Cycle of interdisciplinary meetings
« A whole world in motion »

Cultural and Creative Industries – Narrative immersions
September 13th, 2021
8:45 am-5 pm

Mucem- Museum of European and Mediterranean civilizations
Auditorium (level -1, access through the main entrance hall)
1, Esplanade du J4
13002 Marseille

The cycle of interdisciplinary meetings « A whole world in motion »
Organized by the Mission for Interdisciplinarity of Aix-Marseille University:
-Proposes to explore interdisciplinary issues and interfaces between several scientific areas.
-Questions the forms of change and transformation but also the ways of resistance.
-Calls for dialogue between students, researchers, teachers, economic and cultural actors citizens and public decision-makers.
-Encourages shared understandings of the current and emerging challenges of a moving world.

Event co-organized by the InCIAM Institute (Institute of Creativity and Innovations of Aix-Marseille) and the OTACC Chair (Organizations and Territories of Arts, Culture and Creation)

About this meeting:
As generators of multidimensional value (artistic, economic, social, civic), the cultural and creative industries (ICC) are at the core of the transformation of our societies. Overcoming traditional sectoral boundaries, they offer a space for experimentation of co-creation practices fertilized by the interweaving of disciplines, skills and actors and, in so doing, contribute to "telling the stories" of our world and its changes. Based on experiences of cross-collaborations, this meeting proposes to explore the sources of these "innovative narratives".

MORNING
8:45: Reception
9:00: Opening words by Aude Fanlo (Head of the Research and Teaching Department of the MUCEM)

9:15:
- Presentation of the cycle « A whole world in motion » by Maryline Crivello (University Professor – Vice-President of the Board of Directors of Aix-Marseille University, in charge of the interdisciplinary strategy and the cultural policy of the University).
- Presentation of the Mission for transversal and interdisciplinary initiatives (MITI) by Martina Knoop (Research Director, Director of the MITI-CNRS).
- Presentation of the event « Narrative immersions » by Ariel Mendez (University Professor – Laboratory of Economics and Sociology of Work, CNRS - Aix-Marseille University; Deputy director of the Institute of Creativity and Innovations of Aix-Marseille - InCIAM) and Edina Soldo (University Professor – Center for Studies and Research in Management of Aix-Marseille, Aix-Marseille University; Director of the OTACC Chair - Organizations and Territories of Arts, Culture and Creation).

9:45-10:00: « The cultural and creative industries, current state, representations and perspectives »
Dialogue between Jean-François Chougnet (President of the MUCEM), Ariel Mendez (University Professor – Laboratory of Economics and Sociology of Work, CNRS - Aix-Marseille University; Deputy director of InCIAM) et Edina Soldo (University Professor – Center for Studies and Research in Management of Aix-Marseille, Aix-Marseille University; Director of the OTACC Chair).

10:00 – 11:45: Round Table #1: Trans "media" narratives to fertilize new forms of sensitive and/or formal representations of the world.
Facilitator: Pascal Taranto (University Professor, Director of the Gilles Gaston Granger Center, CNRS - Aix-Marseille University)

⇒ Cinema / documentary: « Stimulating reflection from fictional images. A new form of public science and public art ». By : Pascal Cesaro (University Assistant Professor, Perception Representations Image Sound Music, CNRS - Aix-Marseille University –
Ministry of Culture), **Pierre Fournier** (University Professor, Mediterranean Center of Sociology, Political Science and History, CNRS - Aix-Marseille University – Sciences Po Aix), **Emmanuel Roy** (Film director, Anamorphose).

**Interactive documentary web - creative research:** _Writing history in the era of hypermedia narratives: webdocumentary “Fos 200: two centuries of industrial, social and environmental history of Fos-sur-Mer / Etang de Berre”_. By **Sophie Gebeil** (University Assistant Professor, Time, Space, Language, Southern Europe, Mediterranean, CNRS - Aix-Marseille University) and **Agnès Mory** (Film director, association Les Films du Papillon).

**Heritage, history and sound:** _“Spatial, sound and historical dimensions: crossing of views on the small regional architectural heritage”_. By **Richard Kronland-Martinet** (Research Director, Perception Representations Image Sound Music, CNRS - Aix-Marseille University – Ministry of Culture) and **Jean-Yves Blaise** (Research Director, Models and Simulations for Architecture and Heritage, CNRS – Ministry of Culture).

