



US-TURKEY CREATIVE ECONOMIES SUMMIT

OCTOBER 12-13, 2013
ISTANBUL, TURKEY

WHAT IS THE CREATIVE ECONOMIES SUMMIT?

The US-Turkey Creative Economies Summit is designed for the global exchange of ideas and best practices around harnessing and utilizing creativity. Creativity is an integral component of forward-thinking economies – by better connecting individuals around the world and sharing the importance of this activity across a spectrum of industries, the summit will showcase the need for a creative class and how best to support that which enriches our human experience.

WHO SHOULD ATTEND?

- Leaders viewing creative and design capacity as a competitive advantage
- Design-driven faculty & students
- Industry leaders & economic development specialists
- Directors of creativity, design and innovation, design buyers, design consultants

Designers and creative executives across a variety of disciplines, such as architecture, graphic design, advertising, fashion design, industrial design, visual & digital arts, engineering, and more will discuss the state of the industry, their creative process, and ways in which creative thinking can make the world a smarter, cooler, and more innovative place.

CUSTOMIZED INDUSTRY SITE VISITS

TRENA offers customized services to connect US participants with businesses, universities, and professional organizations in Turkey. These services can be performed in conjunction with the US-Turkey Creative Economics Summit or can be scheduled for a later date.

Please contact a TRENA representative to learn more about how your organization may benefit from increased connectivity with Turkish and other international partners.

WHEN AND WHERE IS THE SUMMIT?

The summit will be held in Istanbul, Turkey October 12-13, 2013 at the

Turkey's growing role as an economic, cultural, and design center highlights the importance of innovation and creativity and spurs the development of creative industries, particularly in the multicultural metropolis of Istanbul. One of the primary objectives of this summit is to celebrate this creative potential and share it with the US audience.

There is nowhere better to explore design and innovation than in Istanbul, a city of infinite layers, charged with the vitality that comes from engaging with rapid urban, social, and cultural change. Istanbul is a dynamic city and its distinctive creative qualities encapsulate a wider discussion about the nature of creativity globally.

ITINERARY

October 12, 2013

- 10:00 - 11:00 am: Registration and continental breakfast
- 11:00 - 11:45 am: Opening ceremonies
- 11:45 - 1:15 pm: Concurrent panels
 - Session 1: Can Creativity Make the World Greener?
 - Session 2: Can Creativity Elevate Cities?
- 1:30 - 2:45 pm: Lunch (provided)
- 3:00 - 4:30 pm: Concurrent panels
 - Session 3: Can Creativity Move Us?
 - Session 4: Can Creativity Fuel Growth?

October 13, 2013

- 10:00 - 11:00 am: Registration and continental breakfast
- 11:00 - 11:45 am: Keynote speaker
- 11:45 - 1:15 pm: Concurrent panels
 - Session 1: Can Creativity Make Us Smarter?
 - Session 2: Can Creativity Change the Way We Move?
- 1:30 - 2:45 pm: Lunch (provided)
- 3:00 - 4:30 pm: Concurrent panels
 - Session 3: Can Creativity Impact Our Community?
 - Session 4: Can Creativity Improve Our Everyday Life?
- 4:30 - 5:00 pm: Closing remarks

WHY PARTICIPATE?

By participating in the US-Turkey Creative Economics Summit you will ignite your creativity and connect with global peers. The two-day conference will bring speakers from throughout North America and Turkey.

Attendees will participate with design, business, and social innovation leaders from a variety of industries who will share their approaches to create value through design. Presenters will demonstrate the broadening role design plays in the workplace and beyond, and how the creative attributes of designers provide special advantages to tackling socially as well as economically relevant projects that enhance the human experience.

Thank you to our partners, which include the following:

