

With radi! to LV100!

The main message of the centennial anniversary celebration of the Republic of Latvia is "I AM LATVIA", and it connotes a motive of participation "I create Latvia. I make Latvia." Creativity week radi!2017 will highlight ideas, talents, experiences, and initiatives that collectively lay the foundations of an open, creative, smart and innovative Latvia for the next hundred years. The word of the national holiday 2017 is WILL (GRIBA), which symbolises every inhabitant of Latvia as part of the process of creation, and in preparation for the centenary of the state, radi!2017 encourages active participation in the "creation" of contemporary Latvia and its values.

Creativity week radi!2017 will take place from 9 to 15 October, but various related events are planned for more than a month both before and after. Within the framework of the programme, a series of events will take place throughout Latvia, highlighting Latvia's achievements, the potential, and interaction of creative and cultural industries with other sectors, the importance of innovative entrepreneurship as well as education and smart governance.

radi!2017 main directions:

- **Interaction of creative industries with other sectors**, highlighting their potential and engaging in a progressive business context, social welfare, quality of life in the Baltic Sea region, development of the urban environment and innovative entrepreneurship;
- **Design thinking methods and interdisciplinary approach** in public administration and education processes, promoting economy knowledge-based future of Latvia and creating a working environment together, which focuses on the needs of the population;
- **Active participation of Latvian regions and their inhabitants, minorities and young people**, expressing the idea that every inhabitant of Latvia is part of the state creation process and thus emphasising the idea of participation, promoting interest and strengthening dialogue.

Every citizen of Latvia, who is concerned about the prosperity and growth of our people, is invited to join the events because it is only together that we can create a country to be proud of, even long after its centenary celebrations.

Come along, make and create - the future of Latvia begins with each one of us!

Format:

Discussions, knowledge transfer seminars and workshops, think tanks, conferences of interdisciplinary collaboration examples, hackfest, projects and other interactive and easy-to-practice forms of co-thinking, working and creation.

Target audience:

The participants and stakeholders of the activities, including representatives of creative and other related industries, students, academics, businessmen, representatives of the public and non-governmental sectors, young people from the regions of Latvia, as well as experts from foreign creative industries and representatives of organisations.

Initiators:

The Ministry of Culture, The British Council in Latvia.

Strategic partners:

Northern Dimension Partnership on Culture, UNESCO Latvian National Commission, Danish Cultural Institute, Institut français, Goethe Institute in Latvia, Investment and Development Agency of Latvia, Art Academy of Latvia.

Event partners:

The Nordic Council of Ministers in Latvia, Royal Danish Embassy in Latvia, Friedrich Ebert Foundation, Ministry of Economics, Ministry of Education and Science, Ministry of Environmental Protection and Regional Development, Ministry of Foreign Affairs, The State Chancellery, The Latvian School of Public Administration, Latvian Institute, Riga City Architect's Office, Latvian creative industries' communication platform FOLD, Riga Planning Region, Vidzeme Planning Region, Creative industries incubator, Latvian Music Export Office, Latvian Academy of Culture, University of Latvia, Creativity Lab, The Red Jackets, Design Elevator, Urban Institut, NP Properties (Sporta 2), Ticket Service, Social Entrepreneurship Association of Latvia, Valmiera City Council, Valmiera Development Agency, Liepaja City Council, Liepaja City Culture Department, Liepaja Business Incubator, etc.

Creativity Week radi!2017 Events' Calendar

**October 2nd
17:30**

*Latvian Museum of
Architecture,
Maza Pils 19, Riga*

Nordic-Baltic Architectural Exhibition “Nordic Block” Opening

The exhibition's leitmotif is the ethereal notion of “Nordicness” found in a wide range of similar yet rather diverse preconditions of climate, politics, social development, economy and culture in both Baltic and Nordic countries. Exhibition is open till December 1st.

**October 4th
9:30 – 14:00**

*Mākslinieku 2,
Valmiera*

Co-Working Event “Radi! Valmierā”

Valmiera's former School of Art and the historic water tower are venues with a special aura and an interesting historical story that are now empty and not in use thus gradually becoming degraded territories. We invite you to share your vision for the redevelopment and further use of these objects.

**October 4th - 6th
9:30 – 19:00**

*National Library of
Latvia,
Mukusalas 3, Riga*

Reinhold Schmaeling's Conference “Livable City Forum Riga”

Devoted to adapting architecture and urban environment for the development of modern science centres, the conference will offer a broad range of events including lectures by foreign experts, discussions, and workshops. This year the main theme of the conference will be «How to Create Architecture and Urban Environment for Successful Development of Knowledge Economy».

**October 5th
12:00 – 14:00**

*Riga Chair Factory,
Starta 1, Riga*

Experts' Discussion “Design and Entrepreneurship”

Second of the four discussions on the role of design in public administration, entrepreneurship, education and the creation of public reputation. This time design will be discussed as a strategic tool for business, both as a design competence in the development of various business enterprises and in the context of economic processes on a national scale.

