10:30-16:00

#### Guided tour of Montreal's creative sectors

•Montreal and architecture

•Montreal, City of Design

•LUNCH

•Quartier des spectacles

17:00-19:00

Place: Dièse Onze

#### AN EVENING WITH KEVIN DEAN

Introduction: David Grandadam (HEC Montréal, BETA

University of Strasbourg)

Kevin Dean (Jazz trumpeter and Professor, Jazz Studies, McGill University)

### MONDAY JULY 6

#### BELL DAY

Place: Bell campus, Nun's Island

9:00-10:00

#### Welcome at the Bell Campus and Guided tour

Stéphane Boisvert, (President - Bell Enterprise)

10:00-11:00

#### Communities of practice

Coordination: Marco Beaulieu

(General Director, Strategy and Optimization, Bell)

Intro: Joanne Roberts (University of Newcastle)

Case Study: Patrick Cohendet (HEC Montréal)

Laurent Simon (HEC Montréal)

#### 11:00-11:15 BREAK

11:15-12:15

#### Branding and Creative Marketing at Bell

Rick Seifeddine (Senior Vice President, Brand Strategy)

## 12:15-13:45 LUNCH AT BELL

13:45-14:45

### **Creativity Workshop 2 : Bell TelePresence Network**

14:45-15:45

#### **eCommerce**

P.J. Benghozi (Chair on Innovation and Regulation of Digital Services, Director of the Pole of Research in Economics and Management, École polytechnique- CNRS, Paris)

15:45-17:30

### **Debriefing and Return to HEC Montréal**

## 17:30-18:00 COCKTAIL AT HEC MONTRÉAL

18:00-21:00

#### **CREATIVITY AND GASTRONOMY**

**Welcome:** Michel Patry (Director, HEC Montréal)

**Introduction:** JoAnne Labrecque (HEC Montréal)

#### **GUEST SPEAKERS:**

**Richard Béliveau** (PhD biochemistry)

Director, Molecular Medicine Laboratory,

author of bestselling *Foods That Fight Cancer*)

**François Chartier** (Wine steward, author and chronicler)

## TUESDAY JULY 7

### **UBISOFT AND SID LEE DAY**

*Place: Ubisoft, Sala Rossa, Sid Lee*

8:30-9:30

#### **Welcome at Ubisoft Montréal**

Cédric Orvoine (Director Communications and Public relations, Ubisoft )

Philippe Turp (Director, Strategic Development and Institutional Relations – Campus Ubisoft)

9:30-11:30 Workshop (rotation)

#### **Guided tour of Ubisoft**

AND

#### **Management of Creative Projects**

Patrick Cohendet (HEC Montréal)

Laurent Simon (HEC Montréal)

11:30-13:00

#### **Creativity Workshop 3: Group drumming and percussions at Sala Rossa**

Aldo Mazza (Founder and Artistic Director, KoSA Academy)

## 13:00-14:00 LUNCH

14:30-15:00

#### **Welcome at Sid Lee**

Jean-François Bouchard (President and co-founder, Sid Lee)

15:00-17:00

**Economics of Creativity and Creative Industries Round Table** chaired by Thomas Froehlicher (General Director and Dean, HEC Management School, University of Liège)

Roger Parent, (President, Réalisations.net)

Nathalie Rajotte (General Director, Ingenio)

Joanna Berzowska (XS Labs) TBC

17:00-17:30

#### **Debriefing**

## WEDNESDAY JULY 8

### **SPACE DAY**

*Place: Canadian Space Agency (CSA), St-Hubert*

9:30-10:30

#### **Welcome and Guided tour of CSA**

David Kendall (General Director, Science Programs, CSA)

10:30-11:30

#### **Transfer of technology and Spin Offs**

**Round Table** chaired by David Kendall, DG Science Programs, CSA

Francis Beaulieu (Director of Communications, Montréal Invivo)

Patrick Cohendet (HEC Montréal)

Michel Dumoulin (Director, Advanced Materials, Institute of Industrial Materials, NRC)

Denis Faubert (Director, Institut de recherche Hydro-Québec)

## 11:30-11:45 BREAK

11:45-12:45

#### **CANADARM (SPIN OFFS)**

Christian Sallaberger (VP MDA)

Nadeem Ghafoor, (Project Manager MDA)

