



Summer School Rotterdam, August 25th - 29th 2019

## Tastes of the global city

Much of the cultural history of humankind has been one of eating, listening, wearing, and watching, and as a result, one of developing tastes for food, music, fashion and works of art. Global cities played a crucial role in the dissemination and exchange of these tastes during the last five centuries. Particularly nowadays cultural encounters are at the heart of these global cities, however, global encounters have always been an essential part of the development of local tastes. Since three decades, the cultural or creative industries have been recognized as an important source for wealth creation. Particularly big cities are using these industries to create new employment and regenerate economic life in derelict parts. The question is how sustainable are these initiatives in urban planning and policies, and how can they contribute to a more sustainable future. During this **GLOCAL Summer School** we will explore the impact and the implementation of these policies on a local, national and supranational level. We aim to explore the historical roots and the current state of four major sectors in the cultural industries: food, music, fashion and art. Every day will address one of these four topics.

### Preliminary Programme

#### **Day 1 - Sunday 25<sup>th</sup> of August**

*Locations : The James, Aert van Nesstraat 25, Rotterdam*

*Museum Rotterdam, Rodezand 26*

#### **From 14:00    Hotel check-in The James**

16:00            Welcome and registration – Museum Rotterdam

17:00 – 19:00    Drinks at Museum Rotterdam



## **DAY 2 - Monday 26<sup>th</sup> of August – Art**

*Venue: Erasmus University, Mandeville Building, room T3-17*

**8:15 – 9:00** Quick bites, morning networking

### **9:00 – 12:00 “Glocalization of Art Markets”**

**9:00 – 10:45** Theft and the Global Art Market

*Moderator: Ben Wubs*

Jeroen Euwe (Erasmus University), *Theft as the driver of the WW2 Dutch art market*

Naomi Oosterman (Erasmus University), *Theft and the Economics of Contemporary Art*

Donna Yates (Glasgow University), *The Global Illicit Trade in Antiquities*

**10:45** Coffee Break

**11:00 – 12:00** Artivism: Art as a Social Economic Critique 1969-2019

Florian Cramer (Willem de Kooning Academy, Rotterdam)

**12:00 – 13:00** Lunch Break

### **13:00 – 14:30 Art, Place Making & Global City Branding**

*Short presentations & Panel Discussion. Moderator: Hilde Sennema*

Florian Cramer, Wim Pijbes (Droom & Daad Foundation), Kim Heinen (Rotterdam Partners), Youri

Meessen (Museum Boijmans van Beuningen), Sandra Smets, Cynthia Almansi.

### **15:00 – 18:00 City Art Tours**

1. Art Spaces in Charlois (Kamiel Verschuren, Nieuwe Ateliers Charlois)
2. Art in the Public Space (Sandra Smets, Centre for Visual Arts)
3. Street Art (Cynthia Almansi, Re-Writers)



### **Day 3 - Tuesday 27<sup>th</sup> of August – Food**

Venue: Erasmus University, Mandeville Building, room T3-17

8:15 – 9:00 Quick bites, morning networking

#### **9.00 – 13.00 Global Food Identity & Sustainability**

9:00 – 9:40 Teresa da Silva Lopes (University of York), *'Global Food and Drink: Present and Past Identity and Sustainability'*

9:40 – 10:20 Ai Hisano (Kyoto University), *Color in Business Strategy: Global and Local Food*

10:20 - 10:40 Coffee and tea

10:40 - 11:20 Heike Wieters (Göttingen University), *The other side of food. Private humanitarian food aid between Cold War politics and globalizing markets, 1945-1980*

11:20 - 12:00 Shuji Hisano (Kyoto University), *Politics of Sustainability: How sustainability discourse has been appropriated by multinational agrifood businesses*

12:00 – 13:00 Panel on Sustainability of Food. Moderator: Jan Logemann

With Maarten van Dijck, Ai Hisano, Teresa da Silva Lopes, Shuji Hisano, Heike Wieters.

