



Press release

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International conference in Maastricht on 14, 15, 16 October 2009

Get in touch with Creativity and Innovation

“Get in Touch with Creativity and Innovation” is the title of a three-day international conference that the Province of Limburg is organising in Maastricht on 14, 15 and 16 October 2009. The interactive conference programme will explore six themes – *borderless creativity, co-creation and open innovation, inventive learning, places and spaces of creativity, local creativity and civic creativity* – to encourage the conference participants to discover and understand connections and relationships between creativity and innovation. Charles Landry is the keynote speaker and adviser on content, guaranteeing an engaging, inspiring cross-border event. For more information about the programme, visit www.creativityandinnovation.nl. We will be publishing a digital newsletter at regular intervals with the most recent information about the speakers and workshops. You can subscribe to the newsletter on the website.

Every year, the European Commission announces a specific motto to serve as the cultural theme of the year. For 2009 the motto is “Creativity and Innovation through Culture and Education” The Province of Limburg is organising a three-day international conference on this theme. Recognised by the European Commission as an official event, the conference will take place in Maastricht and have a programme extending into the Euroregion, with workshops and lectures in Liège and Hasselt (Belgium), Aachen (Germany), and Maastricht, Heerlen and Sittard-Geleen (Netherlands).

For three days, Charles Landry and other renowned speakers will take the Creativity and Innovation conference participants on an adventurous tour of the art – and not the science – of urban planning. Landry, best-selling author of *The Creative City, a toolkit for urban innovators*, coined the term “creative city”. “Citymaking involves balancing order and chaos, creating latitude for innovation,” he says.

In addition to celebrating the European Commission’s motto, the conference will showcase both Maastricht and environs and acquaint local residents with the many aspects of creativity and innovation in an international, cross-border context. It will also spotlight Maastricht’s aim of becoming the European Capital of Culture in 2018. Participants will get to know the regional environs first-hand and explore the innovative cultural landscape of the Euroregion. They will do so not in a traditional conference setting, but at exciting locations and during organised visits to various towns and cities in the border region, including Aachen, Eupen, Liège, Hasselt, Heerlen and Maastricht.

The organisers have decided to concentrate on key figures who play a role, either as policy-makers or as implementers, in the economy, the creative industries and education, including cultural producers, innovators, designers, city marketing specialists, entrepreneurs and researchers.



Note to the editor:

For more information or requests for interviews with Charles Landry and/or other speakers, please contact Communication, +31 (0)43 389 7334. Outside office hours: +31 (0)6 – 55 87 13 19.