

## Round Table “Creative Industries: Innovative Solutions for Public Sector”

**Sokos Olimpia Garden**  
(Bataisky per., 3A, Saint-Petersburg)

**Thursday, 5 April 2018, 14.30 – 16.30**

### PROGRAM

#### Moderators:

**Natalia Vavilova**, member of the Commission on Culture, Civic Chamber of the Russian Federation, Director of the museum of fine arts of the Republic of Karelia

**Ilze Gailite-Holmberg**, Senior Adviser, Northern Dimension Partnership on Culture

**14:30–14:40**

**Opening remarks**

**14:40–16:30**

**Presentations:**

**Digital transformation and digital museums: benefits, risks, challenges**  
Alexander Artamonov, position, name of the company|organization?

**The cases of international and local experience of advanced technological and creative solutions**

Janis Mitrevics, Creative Director, DD Studio, Latvia

**Project technologies in the sociocultural partnership**

Irina Kizilova, Deputy Director, St. Petersburg Institute for Cultural Programs

**Museums of the Russian North**

Natalia Poppel, Head of corporate, social responsibility and branding, Severstal, Russia

**Heritage: creative industries, new management technologies**

Dmitry Ojnas, President of the business club “Heritage and economy” Director of projects “Kolomensky posad”

**Museum and local community in a small town: new form of interaction**

Alexey Novoselov, Head of the Totma Museum Association

**Latvian National Museum of Art – accessibility and new tools for understanding art**

Elīna Bērziņa, Head of Education, Latvian National Museum of Art

Organisers:



Northern Dimension  
Business Council



Association  
of European  
Businesses

**The digital planning of Helsinki City Museum, open licenses and collaboration with data users**

Aki Pohjankyrö, Curator, Picture Collections, Helsinki City Museum

**16:30—16:40**

**Discussion, development and adoption of final recommendations**

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