## 12:45-14:00 CONFERENCE LUNCH

#### **Creative Commons and Intellectual Property**

Videoconference

Louis Carbonneau, (Senior Corporate Attorney, Licenses and IP, Microsoft)

14:00-16:00

#### **Creativity Workshop 4 : TRIZ Methodology and Innovation**

R. De Guio (INSA Strasbourg)

16:00-17:30

#### **Debriefing**

#### **Return to HEC Montréal**

## 17:30-19:00 FREE TIME

19:00

#### **THE MOVIE INDUSTRY HOSTED BY HEC MONTRÉAL**

**Introduction:** Johanne Brunet (HEC Montréal)

#### **AN EVENING WITH QUEBEC FILM MAKERS**

## THURSDAY JULY 9

### **CIRCUS DAY**

*Place: Cirque du Soleil, TOHU, École nationale de cirque*

9:30-10:00

#### **Welcome to Cirque du Soleil**

Gaétan Morency (Vice President Citizenship, Cirque du Soleil)

10:00-11:00

#### **Guided tour of the Cirque du Soleil**

## 11:00-11:15 BREAK

11:15-12:45

#### **The Creative Process at the Cirque du Soleil**

Pierre Phaneuf (Vice President Creation, Cirque du Soleil)

## 12:45-14:00 LUNCH AT LA TOHU

14:00-14:30

#### **Tour of la TOHU**

Stéphane Lavoie (General Director, TOHU)

14:30-15:30

**Creativity Workshop 5: Contemporary circus and Les 7 doigts de la main**

**15:30-15:45 BREAK**

15:45-17:00

**Visit of the École nationale de cirque**

**EVENING AT THE CIRQUE DU SOLEIL OVO**

**FRIDAY JULY 10**

**CULTURE DAY**

*Place: HEC Montréal*

8:30-9:30

**Humanism and Creativity**

Alain Chanlat (HEC Montréal)

Renée Bédard (HEC Montréal)

Lise Boily (University of Ottawa)

9:30-10:15

**The Cultural Consumer**

François Colbert (HEC Montréal)

**10:15-10:45 BREAK**

10:45-11:15

From Montreal to Barcelona

Alfons Cornella (Founder and Chief Executive Officer, Infonomia, Barcelona)

11:15-12:15

**Debriefing, Week 1**

Patrick Cohendet (HEC Montréal)

Laurent Simon (HEC Montréal)

Esteve Juanola (CEMIC-UB)

Jaume Valls (UB)

12:15

**LUNCH AT HEC MONTREAL**

**Departure for Barcelona**

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**PROGRAM WEEK 2**

**BARCELONA: FROM JULY 11 – 18, 2009**

**SATURDAY JULY 11**

**WELCOME EVENING**

*Place: Observatori Fabra, Barcelona*

19:30

**Reception and Welcome dinner**

**Bird's eye view of Barcelona**

**SUNDAY JULY 12**

**VISIT OF BARCELONA**

10:00 – 14:00

**Visit of Barcelona:**

**Barcelona Modernism approach: The Gaudi tour**

**14:00-16:00 LUNCH**

**MONDAY JULY 13**

**MAIN TOPICS: CREATIVITY, INNOVATION AND TALENT**

*Place: Campus Diagonal*

9:00-9:30

**Welcome speech**

Claude Fleury

(Director of the Quebec Government Office in Barcelona)

Joaquim Coello (President of the UB's Social Council)

**Week planning**

Patrick Cohendet (HEC Montréal)

Laurent Simon (HEC Montréal)

Esteve Juanola (CEMIC-UB)

Jaume Valls (UB)

9:30-10:45

**The magnetism of Barcelona: Understanding the attractiveness of the city for creative and knowledge workers**

Montse Pareja (UB)

**10:45-11:15 COFFEE BREAK**

11:15-12:15

**Networks of innovators: The Infonomia experience**

Alfons Cornella (Founder and Chief Executive Officer, Infonomia)

12:15-13:45

**Design and the C-K theory**

Armand Hatchuel (École de Mines de Paris)

**13:45-15:30 LUNCH**

15:30-16:00 Transfer to CosmoCaixa

16:00-18:00

**Creativity within the Aeronautics Industry**

Workshop coordinated by Joan de Dalmau (CTAE)

