

V FORUM MELILLA 2017

CREATIVE CITIES AND TERRITORIES OF SPAIN

"Melilla, the Door of the Mediterranean"



Consejería de Coordinación y Medio Ambiente
Consejería de Cultura y Turismo
Consejería de Economía, Empleo y Administraciones Públicas
Consejería de Educación, Juventud y Deportes
Consejería de Fomento
Consejería de Presidencia y Salud Pública

Con el patrocinio de la
Comisión Nacional
Española de
Cooperación
con la UNESCO
Organización
de las Naciones Unidas
para la Educación,
la Ciencia y la Cultura

V FÓRUM DE CIUDADES Y TERRITORIOS CREATIVOS DE ESPAÑA

- PROGRAMA MELILLA 2017 -



**"CULTURE AND INNOVATION, ENGINES OF
CREATIVE AND SUSTAINABLE TOURISM"**

2017 - INTERNATIONAL YEAR OF SUSTAINABLE TOURISM FOR DEVELOPMENT. DECLARED BY THE GENERAL ASSEMBLY OF THE UNITED NATIONS.

"The year 2017, declared by the General Assembly of the United Nations as International Year of Sustainable Tourism for Development, is a unique opportunity to promote the value of tourism in the preservation of our values, diversity and heritage. Tourism returns life to traditional activities and customs, empowers communities and feeds their pride, promoting cultural diversity and making them more aware of the value of heritage.

Every day, more than three million tourists cross international borders. Each year, nearly 1.2 billion people travel abroad. Tourism has become a pillar of economies, a passport to prosperity, and a transformative force that can improve the lives of millions of people. The world can and must tap into the potential of tourism as we strive to realize the 2030 Sustainable Development Agenda.

The International Year is a unique opportunity to show that tourism can help us to achieve the future we want, as well as to determine, among all, the exact role tourism will play in the sustainable development agenda by 2030 and beyond; A unique opportunity to ensure that tourism is a pillar to achieve the 17 Sustainable Development Goals (ODS) »

TALEB RIFAI, UNWTO General Secretary, 2017

"Agenda 2030 considers Sustainable Tourism as a vehicle for development, job creation and promotion of local culture and products. Tourism is part of the Sustainable Development Objectives and contributes in a decisive way to practically all the 17 Objectives thanks to its impact in the fight against poverty, the promotion of decent work, gender equality, improvement of the means of the lives of young people or the fight against climate change "

ALFONSO MARÍA DASTIS, Minister for Foreign Affairs and Cooperation of Spain, 2017

TOPICS FOR DEBATE IN THE FORUM
ON SUSTAINABLE AND CREATIVE TOURISM

- CREATIVE CITIES, SUSTAINABLE CITIES AND INTELLIGENT CITIES.
 - TRADE AND CREATIVITY IN THE MEDITERRANEAN.
 - TOURIST ITINERARIES AND HERITAGE IN THE MEDITERRANEAN.
 - TRANSPORT AND INNOVATION.
 - SUSTAINABLE URBANISM.
 - INNOVATIVE EXPERIENCES IN CREATIVE AND SUSTAINABLE TOURISM.
 - DIPLOMACY OF THE CITIES.
 - CREATIVE INDUSTRIES, EMOTIONAL CITY SOFTWARE.
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SUSTAINABLE TOURISM CHALLENGES

1. Inclusive and sustainable economic growth.
2. Social inclusion, employment and poverty reduction.
3. Efficient use of resources, environmental protection and the fight against climate change.
4. Cultural values, diversity and heritage.
5. Mutual understanding, peace and security.

CREATIVE TOURISM CHALLENGES

The city becomes a "creative landscape", from being a "machine to live", to be a landscape in which to enjoy, experiment and taste. We can highlight the following aspects of Creative Tourism:

1. Sensory change towards "the intangible".
2. Active participation of tourists in creative activities, skills development, ... collaboratively with the local population.
3. Search for unique and authentic experiences.
4. Flows of Culture and Creativity through certain areas of a city or region, "the exotic" and "the unknown" in ethnic enclaves.