#### **14:00 – 17:00: A Taste of Beverage Production and Branding**

##### **Group 1: Dutch Beer Tour**

13:00 – 13:30 Tram to Rotterdam Noord (Lunch Packs will be Provided)

14:00 – 15:30 Workshop on the Heritage of Heineken by Demelza van der Maas, head of collections at Heineken

16:00 – 17:00 Crafts beer tasting in Bierbrouwerij Noordt

##### **Group 2: Dutch Jenever Tour**

13:00 – 13:30: Train Ride to Schiedam (Lunch Packs will be Provided)

14:00 – 17:00: Jenever (Dutch Gin) Tour – Nolet Distillery, Schiedam.

#### **18:00 – 21:00: Dinner at Verhalenhuis Belvédère**

With intermezzi:

- The story of Belvedere and Katendrecht
- 18:45 - 19:00 Paul van de Laar (Museum Rotterdam, Erasmus University) on Kapsalon: food as heritage
- 19:00 - 19:15 Marianne Klerk (University of Oxford) on coffee and gentrification



## **Day 4 - Wednesday 28<sup>th</sup> of August – Global and Local Fashion**

Venue: *Tilburg Textile Museum/Lab*

8:30 - 9:45 Bus Ride to Tilburg

9:45 - 10:15 Welcome coffee and Director's Introduction (Dutch Fashion Heritage)

### **10:15 – 12.30 Global Fashion Heritage**

10:15 - 11:00 Chris Nierstrasz (Erasmus University), *The Calico Craze. Cotton textiles from India and fashion (1650-1800)*

11:00 - 11:45 Emanuela Scarpellini (University of Milan), *Italian Fashion in a Globalized World*

11:45 - 12:30 Takafumi Kurosawa (Kyoto University), *Fashion or Manufacturing? Japanese firms in the multiple crossroads of cultures, industries and value chains*

12:30 – 13:15: Lunch Break

### **13.15 – 15.30 Rethinking Fashion: voices of fashion practitioners**

13:15 - 13:35 Janne Baetsen (MINDFASHION.today - London) - *100% HUMAN - Human Innovation & Fashion*

13:35 - 13:55 Marina Toeters (Bywire, Utrecht), *Fashion and Technology*

13:55 - 14:15 Susanne Vegter (Studio Vegter, Utrecht), *Rethinking Fashion Careers (changing career perspectives)*

14:15 - 14:35 Roger Gerards (Meester Coupeur, Amsterdam), *Making Fashion and the Role of Textile*

14:35 - 15:15 Panel discussion Future of Fashion, moderators Mariangela Lavanga & Alice Janssens

**15:30 - 17:30 Opportunity to visit the Museum/Lab and the LocHal redevelopment around Tilburg Central Station**

18:00 Bus back to Rotterdam



## **Day 5 - Thursday 29<sup>th</sup> of August – Music/Students presentations**

*Venue: Kunsthal, Museumpark, Westzeedijk 341*

**8:30 - 9:00** Coffee service

### **9.00 – 11.30 The Glocalization of the Music Industry**

*Moderator: Lia Barrese*

9:00 - 9:45 Martijn Mulder (Rotterdam University of Applied Sciences), *Music festivals: a global industry within a local setting*

9:45 - 10:30 Francio Guadalupe - *Urban Blackness*

10:30 - 11:15 Aruna Vermeulen of HipHopHuis on the exhibition Street Dreams

11:15 - 11:45 Arjo Klamer - (Policy pitch training for the groups)

Tours of exhibition Street Dreams

### **12:00 – 14:30 Time to finish your pitches & get some lunch, return to Campus**

### **14:30 - 16:30 Interactive wrap-up session of the Summer School**

*Mandeville Building, room T3-20*

Student pitches (5 minutes max) of a policy recommendation for the future of the cultural economy of Rotterdam. Jury:

- Andrea Lluch
- Teresa da Silva Lopes
- Takafumi Kurasawa
- Arjo Klamer
- Jeff Fear

The winning group will present their pitch at the opening reception of the EBHA, in the presence of Alderman Arjan van Gils!

### **17:30 - 19:00: EBHA Reception (open for GLOCAL students)**

EBHA Opening Ceremony in the City Hall, Coolsingel 40.

### **19:30 - 0:00: Goodbye Dinner, Drinks and Dancing at MONO | live music by TINA | DJ |**