**TUESDAY JULY 14**

**MAIN TOPIC: DESIGN**

*Place: Esade-Creapolis*

9:30-10:30

**Welcome speech and the Creapolis project**

10:30- 11:30

**Barcelona City of design**

Jordi Montaña (Esade)

**11:30-12:00 COFFEE BREAK**

12:00-12:45

**Barcelona Centre de Disseny (BCD)**

Isabel Roig (BCD Director)

12:45-14:30

**Design and creativity**

Jordi Milà (Edda, Designer)

Anthony Sargeant (Perspectiva)

**14:30-15:30 LUNCH**

15:30- 16:15

**Innovation and competitiveness**

Xavier Ferras (ACC10)

16:15-17:45

**Nikodemo**

Albert Garcia Pujades

**WEDNESDAY JULY 15****MAIN TOPIC: SCIENCE AND TECHNOLOGY***Place: Campus Diagonal*

9:00-9:45

**Creating a biotechnology company in Barcelona**

François Arcand (ERA Biotech)

9:45-10:30

**Creativity in research: new trends in medical devices and nanomedicine**

Josep Samitier (IBEC, UB)

10:30-11:00

**The Barcelona knowledge ecosystem: A multicenter city model**

Esteve Juanola (CEMIC-UB)

**11:00-11:15 COFFEE BREAK**

11:15-13:00

**Workshop: Research group management**

Arantxa Sanz (IBEC)

13:00-13:30 Transfer to Barcelona Activa

**13:30-14:30 LUNCH AT BARCELONA ACTIVA****Welcome** by Xavier Testar (UB and City Council, Barcelona Research and Innovation Program)

14:30-15:15

**The 22@Innovation district**

Josep M. Piqué (president of 22@)

15:15-17:45

**Visit of Palo Alto and Imagina Building****THURSDAY JULY 16****MAIN TOPIC: GASTRONOMY AND FOOD INDUSTRY***Place: Fundació Alicia (Sant Benet del Bages)*

9:30-10:30

**Day planning and visit to Alicia Foundation**

10:30-11:15

**Ferran Adrià, Juli Soler i el Bulli: pleasure to innovate**

Jordi Montana (Esade)

Isa Moll (Esade)

**11:15-11:30 COFFEE BREAK**

11:30-12:45

**Creativity and catalan cuisine****2 chefs** (TBC)

Francesc Solé Parellada (UPC)

12:45-14:30

**Discussing two creative experiences of the food industry Moritz and Grupo Áreas**

Albert Castellón (Moritz)

Cristina Afonso (Grupo Areas)

**14:15-15:45 LUNCH**

15:45-16:45

**Cultural diversity: A creative mindset for a competitive edge**

Hélène-Marie Gosselin

(Director, UNESCO Liaison Office, New York)

Antoni Mir (Linguamon, Generalitat de Catalunya)

17:00-19:00

**Visit of Sant Benet del Bages**

Monastery of St Benet and summer residence of the painter Ramon Casas (Modernist style)

**FRIDAY JULY 17****MAIN TOPIC: CULTURE AND CULTURAL INDUSTRIES***Place: Campus Diagonal*

9:30-10:15

**The cultural capitivity of Barcelona: Analysis of location factors**

Lluís Bonet (UB)

10:15-11:30

**Cultural industries and regional creativity strategies**

Edgar Garcia (Institut Català d'Indústries Culturals)

Inès Garriga (Cromosoma and Fundacio Digitalend)

**11:30-11:45 COFFEE BREAK**

11:45-13:30

**Two experiences of digital creativity: Digital Legends and Working at weekend**

Xavier Carrillo (Digital Legends)

Working at weekend (TBC)

**13:30-14:45 LUNCH**

14:45-15:15 Transfer to Paraninfo

15:15-16:45

**Final Creativity Workshop: Sinfonoma**

Menno and partners

17:00-18:00

**Closing session Paraninfo UB****Creative cities and entrepreneurship**

Josep Anton Acebillo (University of Lugano)

**Closing speech**

Dídac Ramírez (President of UB)

Jordi Hereu (Major of Barcelona)

**SATURDAY JULY 18 (MORNING)****OPTIONAL VISITS**

Optional program of visits to creative areas of Barcelona

- Architecture and design
- Creative areas of Ramblas

For more information, please contact:

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\*This program is subject to changes