

MANUFACTURING CURIOSITY

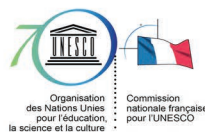
Thursday, December 17, 2015

Digital platforms, algorithms, streaming, big data, social networks... The digital turn is currently transforming our consumption of cultural goods and services. Models of production, distribution and recommendation are going through major changes.

The UNESCO Convention on the protection and promotion of cultural expressions (2005) involves today 141 States and the European Union. Several Parts to the Convention are pleading in favour of a better consideration of digital issues in the implementation of the Convention.

«Manufacturing Curiosity» is an international conference organised by the French National Commission to UNESCO, on December 17, 2015. In partnership with UNESCO and with the support of Vivendi, Google, the French Ministry of Culture and Communication, Sacem, Yandex and Storycode, this meeting will focus on a crucial dimension of the digital revolution: the impact of algorithms and social networks on the diversity of cultural expressions.

«Manufacturing Curiosity» will engage a discussion on the impact of digital platforms on the shaping of individual tastes through four workshops and three keynote speeches.



Google

vivendi

Yandex

sacem

STORYCODE™

UNESCO ROOM IV

125th SUFFREN AVENUE , 75007 PARIS



Registration free and compulsory :



10ansdediversitéculturelle

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Animation by
Ziad Maalouf, journalist and producer, Radio France Internationale (RFI)

9h45 – 10h00 Opening Speech

Daniel Janicot, President of the French national commission to UNESCO

10h - 11h30 Round Table 1 : Stuffocation / Go Seek !

Does the revolution of access and hyper-choice lead to a greater standardisation or an increased plasticity of taste and online cultural practices?

Chair & moderator :

Charles Vallerand, Head of the international federation of coalitions for the cultural diversity

Speakers :

Karol Beffa, Composer

Divina Frau-Meigs, UNESCO chair «Savoir - devenir»

Enrico Turrin, Deputy Director, Federation of European Publishers

Alice Zagury, Founder and CEO, The Family

11h30 – 11h45 Keynote Speech

«Digital Art for the XXIth Century »

by Abdel Bounane, CEO, Bright

11h45 - 14h15 Lunch Break

14h15 – 14h30 Introduction

David Fajolles, Secretary - General of the French national commission to UNESCO

14h30 - 16h00 Round Table 2 : Protect Me From What I Want

In which ways do big data analysis and social media influence cultural production and creation?

Chair & Moderator :

Verena Metze-Mangold, President of the German Commission for UNESCO

Speakers :

Emmanuel Durand, Vice-President Marketing – Warner Bros France

Saul Ingram, Co-founder and CEO, Tondo

Nicolas Petit, COO, Microsoft France

Ramzi Rizk, Co-Founder & CTO, EyeEm

16h00 – 16h15 Keynote Speech

by Guillaume de Fondaumière, President, SNJV, Co-CEO, Quantic Dream

16h15 - 16h45 Break

16h45 - 18h15 Round Table 3 : Future Maps Of Taste

Will the variety of digital ecosystems at the global level lead to a new mapping of online taste and creative landscapes?

Chair & Moderator : Denis Ladegaillerie, CEO, Believe

Speakers:

Octavio Kulesz, Digital editor & Co-founder, Digital Minds Network

Andrey Sebrant, Director of Product Marketing, Yandex

Cait O'Riordan, Vice-President of Product, Shazam

Jean-Noël Tronc, CEO, Société des Auteurs, Compositeurs et Editeurs de Musique (SACEM), France

18h15 – 18h30 Keynote Speech

«Shaping your judgements of taste through databases»

by Hector Obalk, Art critic, art historian and founder Corpus Project

18h30 - 19h00

Vivendi - Sciences Po Award

"Culture and Digital Technology for Sustainable Development in Africa" presented by Frédéric Mion, President, Sciences Po, Stéphane Roussel, Chief Operating Officer and member of the Management Board, Vivendi and Pascale Thumerelle, Vice-President Corporate Social Responsibility, Vivendi.

19h00 - 20h30 Round Table 4 : Pow-Wow

Stakeholders and online cultural practices: what does co-responsibility mean?

Chair & Moderator : Ziad Maalouf journalist and producer, Radio France Internationale (RFI)

Speakers:

Nadège Batou, Film Director

Carlo d'Asaro Biondo, President, Europe, Middle-East and Africa, Strategic relations, Google

Axel Dauchez, CEO, Publicis France

Arunas Gelunas, Ambassador Extraordinary and Plenipotentiary Permanent Delegate of Lithuania to UNESCO, former Minister of Culture of Lithuania

Pierre Louette, Deputy CEO and Secretary-General, Orange Fleur Pellerin, French Minister of Culture and Communication (tbc)

Stéphane Roussel, Chief Operating Officer and member of the Management Board, Vivendi

20h30 – 20h45 Closing Speech

Irina Bokova, Director - General of UNESCO