11:45-12:00: **Narrative immersion** - _“Audiovisual content with 6 degrees of freedom at the service of musical interpretation”_. By **Antoine Gonot** (University Assistant Professor, Perception Representations Image Sound Music, CNRS - Aix-Marseille University – Ministry of Culture).

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**AFTERNOON**

1:20 – 1:50: **MIN4C! a European project to support the transformation and transfer of innovation for the territory**.
Presentation by: **Karen Nielsen** (Deputy director for culture – Region SUD - Provence Alpes Côte d’Azur), **Edina Soldo** (University Professor – Center for Studies and Research in Management of Aix-Marseille, Aix-Marseille University), **Virginie Spies** (University Assistant Professor, Director of Laboratory Culture and Communication – Avignon University), **Jean-François Trubert** (University Professor, Transdisciplinary Center for the Epistemology of Literature and the Living Arts, Côte d’Azur University).

1:50 – 2:10: **Narrative immersion** - _“Q(ee)r Codes Brx 1000 – New Frontiers. A proposal for a gendered listening of the territory”_. By **Anna Raimondo** (sound and visual artist and performer, doctoral student at the Royal Academy of Fine Arts of Brussels and the Free University of Brussels, in residence at IMéRA in 2021).
Projection of a filmed interview with **Constance Moréteau** (Scientific coordinator at IMéRA) and **Emilie Sitzia** (University Professor, University of Maastricht, Director of the “Art, Science and Society” programme at IMéRA)

2:10 – 3:30: **Round table #2** : _Trans "formative" narratives to fertilize new kinds of social and territorial relations._
Facilitator: Djelloul Arezki (University Assistant Professor, Center for Studies and Research in Management of Aix-Marseille, Aix-Marseille University; Co-director of the OTACC Chair)

- Research action and citizen engagement: « Lab’Citoyenneté Villa Air-Bel - a research action promoting the civic engagement of students ». By: Auri Kostama Goerger (Intersectoriality Project Manager, SoMum Institute, Aix-Marseille University), Bernard Mossé (President of the association Villa Air-Bel) and Raphaël Renaud (Student in M2 Anthropology - Sustainable Development, Intangible Heritage and Museography, Aix-Marseille University).

- Territory / urban anchors: « The Friche Belle de Mai at the heart of a vulnerable territory: towards a new territorial story? ». By: Nadine Richez-Battesti (University Assistant Professor, Laboratory of Economics and Sociology of Work, CNRS - Aix-Marseille University) and Johan Nicolas (Deputy director of the Friche Belle de Mai).

- Cultural clusters and public policies: « The reconstruction of the city on itself through major events and cultural venues. The examples of Marseille, Barcelona and Lisbon. » By Alexandre Grondeau and Pierre Sintès (University Assistant Professors, Time, Space, Language, Southern Europe, Mediterranean, CNRS - Aix-Marseille University).

3:30 – 4:15: « Gamification - new practices, new uses for an active pedagogy »: Facilitation by Bérénice Kubler (Doctoral student, Center for Studies and Research in Management of Aix-Marseille, Aix-Marseille University), with Franck Tarpin Bernard (CEO of the company SBT Human(s) matter, responsible for the Working Group "pedagogy through the game" at the National Association for Research and Technology) and Alice Delserieys Pedregosa (University Assistant Professor - Learning, Didactics, Evaluation, Training, Aix-Marseille University).

4:15 – 4:25: Restitution of the event: « Projections and perspectives: the ICC tomorrow »: by Robert Fouchet (Professor Emeritus, Center for Studies and Research in Management of Aix-Marseille, Cultural Advisor of the President of Aix-Marseille University)

4:25 – 4:45: Narrative immersion - « When hip-hop tells the world ». By Rohan Houssein (Geopoetic artist) and Tarik Chakor (University Assistant Professor, Laboratory of Economics and Sociology of Work, CNRS - Aix-Marseille University)
The objectives of the Mission for Interdisciplinarity:

1) To share a comprehensive approach to interdisciplinarity adapted to AMU, by creating synergies between transformative projects and interdisciplinary strategy,

2) To address structural barriers to interdisciplinarity by implementing specific proactive actions and an integrated approach, by experimenting with facilitating and encouraging practices,

3) To provide concrete support for the implementation of interdisciplinary projects, in particular by exploring specific axes linking science and society, and by defining milestones and tools for evaluating and measuring the impact of interdisciplinary integration,

4) To capitalize, model, enhance and disseminate good practices within AMU and among our partners.

To contact the operational team:

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