5. The emotional part takes a strong interest in cities and creative territories.
6. There is a strong increase in the demand for creative activities and green products, which undoubtedly speak of "new ways of living", of "new ways of consuming" ... "

"The idea of the creative city advocates the need for city leaders to embrace a culture of creativity. Creative cities revolve around five keywords: curiosity, imagination, creativity, innovation and invention. The characteristics of this city include taking measured risks, broad leadership, a sense of going somewhere, determination but not rigidity, having the courage to go beyond the political cycle, have strategic principles and be tactically flexible. It must balance the new with the old, and create the conditions for people to become agents of change and not mere passive recipients or victims of change. "

LANDRY (2009), Architect.

"If the last century was the century of urban growth, the XXI will be that of cities. The most decisive battles for quality of life will be fought in cities and their outcome will have a decisive impact on the planet's environment and human relations. What will differentiate "good" cities will be their ability to favor the harmony of its inhabitants and Nature. Just socially and environmentally healthy cities: that's our goal! "

JAIME LERNER, Architect, urbanist and politician

"Tourism which offers visitors the opportunity to develop their creative potential through active participation in courses and learning experiences, which are characteristic of the holiday destination where they are taken."

CRISPIN RAYMOND AND GREG RICHARDS (2000)

STRUCTURE OF THE PROGRAM

**PUBLIC EXHIBITION UP TO 20 PROJECTS FROM SPAIN
SELECTED BY PUBLIC CALL**

**CITIES, MUNICIPALITIES, REGIONS, ISLANDS, COUNTRIES,
OTHER TERRITORIAL DEMARCATIONS AND COMPANIES**

CONFERENCES AND ROUND TABLES

***"Culture and Innovation, engines of
Creative and Sustainable Tourism "***

**INTERNATIONAL CHARACTER
18 MEDITERRANEAN COUNTRIES INVITED**

**ALGERIA, CYPRUS, CROATIA, EGYPT, FRANCE, GREECE, ITALY, LEBANON, LIBYA,
MALTA, MOROCCO, PORTUGAL, UNITED KINGDOM, ISRAEL, PALESTINE, SYRIA,
TUNISIA, TURKEY.**

EXPERIENCIAL ACTIVITIES IN THE CREATIVE SECTOR

26 OCTOBER.- CREATIVE CITIES AND TERRITORIES:

CREATIVITY / ECONOMIC AND TECHNOLOGICAL INNOVATION.

Morning: KURSAAL THEATER Melilla (10: 00h-15:00h). *300 Places

9: 30-10: 30- **INAUGURATION:**

Juan José Imbroda

President of the Autonomous City of Melilla.

Fernando Benzo

Secretary of State for Culture. Government of Spain.

Matilde Pastora Asían González

Secretary of State for Tourism. Government of Spain.

Fadela Mohatar

Minister of Culture of the Autonomous City of Melilla.

Juan María Alzina de Aguilar

Secretary General Spanish UNESCO Commission.

Francisco Javier Mateo Figueroa

President of the Tourist Board of the Autonomous City of Melilla.

Fernando Arrabal

Playwright and Filmmaker

Belén Elisa Díaz

President of Creative Spain. Director of the Forum.

CREATIVE CITIES, INTELLIGENT CITIES AND SUSTAINABLE CITIES

10: 30-11: 30- INAUGURAL CONFERENCE-1

"Building Creative, Intelligent and Sustainable Cities as New Urban Models"

Juan Herreros

Architect

11: 30-12:00.- INAUGURAL CONFERENCE-2

"The role of the creators in the cities"

Antonio López

Painter

12:00h-12:30.- Break.

TOURISM, CULTURE AND INNOVATION

12: 30h-13:00h.- *"Contribution of technologies to a sustainable world. Opportunities for Sustainable Tourism in Spain "*

Matilde Pastora Asían González

Secretary of State for Tourism. Government of Spain.

13: 00-15:00.- **INNOVATION AND ECONOMIC AND TECHNOLOGICAL CREATIVITY**

PRESENTATION 7 PROJECTS SELECTED PUBLIC CALL / Exhibition 20 minutes per project.

