

**CREATIVITY
WORLD FORUM**

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RIO DE JANEIRO, NOVEMBER 20 - 25, 2012

CREATIVE RIO

In 2012, Rio de Janeiro will host the **9th edition of the Creativity World Forum** and the **2nd edition of the Creativity World Biennale**.

Created in Belgium in 2004, the **Creativity World Forum** is part of the official calendar of the Districts of Creativity Network, having the city of Rio de Janeiro as a member since November 2010.

The first edition of the **Creativity World Biennale** took place in 2010, during Oklahoma's Forum.

An aerial photograph of a person standing on a globe that is placed on a paved surface. The person is wearing a dark jacket and light-colored pants. The globe is positioned in the upper center of the frame. The pavement is dark and textured. In the background, there is a circular manhole cover. The overall scene is brightly lit, suggesting a sunny day.

Rio de Janeiro is quickly proving to be a creative hub on the global scene, officially integrating new key networks in creativity. **Rio DC** is committed to promoting international cooperation in cultural, innovative and creative businesses, as well as establishing, promoting and monitoring Rio de Janeiro's creative agenda.

Rio DC's commitments:

- Mapping creative areas while evaluating and encouraging their individual skills
- Promoting policies to stimulate creativity, innovation, business, the economy and the creative industries, crossing disciplines and areas
- Promoting an exchange of best practices and policies for the different sectors of the production chain
- Promoting projects that aim to boost creativity and innovation

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THE LEGACY

To celebrate Rio de Janeiro as a district of creativity and as host of the **9th Creativity World Forum** and the **2nd Creativity World Biennale** in 2012, **CRio Festival** and the **first Creativity Week in Latin America**, **CRio Plus** are positioning and strengthening the city's role as a creative platform to the world.



THE LEGACY

CRio Festival and **CRio +** are projects that will leave behind a strong legacy and will enhance the city's strategic importance. In upcoming years, the eyes of the world will turn to Rio de Janeiro in anticipation of the important events that will take place in Brazil in 2014 and 2016. With the first edition scheduled for August 2012, both events will strengthen the local creative communities and provide a platform for innovative and creative industries to showcase their work.

CRio Festival proposes an annual series of events and activities revolving around set themes. The Festival will promote a proactive agenda to transform the city by 2016, building up a creative legacy for Rio de Janeiro.



2012 - Creation / Projection (content, ideas, projects, inspiration)

2013 - Participation / Collaboration (inclusion, accessibility, opportunity)

2014 - Connectivity

2015 - Transformation / Evolution

2016 - Legacy

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CRIO

WHEN? WHERE?

CRio Festival and **CRio+** will occur simultaneously during the second semester of the year. The first edition will take place in August 2012, from the 25th to 31st.

The Mauá Pier will initially house **CRio Festival**, hosting the **9th edition of the Creative World Forum** and the **2nd edition of the Creativity World Biennale** with exhibits, case studies, workshops, as well as key lectures and debates, while **CRio+** events may take place anywhere in the city.

MAUÁ PIER



An aerial photograph of a mosaic path. The path is made of small, light-colored mosaic tiles and curves from the top center towards the bottom right. To the left of the path, a person is walking a dog. The person and dog are silhouetted against the darker mosaic tiles. The overall scene is captured from a high angle, showing the texture of the mosaic tiles and the surrounding pavement.

CONTENT?

CRio Festival and **CRio+** have an extensive list of inspiring creative events, from exhibitions to celebrations, talks, workshops, shows, seminars. The events will take place in the city's main creative and cultural landmarks, highlighting and showcasing their best features with unique artistic experiences and thereby opening doors to a whole new outlook on the city.



REDESIGN AND URBAN CHANGE

Innovation - Creativity

Redesigning a city begins with a greater understanding and awareness of its various tangible and intangible areas. **CRio Festival** sees creativity as a lens through which one can view the city and its myriad possibilities. At a fundamental level, **CRio** is all about adapting creative thinking to respond to the city's increasing challenges bringing public awareness and stimulating participation in appreciating and building up the city's image. By harvesting the creative potential of the community, it hopes to design and promote a better urban experience. **CRio** also seeks to highlight the need for more cross-platform initiatives. Today there are numerous creative efforts at work, but not all of them are communicating with each other. **CRio** can change that, encouraging people from different areas to work together.

CRIO

27TH

28TH

29TH

30TH

31ST

9th Creativity World Forum

Political Meeting
DCNETWORK

Accreditation

Opening

Presentation

Morning lectures

Lunch

Afternoon lectures

Simultaneous Panels/Workshops

Pecha Kucha

Opening Expo B

Expo Business

Opening
World Creativity
Biennale /
Creativity World
Biennale
*Redesign and Urban
Change*

World Creativity Biennale

Dinner for
400 guests

Party

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9TH CREATIVITY WORLD FORUM

REDESIGN AND URBAN CHANGE

Innovation - Creativity

URBANISM

PUBLIC POLICY

SUSTAINABILITY

DESIGN

ART

TECHNOLOGY

BUSINESS

CULTURE

EDUCATION

9TH CREATIVITY WORLD FORUM

URBANISM

Creative Cities x New Architecture

- * Richard Florida
- * Viktor Van Der Chijs

PUBLIC POLICY

Reintegrating the human factor in the urban environment

- * Jaime Lerner
- * Enrique Peñalosa
- * Michael Bloomberg
- * Eduardo Paes
- * Jan Christiansen

SUSTAINABILITY

Transformation

- * Luxury x Waste
- * New Materials x new spaces (NYC Highline)

DESIGN

New Materials x New Meanings

- * Campanas
- * Guto Índio da Costa
- * Fred Gelli
- * Mana Bernardes
- * Li Edelkoort

