

# Creative Europe INNOVATION DAY

4 October 2022 / 13 - 19h  
silent green Kulturquartier / Berlin

## Programme

- 13:00h Registration and Coffee  
**Music by Future Female Sounds**
- 13:30h Welcome  
**Susanne Schmitt** CED MEDIA Berlin-Brandenburg  
**Lea Stöver** CED KULTUR
- 13:45h Keynote  
**Creativity, Community, Culture - Why should we care about the Metaverse?**  
**Laura Olin** ZOAN - Cornerstone Metaverse (FI)
- 14:10h Interview  
**Challenging societal and ecological changes - How Creative Europe takes action**  
**Barbara Gessler** European Commission, DG EAC

## Reaching Diverse Audiences

- 14:25h Introduction  
**AC Coppens** The Catalyst Agency (DE)
- 14:30h **Audience building through AI-enhanced anthropology**  
**Niels Alberg** will & agency (DK)
- 14:45h **Aesthetics of Access - Inclusion in Performing Arts**  
**Lisette Reuter** Un-label e.V. (DE)
- 14:55h **Live from The Other Room**  
**Harmke Heezen** Highroad Stories (DE)
- 15:05h **Future Female Sounds - Diversifying the industry**  
**Tia Korpe** Future Female Sounds (DK)
- 15:15h Q&A
- 15:30h Coffee Break  
**Music by Future Female Sounds**

# Freedom of Media and Art

16:15h	Introduction
16:20h	Keynote <b>AI and Media - Curation and Manipulation</b> <b>Holger Volland</b> brand eins Medien AG (DE)
16:40h	<b>AI - Digital Humans in the Creative Industries</b> <b>David Bennett</b> Mimic Productions Berlin (DE)
16:50h	Q&A
17:00h	<b>SILBERSALZ INSTITUTE</b> <b>Mark Atkins</b> Silbersalz (DE)
17:10h	<b>The European ARTificial Intelligence Lab</b> <b>Veronika Liebl</b> Ars Electronica (AT)
17:20h	Q&A
17:30h	Wrap-up
17:35h	Networking & Drinks

## Registration

For participating at the event please register via [Eventbrite](#).

Moderation: **AC Coppens** The Catalyst Agency

A cooperation between:

## SPEAKERS PROFILES



### **AC Coppens**, founder and director The Catalysts (DE)

A solid background in performing arts and a 360-degree view of innovation in AI, Blockchain, Neuroscience and Digital Media, Film, VR/AR/XR and Design make AC a coveted speaker for major international events, presenting keynotes, hosting workshops and moderating thought-provoking discussions at Media & Tech conferences such as Cannes NEXT, EFM Horizon, CPH:DOX Cinema & Science, European Film Forum, Falling Walls, Reeperbahn Festival, Silbersalz Media & Science Conference etc..

<https://www.catalysts.agency/>



### **Niels Alberg**, CEO will & agency / Publikum.io (DK)

**PUBLIKUM** is a new service for audience research offering a novel combination of AI-analysis and anthropological insights in the early stage of script development. The Denmark-based company helps filmmakers explore how their stories trigger feelings in a future audience with the precision of big data and the depth of human science. PUBLIKUM references include Zentropa, Nordisk Film, SF Studios, Lemming Films and Oslo Pictures.

<https://publikum.io/>



### **Mark Atkin**, Head of Studies Silbersalz Institute, (DE)

Mark Atkin is the Head of Innovation Labs at the **Silbersalz Institute**, a new programme designed to increase the effectiveness of science communication through popular media by facilitating new collaborations between researchers' artists, film makers and creative technologists.

<https://www.silbersalz-festival.com>



### **David Bennett**, CEO Mimic Productions Berlin (DE)

David Bennett has over 27 years of experience in the VFX, performance capture, 3D gaming and VR industries. He has played a major role in the development of facial animation, his credits include Hollywood's blockbusters and has invented many new tools and techniques to streamline and enhance the capabilities of the internal technology. He founded Mimic Productions in 2012, a leading studio that makes the world's most realistic digital characters, for all industries and imaginations, under one roof in Berlin.

<https://www.mimicproductions.com>



### **Barbara Gessler**, European Commission

**The Creative Europe Programme** aims to support the European audio-visual, cultural and creative sector. The different funding schemes encourage the creative players to operate and co-operate across Europe, to reach new audiences and to develop the skills needed in the digital age.

[https://ec.europa.eu/programmes/creative-europe/node\\_en](https://ec.europa.eu/programmes/creative-europe/node_en)



**Harmke Heezen**, CEO High Road Stories (DE)

**High Road Stories** is a Berlin-based creative studio for immersive experiences. Founded in 2018, the studio focuses on innovative forms of storytelling, such as the VR experiences *Monk by the Sea* and *Fantaventura*. Exhibition venues worldwide include the Alte Nationalgalerie in Berlin, the National Palace Museum in Taiwan, the Israel Museum in Jerusalem. Currently in development is **Live from The Other Room**: a curated XR music venue in which musicians perform in volumetric video, live streamed to audience headsets.

<https://www.highroadstories.com/>



**Tia Korpe**, Founder and Director of Future Female Sounds (DK)

**Future Female Sounds**, works to empower, educate, and highlight female and gender minority DJs globally and runs programmes in 5 countries. Tia comes with 15 years of experience in the music and culture industry as an artist manager, booker, and independent consultant, dedicating her work life to creating opportunities and platforms for women and other marginalized groups. Tia's work has been featured by The Economist, MTV, UNESCO, Mixmag, NME magazine, NowThis! and many more.

<https://www.futurefemalesounds.org/>



**Veronika Liebl**, Managing Director Ars Electronica (AT)

Since 2011 she is in charge of cultural management and European project development at Ars Electronica Linz and serves as a member for the Linz' city culture council and Linz' UNESCO City of Media Arts Executive Board. She leads Ars Electronica's European collaboration projects in the field of culture, research & education and developed, launched as well as executed in this position – together with her team – numerous EU projects such as the STARTS Prize, DOORS (Digital Incubator for Museums) or the **European ARTificial Intelligence Lab**.

<https://www.ars.electronica.art/ailab/de/>



**Laura Olin**, COO ZOAN - Helsinki Metaverse (FI)

ZOAN is a leading European virtual studio and the creator of Cornerstone.land metaverse. Laura has produced some pioneering virtual work, such as virtual concerts and art pieces. Her background is in marketing and journalism. Laura believes that technology is too important to be left for tech enthusiasts only, and that is why she is passionate about understanding more about how these new technologies can be used for creative purposes.

<https://zoan.fi/>



**Lisette Reuter**, founder and executive director Unlabel e.V. (DE)

Lisette Reuter works since 2006 as project manager, trainer, curator and consultant in the international, inclusive art and cultural sector. With **Un-Label**, Lisette is one of the first to develop practical methods for implementing accessibility and inclusivity in cultural landscapes throughout Europe by showing inclusion for what it ultimately is – an easy, natural process that everyone can engage in. In doing so, she uses the cultural sector as an influential lever to shape wider social attitudes and perception towards disability.

<https://un-label.eu>



**Holger Volland**, CEO brand eins Medien AG in Hamburg (DE)

Holger Volland is CEO of brand eins Medien AG in Hamburg. He is an author and speaker on topics like responsible digital transformation and AI and is published in major national and international publishing houses

<http://www.brandeins.de>