13: 00h.- PROJECT-1

"ALiX - Tenerife"

CABILDO DE TENERIFE

Carlos Suárez Rodríguez

Director of Canalink

13: 20h.- PROJECT-2

"Sevilla World Heritage Site"

CITY HALL OF SEVILLE

Francisco López Larrínaga

Head of Section of the IDE

Fco. Javier Huesa Laza

Head of Sustainability and Urban Innovation Services.

13: 40h.- PROJECT-3

"Leon Manjar de Reyes"

CITY HALL OF LEÓN

José Antonio Maté

Head of Cabinet at the Mayor's Office

14: 00h.- PROJECT-4

"Brunete District Heating"

CITY HALL OF BRUNETE

Borja Gutiérrez Iglesias

Mayor of Brunete.

14: 20h.- PROJECT-5

"Unió de Cooperadors - Gavá"

CITY HALL OF GAVÁ

German Barrena Home

Delegate Councilor for Culture, Sports and Mediation.

Fidel Vázquez Alarcón

Director of Services of City and Territory of the City council of Gavá.

14: 40h.- PROJECT-6

"Intelligent road signaling systems"

COMPANY INTERLIGHT (CÓRDOBA)

Jerónimo Jiménez Aguilar

Founder Partner Interlight

Afternoon.- Kursaal Theater Melilla (16: 30h - 20:30h).

16: 30h.- PROJECT-7

"Opossum Studios Virtual Builders"

COMPANY OPOSSUM STUDIOS (MELILLA)

Daniel Garaeta Franco

Computer Engineer.

Roberto Medina Bujalance

Industrial Engineer.

José Gabriel Ruiz González

CEO

CREATIVE AND SUSTAINABLE TOURISM IN THE MEDITERRANEAN

Kursaal Melilla (17: 00h - 20: 30h).

17:00h-18: 45h.- **ROUND TABLE-1: "*Innovative Experiences of Creative and Sustainable Tourism in the Mediterranean*".** * Success stories-Host Countries and Host: CROATIA, MALTA, ALGERIA AND SPAIN.

Directed by:

Jordi Pardo

Independent expert of the European Commission to evaluate and select the European Cultural Capitals (ECOC).

President of 2017 Creative Spain Cup

The following spoke:

Francisco Javier Mateo Figueroa

President of the Tourist Board of the Autonomous City of Melilla.

Karsten Xuereb (MALTA)

Director of the 2018 European Capital of Culture Project

Neda Košuta (CROATIA)

Institute for Tourism, Zagreb. Economist, expert in tourism development strategies.

Robert Lanquar (ALGERIA)

Dr. in Economics and Sociology of Tourism. UNWTO Contributor.

Tomás de Azcárate and Bang (SPAIN)

President of the Institute of Responsible Tourism (ITR). Dr. in Biological Sciences

18: 45h-19: 00h.- Break.

19: 00-20: 30.- **ROUND TABLE-2: TRANSPORT, TRADE AND INNOVATION IN THE MEDITERRANEAN.**

"Connectivity as a competitive strategic element of Sustainable and Creative Tourism"

Guest Country and Host Country: PORTUGAL AND SPAIN

Directed by:

Belén Elisa Díaz

Doctor in Organization of Companies. Specialist in Creative and Urban Economy.

Professor of Urban Economics and Environment, Universidad Carlos III.

SPAIN (Ministerio Fomento - "Mediterranean Corridor")

Francisco Javier González

Public works councilor of the Autonomous City of Melilla

Fernando de Pablo Martín

President of SEGITTUR

PORTUGAL - Smart Cities / Chamber of Commerce

**EXPERIENCIAL ACTIVITY: ANTONIO LÓPEZ AND ANDRÉS IBAÑEZ
PAINTING WORKSHOP**

WORKSHOP OF 4 DAYS (FROM 24 TO 27, OCTOBER inclusive). Location: Hospital del Rey (Melilla La Vieja).