ART

- * Vik Muniz
- * Bjork
- * Nicolas Bourriaud (keynote)
- * JR (Ted Prize)

TECHNOLOGY

- * Dick Costollo (Twitter)
- * Mike Krieger (Instagram)
- * Eduardo Saverin (Facebook)
- * Pedro Markum (Casa de Cultura Digital)

BUSINESS

New economy

- * Robin Chase (ZipCar)
- * Bjorn Stigsson (turbulent teens)

CULTURE

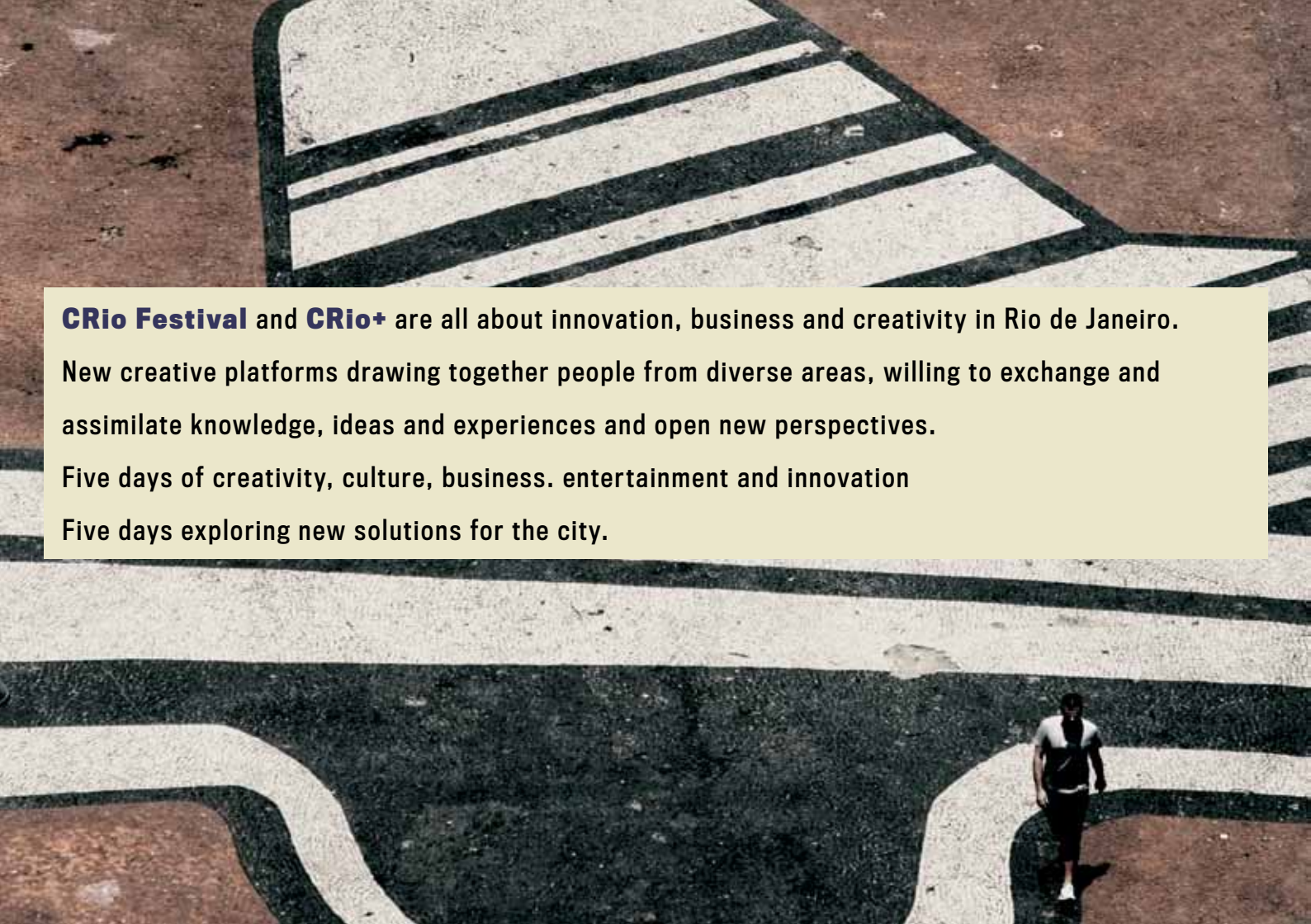
- * Bernardo Paz
- * Carlos Saldanha
- * Fernando Meirelles
- * Rene Silva
- * Cesar Ataíde

EDUCATION

- * Arthur Avila
- * Gringo Cardia
- * José JR. (AfroReggae)

SUGGESTED LOCATIONS

Lapa
Parque Lage
Rival Theater
Circo Voador
Cidade do Samba
Bailão de Madureira
Alto da Boa Vista
Mangueira
Santa Teresa (Parque das Ruínas,
Chácara do Céu)
Urca (Cassino da Urca, Morro da Urca)
Botanical Garden
Municipal Theater
Museum of Fine Arts
MAM
Centro
Gamboa
Jockey Club

An aerial photograph of a park with a winding path. The path is made of light-colored concrete and is bordered by dark green grass. A person is walking on the path in the lower right quadrant. The path leads from a paved area at the top towards a dirt area at the bottom.

CRio Festival and **CRio+** are all about innovation, business and creativity in Rio de Janeiro.
New creative platforms drawing together people from diverse areas, willing to exchange and assimilate knowledge, ideas and experiences and open new perspectives.
Five days of creativity, culture, business. entertainment and innovation
Five days exploring new solutions for the city.

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