

#1

Cycle of interdisciplinary meetings
A World in Motion

Cultural and Creative Industries

September
13th
2021
-
8:45 am
- 5 pm

Mucem

Museum of European
and Mediterranean civilizations

Auditorium

1, Esplanade du J4
13002 Marseille

Cultural and Creative Industries

*Narrative
immersion*

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".

A World in Motion
Cycle of interdisciplinary meetings

The cycle of interdisciplinary meetings
A World in Motion Organized by the Mission
for Interdisciplinarity of Aix-Marseille University :

1.

Proposes to explore interdisciplinary issues and interfaces between several scientific areas.

2.

Questions the forms of change and transformation but also the ways of resistance.

3.

Calls for dialogue between students, researchers, teachers, economic and cultural actors citizens and public decision-makers.

4.

Encourages shared understandings of the current and emerging challenges of a world in motion.

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**Access reserved
to people with
a Sanitary Pass.**
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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)



Morning

8:45

Reception

9:00

Opening words

Aude Fanlo, Head of the Research and Teaching Department of the MUCEM

9:15

Presentation of the Missions of Aix-Marseille University and CNRS – *Share the knowledge*

- **Maryline Crivello**, Vice-President of the Board of Directors, in charge of the interdisciplinary strategy of the University, Head of the Mission for Interdisciplinarity of Aix-Marseille University
- **Martina Knoop**, Director of the MITI - Mission for transversal and interdisciplinary initiatives of CNRS

Presentation of the topic of cultural and creative industries - *Narrative immersion*

- **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
- **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
- 10h00

The cultural and creative industries, current state, representations and perspectives

Dialogue between **Jean-François Chougnet**, President of the MUCEM, **Ariel Mendez** et **Edina Soldo**

Round
Table
#1

10:00

- 11:45

Trans «media» narratives to fertilize new forms of sensitive and/or formal representations of the world

Moderation **Pascal Taranto**, University Professor, Director of the Gilles Gaston Granger Center, CNRS - Aix-Marseille University

Cinéma / documentary : *Stimulating reflection from fictional images A new form of public science and public art*

- **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

- **Sophie Gebeil**, University Assistant Professor, Time, Space, Language, Southern Europe, Mediterranean, CNRS - Aix-Marseille University
- **Agnès Maury**, 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*

- **Richard Kronland-Martinet**, Research Director, Perception Representations Image Sound Music, CNRS - Aix-Marseille University – Ministry of Culture
- **Jean Yves Blaise**, Researcher, Models and Simulations for Architecture and Heritage, CNRS – Ministry of Culture

11:45

- 12:00

Audiovisual content with 6 degrees of freedom at the service of musical interpretation

- **Antoine Gonot**, University Assistant Professor, Perception Representations Image Sound Music, CNRS - Aix-Marseille University – Ministry of Culture

*Narrative
immersion*

12:00

- 13:20

Free
lunch
time

13:20
- 13:50

MIN4CI : a European project to support the transformation and transfer of innovation for the territory

- **Karen Nielsen**, Deputy director for culture – Region SUD - Provence Alpes Côte d'Azur
- **Edina Soldo** ◦ **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

13:50
- 14:10

Q(ee)r Codes Brx 1000 – New Frontiers. A proposal for a gendered listening of the territory

- **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 Amsterdam

Narrative immersion

Round Table #2

Trans «formative» narratives to fertilize new kinds of social and territorial relations

Moderation **Djelloul Arezki**, University Assistant Professor, Center for Studies and Research in Management of Aix-Marseille, Aix-Marseille University ; Co-director of the OTACC Chair

14:10
- 15:30

- Research action and citizen engagement** : *Lab'Citoyenneté Villa Air-Bel - a research action promoting the civic engagement of students*
- **Auri Kostama Goerger**, Project Manager for Intersectoriality, SoMum Institute, Aix-Marseille University

Afternoon

15:30
- 16:15

- **Bernard Mossé**, President of the association Villa Air-Bel
- **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?*

- **Nadine Richez-Battesti**, University Assistant Professor, Laboratory of Economics and Sociology of Work, CNRS - Aix-Marseille University
- **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*

- **Alexandre Grondeau** and **Pierre Sintès**, University Assistant Professors, Time, Space, Language, Southern Europe, Mediterranean, CNRS - Aix-Marseille University

Gamification - new practices, new uses for an active pedagogy

- **Bérénice Kubler**, Doctoral student, Center for Studies and Research in Management of Aix-Marseille, Aix-Marseille University
- **Franck Tarpin Bernard**, Bernard, CEO of SBT Human(s) matter company, responsible for the Working Group "pedagogy through the game" at the National Association for Research and Technology
- **Alice Delserieys Pedregosa**, University Assistant Professor - Learning, Didactics, Evaluation, Training, Aix-Marseille University

16:15
- 16:25

Restitution of the event :

Projections and perspectives : the ICC tomorrow

- **Robert Fouchet**, Professor Emeritus, Center for Studies and Research in Management of Aix-Marseille, Cultural Advisor of the President of Aix-Marseille University

16:25
- 16:45

Towards a hip-hop management

- **Rohan Houssein**, geo-poetic artist and **Tarik Chakor**, University Assistant Professor, Laboratory of Economics and Sociology of Work, CNRS - Aix-Marseille University, in collaboration with artists from the Marseille scene

Narrative immersion

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.

Interdisciplinarity

The objectives of the Mission

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.

Mission for Interdisciplinarity of Aix-Marseille University

Maryline Crivello
Vice-President, in charge of the interdisciplinary strategy

Flore Nonchez
Project Manager

Lola Maraninchi
Mediation Officer