**EXPERIENCIAL ACTIVITY: SUSTAINABLE FASHION SHOW
WITH THE DESIGNERS MODESTO LOMBA, ION FIZ AND MARIA LAFUENTE**

OCTOBER 26TH DAY. Place: Plaza de Armas (Melilla La Vieja). 21:30h. **INNOCENCE performance.**

**27 OCTOBER.- CREATIVE CITIES AND CREATIVE TERRITORIES:
CREATIVITY AND CULTURAL AND ARTISTIC INNOVATION.**

Morning: KURSAAL THEATER OF MELILLA (09: 30h-15:00h)

NEW PATRONAGE PLAN IN SPAIN

09: 30h-10:00h.- CONFERENCE: ***"Presentation of the Culture Plan 2020 Spain. New framework for Cultural Patronage "***

Néstor Nongo

Head of the Culture and Patronage Unit.

Ministry of Education, Culture and Sports.

10: 00h-10:45h.- CONFERENCE: ***"Creativity and Cuisine in the Mediterranean"***

Dani García

High Chef with two Michelin Stars and three Repsol Soles.

National Prize of Gastronomy by the Real Academia Española (2009).

CREATIVE CITIES AND TERRITORIES

10: 50h-11: 30h.- CONFERENCE: ***"Renaissance XXI and new urban models.***

Presentation of the Creative Turn Index (IGC)"

Belén Elisa Díaz

Dr^a in Organization of Companies and Urban Economy. Bachelor in Fine Arts and Economics. Specialist in Creative Economy.

SPORTS AND SOLIDARITY

11: 30h-12: 00h.- CONFERENCE: ***"Sport as social inclusion"***

Javier Imbroda

President of the Fundación Javier Imbroda.

12:00h-12:30h.- Break.

CULTURAL AND ARTISTIC INNOVATION AND CREATIVITY

12: 30h-15: 00h.- **PRESENTATION 7 PROJECTS SELECTED PUBLIC CALL** / Exhibition 20 minutes per project.

12: 30h.- PROJECT-8

"Art on Earth - La Rioja"

THE AUTONOMOUS COMMUNITY OF LA RIOJA

Susana Baldor Ortiz

Director of Projects of Art on Earth

12: 50h.- PROJECT-9

"The Fourth Don Quixote"

CITY HALL OF ALCALÁ DE HENARES

Diana Díaz del Pozo

Delegate Councilor for Education, Health and Consumer Affairs

13: 10h.- PROJECT-10

"Guest Country"

CITY HALL OF GETAFE

Raquel Alcazar Ballesteros

Councilor for Culture and Maintenance

Elisabeth Eguía Barinaga

Innovarte Manager S.L.

13: 30h.- PROJECT-11

"Orihuela Ciudad Creativa Literaria"

CITY HALL OF ORIHUELA

Emilio Bascuñana

Mayor of Orihuela.

13: 50h.- PROJECT-12

"MontillArt - Montilla"

CITY HALL OF MONTILLA

Rafael Ángel Llamas Salas

Mayor of Montilla

Manuel Carmona Rodríguez

Councilor for Development Innovation and Tourism.

14: 10h.- PROJECT-13

"Museum of Mumps of the Piquete - Quinto"

CITY HALL OF QUINTO

Jesús Morales Lleixá

Mayor - President of the City Hall of Quinto.

Jesús Perroche Villanueva

Councilor for Culture and Education.

14:30h.- PROJECT-14

"Red Arrayán of culture, heritage and environment"

COMPANY CREAARTE - RED ARRAYÁN (SALAMANCA)

José Ángel Poveda García

Project Manager Red Arrayán / Project Manager CREAarte

EXPERIENCIAL ACTIVITY: MASTERCLASS OF GASTRONOMY WITH DANI GARCÍA

OCTOBER 27TH DAY. Place: I.E.S. Juan Antonio Fernández. Time: 12:00 to 14:30.

Afternoon: TOURIST ITINERARIES AND CREATIVITY IN THE MEDITERRANEAN

Place: KURSAAL THEATER Melilla (16: 30h-20:30h)

16: 30h-18: 15h.-**ROUND TABLE-3: "Tourist itineraries as the driving force of Trade and Culture: The Route of the Phoenicians and the Route of the Silk"**

Directed by:

Fadela Mohatar

Minister of Culture and Celebrations of the Autonomous City of Melilla

"The Route of the Phoenicians"

- Countries invited and host: ITALY, LEBANON, PALESTINE AND SPAIN.