**October 7th
11:00 – 19:00**

*Koninginnegracht 27,
2514 AB, s'Gravenhage,
The Netherlands*

Collaboration Seminar "Diaspora and creative industries" in Hague

The aim of the seminar is to promote knowledge transfer, entrepreneurship, initiative and cooperation across the borders of Latvia ("innovation diplomacy"), thus strengthening Latvia's total human capital and excellence in Europe. It is a step further in order to strengthen networking of diaspora sector professionals and pragmatic cooperation with Latvia with a special emphasis on the creative industries sector.

**October 9th – 14th
15:00 – 18:00**

*Kalpaka Boulevard 4,
1st floor hall,
Kr. Barona 21A,
Riga Stock Exchange,
Central Riga Railway
Station*

Second Week of Visual Literacy 2017 in the University of Latvia

The main aim of the Week of Visual Literacy is to stimulate interest and create understanding about the significance of visual literacy in the modern-day world of images; to gain inspiration from the cultural heritage and then create new ideas and long-standing values.

**October 9th – 15th
Various Locations**

UNESCO Week „Cultural heritage in use”

This year UNESCO week's topic is „Cultural heritage in use” during which UNESCO Latvian National Commission invites to focus on topics where tangible and intangible cultural heritage meet each other in a daily life. A particular emphasis is put on the importance of the culinary heritage and its opportunities for promoting sustainable tourism.

**October 11th
12:00 – 14:00**

*DarbaVieta, Hanzas 18,
Riga*

Creativity Week radi!2017 Opening Event

In the first section of the opening event you will hear the speeches of initiators and partners of radi!2017 followed by guest lecture by BrandManual Stockholm Officer J. Margus Klaar "Latvia as a User Friendly Country". An expert debate on the subject "Is Latvia a User Friendly Country?" will follow next, and at the end of the opening event there will be an informative tour around co-working place DarbaVieta held.

**October 11th
18:00**

*Art Academy of Latvia,
Kalpaka bulvaris 13,
Riga, K2 hall*

“Fashion and New Technologies – Modern Trends” Lecture with French Expert Claire Eliot

Innovative textiles are the focus theme offered by the French Institute in Latvia that has invited the French artist Claire Eliot. During the lecture she will share her experience with interactive textiles and the passion for fashion and new technologies.

**October 11th
9:30 – 17:00**

*VEF Quarter
Chamber Hall,
Ieriku 5A, Riga*

BalTicket Partnership and Creativity Forum “Centennial. Partnership. Digital Marketing” (invitations only)

The first BalTicket Partnership and Creativity Forum invites event organizers to share their knowledge and experience on how to reach their target audience and use digital marketing opportunities effectively in the era of information abundance. The program includes industry professionals' lectures.

October 11th – 12th
10:00 – 16:00
Brivibas 33-8, Riga

Discover Co-Working and Event Space *The Mill*

Co-working and event venue The Mill offers to introduce you to its space and options you can do here. Throw a networking party, lecture, seminar, workshop or become a full-time member right in the heart of Riga. Go ahead, visit and get to know The Mill premises during the two day open-house event.

12. oktobris
19:00
*Institut français,
Elizabetes 59, Riga*

Seminar on Fashion and Innovations with French Expert Claire Eliot for Creative Business Incubator's members

Claire Eliot enrolled in the Ecole Duperré school where she began to explore the relationship between textiles and innovative technologies, as she sought out interactions between fashion and human behaviour in social networks. Now will share her knowledge with local creative industry enthusiasts.

October 12th
10:30 – 15:30
*K.K. fon Stricka villa,
A. Briana 9A, Riga*

Conference & Creative Workshop "Riga: Empty Space + Creative Industries = Creative Venue?"

Inter sector conference/creative workshop will bring together industry leaders, experts, practitioners, developers and representatives of civil society from Latvia and other countries who can assess the potential of empty buildings to see spatial planning and support for creative industries as an opportunity for a new beginning and Riga economic development.

October 13th
10:30 – 15:30
*K.K. fon Stricka villa,
A. Briana 9A, Riga*

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October 19th
13:00 – 18:30
*House of the
Blackheads,
Ratslaukums 7, Riga*

Export Excellence Forum/*The Red Jackets* Award Ceremony (invitations only)

During the Export Excellence Forum you will hear topical trends in productivity and innovation from Latvian and foreign experts, and at the end of the event there will be an award ceremony held for *The Red Jackets* and *the Rising Stars* winners, as well as a presentation of a brand new digital platform for exporters.

October 19th
Liepaja

Co-Working: From an Empty Workplace to Community-Managed Office

Co-working can be understood as a way of work, type of applied organizational culture or form of a collaborative workspace. Thus the purpose of the conference is not only to present co-working movement but also bring together localized knowledge and study cases that will help to gain necessary knowledge.

End of October

Experts' Discussion "Design and Education"

More information will follow soon

**Beginning of
November**

Creativity Lab Academy for Public Institutions "How To Solve Challenges With Design Thinking Techniques?"

More information will follow soon

**Beginning of
November**

Experts' Discussion "Design and Creation of National Reputation"

More information will follow soon

**Middle/End of
November**

Creativity Week *radi!2017* Regional Events in Rezekne and Daugavpils

More information will follow soon



Additional information on radi!2017 events in Riga and other regions along with application

links is available at <http://www.radi!latvija.lv/en/notikumi>