

# CULTURE MATTERS 2012

## INTERNATIONAL CULTURAL HERITAGE CONFERENCE

Capturing the social and economic value of cultural heritage:  
Perspectives and projects from across Europe

[www.shaping24.eu/conference](http://www.shaping24.eu/conference)

SAVE THE DATE  
14–16 NOVEMBER 2012, NORWICH, UK



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## CULTURE AND OPPORTUNITY: NEW THINKING

Culture Matters 2012 is staged by the partners in SHAPING 24, a cultural tourism initiative between Norwich Heritage Economic and Regeneration Trust (HEART) in the UK and Stad Gent in Belgium.

The SHAPING 24 collaboration has developed links between 12 outstanding heritage sites in Norwich and 12 in Ghent. Its goals are to:

- promote and support the 24 heritage sites, maximising access and enjoyment for visitors and local people
- raise the profiles of Norwich and Ghent as significant cultural heritage cities
- increase awareness of the long-standing historical links between East Anglia and the Low Countries
- create a best-practice model for international collaboration and for cultural tourism that is both innovative and sustainable

Culture Matters 2012 will showcase SHAPING 24's key initiatives and share its successes, challenges and conclusions, alongside other outstanding case studies and ideas presented by innovative thinkers from across Europe.

## CALL FOR PAPERS

The conference will provide a platform for practitioners and academics from across Europe to share knowledge, challenges and ideas. We would like to invite both practitioners and academics to submit abstracts that explore the following themes for presentation at the conference: social value; economic value; technological developments; marketing; cultural heritage as a regeneration driver; new audience development; and income generation. Deadline date: 20 April 2012. For full details visit [www.shaping24.eu/conference](http://www.shaping24.eu/conference).

## SPONSORSHIP

There are several different sponsorship and exhibitor packages available which can be tailored to meet organisations' objectives and budgets. With an international audience, high-profile speakers and thought-provoking debate, Culture Matters 2012 offers a great platform for profile-raising and opportunity for engagement with the sector.

For more details visit [www.shaping24.eu/conference](http://www.shaping24.eu/conference).

The full programme will be announced when booking opens at the end of May.



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### CULTURE MATTERS 2012 14–16 NOVEMBER 2012 NORWICH, UK

Can cultural heritage improve cities and regions? Can it boost the educational and life prospects of citizens? Does it have a role to play in urban regeneration? The answer to all these questions is a resounding yes. And, at a time of economic austerity and funding constraints, creative cities and cultural leaders are finding new ways to work together, to explore opportunities and to turn ideas into reality.

This international conference will bring together professionals from the cultural heritage community and beyond to look at the social and economic value of heritage. The programme will include:

- high-profile, thought-provoking speakers
- case studies of innovative projects and organisations from across Europe
- seminars and round table discussions
- opportunities for professional development, future partnerships and sharing of ideas
- demonstrations of digital developments and applications
- special access to Norwich's most outstanding historic buildings
- exciting cultural activities, exhibitions and entertainment

The SHAPING 24 project is part-funded by the European Regional Development Fund from the European Union's INTERREG IVA 2 Mers Seas Zeeën Cross-border Cooperation Programme 2007–2013.

#### KEYNOTE SPEAKERS

Already confirmed:

**Charles Landry** Urbanist and Founder of Comedia, UK

**Jonathan Drori CBE and Dominic Tinley**  
Digital and Outreach Consultants

And:

**Helen Ball** Head of Engagement, Audiences London

**Dea Birkett** Founder and Director, Kids in Museums

**Rosie Clarke** Marketing Co-ordinator, Culture 24

**Jennifer Davies** Development Director, Philharmonia Orchestra

**Bart Doucet** Department for Culture, Stad Gent

**Dr Beatriz Garcia** Head of Research, the Institute of Cultural Capital, University of Liverpool

**Michael Loveday** Chief Executive, Norwich Heritage Economic and Regeneration Trust and Project Director, EU Interreg Project SHAPING 24

**Professor Ruth Towse** Professor of Economics of Creative Industries, Bournemouth University

**Professor Myriam Verbeke** Professor Emeritus Geography – Tourism, University of Leuven and Founding Member of the World Heritage Tourism Research Network

#### AUDIENCE

The conference is for practitioners and academics who work in heritage, culture, tourism, regeneration, planning and community organisations, including managers, policy-makers, budget-holders, politicians and researchers.

#### CONTACT

For more information about the programme, speaker slots, volunteering opportunities and sponsorship and advertising packages, please contact Janet Robertson at Norwich HEART, [janetrobertson@heritagecity.org](mailto:janetrobertson@heritagecity.org), +44 (0)1603 599578.

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