



Open for registration during the summer, deadline: 1 August 2008

“Asian Creativity in Culture and Technology”

Joint conference and PhD course:
3rd Nordic NIAS Council Conference, 5th Biennial NORASIA,
10th Anniversary of NTNU’s Japan Programme and 40th Anniversary of NIAS

Time and Venue:
12-16 November 2008 at NTNU in Trondheim, Norway

PANELS

- Panel 1: Asian creativity – from a cultural studies perspective
- Panel 2: Creative industries and organizations (e.g. media, games, design, museums) and the new markets in Asia
- Panel 3: Creating, promoting and governing creative economies in Asia
- Panel 4: The impact of creativity on innovation and business strategies in Asia
- Panel 5: Asian creativity between globalization and indigenous cultures
- Panel 6: Culture, technology and society in Asia
- Panel 7: Urbanization, regionalization, mega-cities and innovation
- Panel 8: Political creativity in South Asia
- Outside the creativity theme – Panel 9 A and B
 - A: Japanese & Asian Creativity in Renewable Energy Technology
 - B: Energy Security in Japan and East Asia
- Outside the creativity theme – Panel 10: Doing fieldwork in South Asia: Same-same or different?

KEYNOTE SPEAKERS

Academic

- **Michael Keane**, ARC Centre Fellow, Queensland University of Technology, Brisbane, Australia
Topic: *China's new soft power: implications for diversity and innovation in Chinese culture*
- **Martin Kenney**, Professor, Center for Entrepreneurship, University of California, Davis
Topic: *Where is creative entrepreneurship happening in China and India*
- **Smriti Srinivas**, Associate Professor, Department of Anthropology, University of California, Davis
Topic: *Creating a space for the Sacred: Religiosity and Urbanism in contemporary South Asia*

Business

- **Henrik Jeppesen**, Managing Director, MAA MDD, Christian Bjoern Design
Topic (preliminary): *Nordic vs. Asian design and aesthetics*

CALL FOR PAPERS

Today, Asian societies are characterized by tremendous social and economic change affecting most areas of society. This is evident in both popular and high culture as well as in the ongoing re-configuration of markets, products, services, and technological innovations. Creativity – and Asian Creativity in particular – is a crucial driver behind these changes and thus deserves academic scrutiny.

Creativity is a key factor whenever existing norms, values, and 'ways of doing things' are challenged. Entrepreneurs, engineers, designers, artists are all agents of creativity. So are many less privileged people who on a daily basis adjust to life in the swiftly changing Asian political, economic and cultural landscapes.



Beijing 2050, MAD (www.i-mad.com)

At the same time creativity is hailed as one of the most important competitive resources throughout the world as it is assumed that creativity is crucial to non-technological as well as technological innovations. Hence, creativity is hailed in and by a range of sectors, groups and areas such as media, architecture, arts, fashion, film, popular culture, software/games etc. Equally important, creativity covers wider fields relating to innovation and technology within specific business systems, organizations and regions. What is particularly interesting to study is how these different dimensions interact, flow together, and produce new visions, products, services, creative standards, impressions, and spaces. As Asia's economic and political importance increases it is only natural to ask:

- Is Asian Creativity different from creativity elsewhere in the world?
- How does Asian Creativity affect and shape products, services, markets, and regions in Asia?
- How does the Asian art scene influence Asian Creativity?
- How do the creative and innovative industries in Asia develop?
- Is there a spatial dimension in creativity and innovation?

DEADLINES AND CONFERENCE WEBSITE

Scholars and PhD students from the Nordic region and elsewhere are invited to submit papers addressing the above questions. There is a need for cross-fertilization when examining Asian creativity and hence the organizers would like to stress that scholars from **all disciplines** are welcome to submit papers.

Empirical as well as contributions that include a theoretical dimension in the approach to Asian Creativity are welcome.

- ✓ Deadline for submitting abstract via the conference website:
1 August 2008 (new date!)
- ✓ Acceptance of abstracts by Academic Committee:
10 August 2008 (new date!)
- ✓ Deadline for submitting the full paper via the conference website:
1 October 2008
- ✓ www.asiancreativity.niasconferences.dk

On the Second Conference Day NTNU's Japan Programme will host a parallel session focusing on 'Japanese and Asian Renewable Energy and Energy Security'. Papers for this session can also be submitted via the conference website.

STRUCTURE OF THE CONFERENCE AND PhD COURSE

The conference will evolve around keynote presentations that are given in **plenum**. Following each keynote there will be **parallel sessions** with moderated **thematic panels** (see page one) focusing on specific issues within Asian Creativity.

On the last conference day the organizers invite the participants to take part in a roundtable discussion on Asian Creativity. The aim of the roundtable is to extract common conclusions and theoretical insights from the keynote presentations as well as each parallel session. At the roundtable keynotes and chairs of each session will be asked to give a short presentation.

After the conference (16 November 2008) the participating PhD students are invited to gather for a full day of intensive training sessions on the topic of New Asian Regional Dynamics: Urban space, creativity, innovation, and technologies (see conference website for course outline). This will be organized by the New Asian Dynamics cluster under the Asian Century Research School Network (ACRSN: www.asiancentury.nu).



PARTICIPATION AND REGISTRATION

The conference is open to Nordic and international scholars and PhD students as well as other specialists with an interest in and knowledge about Asian Creativity.

Furthermore, and in line with the traditions of the Norwegian Asia Network and the NIAS SUPRA programme, Master students are also invited to participate and submit academically qualified papers, even outside the proposed themes of the conference. Special 'Free Sessions' will be organized to accommodate such papers.

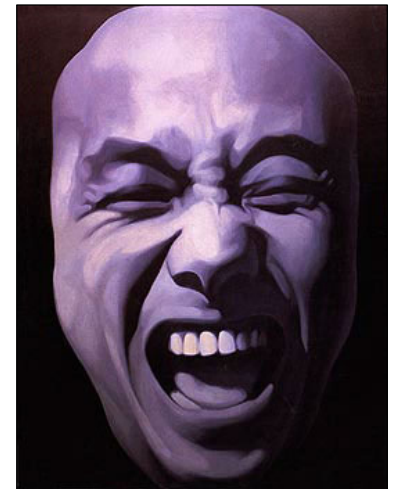
CONFERENCE FEE

- Senior researchers with paper or as discussant/chairs: **NOK 500**
- PhD and Masters students with or without paper: **NOK 150**
- Observers: **NOK 3500**

The conference fee covers food and accommodation during the conference. Participants are expected to cover travel themselves. Students and researchers who are seeking financial support to participate are asked to contact the organizers for more information.

ORGANIZING COMMITTEE

- Researcher Harald Bøckman
Network for Asian Studies, University of Oslo
- Director, PhD, Jørgen Delman
NIAS – Nordic Institute of Asian Studies
- Professor Paul Midford
Norwegian University of Science and Technology
- Advisor Nina Sindre
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