Antonio Barone (ITALY)

Director of the Cultural Route of the Council of Europe of the Route of the Phoenicians

Rachid Chamoun, Ph.D. (LEBANON)

Interim Chair, Architecture and Interior Design

Director, LAU- Louis Cardahi Foundation

Osama Hamdan (PALESTINA)

President Mosaic Jericho Center and Route Coordinator in Palestine

"The Route of the Silk" (VALENCIA-SPAIN)

José María Chiquillo

President of the digital platform of the UNESCO Silk Road

Annick Thébia-Melsan

UNESCO International Consultant for the Dialogue of Civilizations, Professor of Literature.

PATRIMONY IN WAR

18: 15h-18: 45h.- **CONFERENCE: "Heritage in war"** (SYRIA).

18:45h-19:00h.- Break.

CREATIVE INDUSTRIES IN TOURISM

19:00-20:30.- **ROUND TABLE-4: "The Creative Industries, the software of the Creative Tourism"**

Guest Countries and Host: - PORTUGAL, UNITED KINGDOM, TURKEY, FRANCE and SPAIN.

Directed by:

Jorge Cerveira Pinto (PORTUGAL)

International Consultant European Commission and Unesco. Direction Design For Europe.

The following spoke:

Andrew Ormston (UNITED KINGDOM)

International Consultant. University Edinburgh.

Arhan Kaya (TURKEY)

Director Istanbul Design Week.

Caroline Couret (FRANCE)

Co-founder and Director Creative Tourism Network.

Natalia Díaz (SPAIN)

Doctor of Music Education.

INTERNAL MEETING OF THE NETWORK OF CITIES AND CREATIVE TERRITORIES OF SPAIN

19: 30h.- **INTERNAL MEETING OF THE NETWORK OF CITIES AND CREATIVE TERRITORIES OF SPAIN. (Sala de Ensayos).**

Election of board of directors of the network and approval of new national working committees.

EXPERIENCIAL ACTIVITY: SOLIDAR SPORT, TRADE AND CREATIVITY

Tournament Basketball 3x3 Spain Creativa _Melilla 2017

Place: Plaza de las Culturas. 16:00 to 21:00.

"FROM HEART TO HEART"

22:00- Kursaal Theater of Melilla.

28 OCTOBER - CREATIVE CITIES AND TERRITORIES:

CREATIVITY AND SOCIAL AND TERRITORIAL INNOVATION

Morning: Kursaal Melilla Theater (09:30 – 15:00).

SOCIAL DIMENSION OF CREATIVE AND SUSTAINABLE TOURISM

URBANISM AND SUSTAINABILITY

Time 09:30- 11:20- ROUND TABLE-5: *"Sustainable urbanism, a challenge and a responsibility in the 21st century".*

Directed by:

Belén Elisa Díaz

Dr^a. Organization of Companies. Specialist in Creative and Urban Economics.

Prof. Urban Economy and Environment, Universidad Carlos III

The following spoke:

Manuel A. Quevedo Mateos

Counselor of Coordination and Environment of Melilla

José Mendes

Secretary of State and Deputy Minister of Environment, Government of Portugal.

Rosa Cervera

Professor of Architectural Composition.

Specialist in Bioclimatic Architecture of the Alcalá University

Salvador moreno Peralta

Architect and Urbanist. Academic of the Royal Academy of Fine Arts of San Telmo.

Iñigo Bilbao

Architect. Director of Sustainable Cities at the Finnova Foundation.

SOCIAL AND TERRITORIAL INNOVATION AND CREATIVITY

11: 20h-12:10h. and 12: 30h-13: 50h.- PRESENTATION 6 SELECTED PROJECTS PUBLIC CALL /
Exhibition 20 minutes per project.

11: 20h.- PROJECT-15

"Creas - Pozuelo de Alarcón"

CITY HALL OF POZUELO DE ALARCÓN

Diana Díaz del Pozo

Delegate Councilor for Education, Health and Consumer Affairs.

11: 50h.- PROJECT-16

"Creation as an engine of Sustainable Tourism - Vitoria-Gasteiz"

CITY HALL OF VITORIA-GASTEIZ

Nerea Melgosa

Councilor for Employment and Sustainable Economic Development

Veronica Werckmeister Lacarra

Muralist

12: 10-12: 30.- Break.

12: 30h.- PROJECT 17

"The economic motor culture - Bilbao"

CITY HALL OF BILBAO

12: 50h.- PROJECT 18

"Old districts, much to discover"

34 CITY HALL OF CATALONIA

Servand Casas Mateo

Mayor Municipality Mediona.

Mónica Rucabado Ferrer

Coordinator of the Pla de Barris del Vendrell.

13: 10h.- PROJECT 19

"Chiclana Millenary - Chiclana de la Frontera"

CHILEAN CITY COUNCILS - CÁDIZ - EL PUERTO DE SANTA MARÍA

Adrián Sánchez Barea

Deputy Mayor for Economic Development and Employment.

María Narváez Cabeza de Vaca Perrián

Archaeologist from the Development Office of Chiclana de la Frontera.

13: 30h.- PROJECT 20

"Zawp Bilbao"

COMPANY WOULD DO ARTEAK

Manuel Gómez Álvarez Blanco

President.

CULTURE, TOURISM AND DEVELOPMENT

13: 50h-14: 30h.- ROUND TABLE-6: **"Public Diplomacy in Cities: Culture as a development strategy and engine of Sustainable Tourism."**

Directed by:

Fadela Mohatar

Minister of Culture and Celebrations of the Autonomous City of Melilla

Speakers: Public Diplomacy Houses - **Ministry of Foreign Affairs.**

Miguel de Lucas

Director of Sefarad-Israel Center

Pedro Martínez-Avial

General Manager of Casa Árabe

14: 30h-15: 00h.- CONFERENCE: **"The importance of cities in Spain Brand"**

Carlos Espinosa

High Government Commissioner for the Spain Brand.

16: 30h.- **JURY MEETING**

GALA CREATIVE SPAIN CUP– MELILLA 2017

20 FINAL PROJECTS

20: 00h-21: 00h.- **Act Signature: adhesion of new partners to the "Network of Cities and Creative Territories of Spain"**. Turn of Interventions.

21: 00h-21: 30h.- **Appointment of Honorary Members of Creative Spain: Modesto Lomba.**

21: 30h.- **Summary videos of the 20 selected projects.**

22: 00h.- **CREATIVE SPAIN CUP DELIVERY -Melilla 2017 and 5 ACCESITS.**

22: 30h.- **Closing and Closing.**

Juan José Imbroda

President of the Autonomous City of Melilla.

Abdelmalik El Barkani

Delegate of the Government Melilla

Carlos Espinosa

High Government Commissioner for the Spain Brand.

Fadela Mohatar

Minister of Culture of the Autonomous City of Melilla

Francisco Javier Mateo Figueroa

President of the City's Tourism Board. Member of the Jury Cup Spain Creative.

Belén Elisa Díaz

President of Creative Spain. Director of the Forum and Secretary of the Jury Cup Spain Creative.

Jordi Pardo

Independent expert of the European Commission to evaluate and select the European Cultural Capitals (ECOC). President Jury Copa España Creativa.

23:00.- Catering Closing.

ACT: "Akerbeltz" Flamenco Fusion Theater.

OCTOBER 29TH

10: 30h.- Guided tour of Melilla La Vieja.

ORGANIZAN



PATROCINIO INSTITUCIONAL



Consejería de Construcción y Medio Ambiente
Consejería de Cultura y Patrimonio
Consejería de Economía, Empleo y Administraciones Públicas
Consejería de Educación, Juventud y Deportes
Consejería de Fomento
Consejería de Presidencia y Salud Pública



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Comisión Nacional Española de Cooperación con la UNESCO



Universidad Rey Juan Carlos



Universidad de Alcalá



CASAMEDITERRANEO



PATROCINADORES



OTROS PATROCINADORES



CENTROS D2

COLABORADORES





V FÓRUM DE **CIUDADES Y
TERRITORIOS CREATIVOS DE ESPAÑA**
Melilla 2017



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DE **MELILLA**

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Consejería de Educación, Juventud y Deportes
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