

**16 AND 17
MARCH 2017
LUND
SWEDEN**

**RE-THINKING
BUSINESS MODELS
FOR ARTS AND
CULTURE**

C R E A
S E S
T I V E
L E N
S E S

**CREATIVE
LENSES
FORUM
LUND**



SPEAKERS & WORKSHOP LEADERS



AMELIE SNYERS

Office Manager, Village Underground, UK

Amelie is Village Underground's Office Manager. Her other roles include developing and managing VU's co-working spaces and taking part in European projects such as Creative Lenses. She has a Master's Degree in Media, Culture & Education from the Université Catholique de Louvain in Belgium.



ANNIKA EKLUND

Culture Department Director, City of Lund, Sweden

Head of the culture department in the municipality of Lund, which is responsible for questions related to the cultural field in a broad sense. The culture department supports the local cultural life and organisations in Lund. Annika's drive is to integrate culture in other political arenas, like urban planning, sustainable development and of course, creative innovation.



BIRGITTA PERSSON

Secretary General, Trans Europe Halles, Sweden

Birgitta Persson has 20 years of experience from working in the cultural sector, and has been the Secretary General of Trans Europe Halles since 2004. Leading the development of a relatively small network into one of Europe's most respected cultural networks for cultural centres initiated by citizens and artists with 90 members in 30 countries, Birgitta has set-up and managed numerous European-wide cooperation projects and capacity building schemes.



BOBBY FORSHELL

CEO, Value Nordic AB, Sweden

Bobby Forshell is currently working with management and leadership development for different international and national clients. He has among his academic merits a master In Executive Coaching and is trained in "strength based change management" (Appreciative Inquiry) at Case Western University in Cleveland USA. He is also a certified Master Trainer of Edward de Bono and has worked with de Bono in school projects around Europe. Bobby Forshell is the CEO of Value Nordic AB.



CHRISSIE FANIADIS

Project Manager, Trans Europe Halles, Sweden

Chrissie Faniadis has a background as a consultant/expert, as well as a project and communications manager in Swedish and international public and non-profit organisations. She is a lecturer in European project management, funding, and EU policy at several Swedish universities and since 2015, Chrissie has been in charge of developing and running IRO, a capacity building initiative connecting Swedish and international cultural operators.



CHRISTIAN TELLIN

Coach, The Creative Plot, Sweden

Christian Tellin is a cultural entrepreneur who thrives in the creative process, working as both an independent musician as well as collaborator. He is co-founder and director of Mirror Music, a musical group who both composes and arranges music to strengthen and develop communication for companies. In addition, he is an active performing bassist and enjoys seeking opportunities to integrate creativity into different facets of life.



ELIN ROSENSTRÖM

Director, Creative Europe Desk, Sweden

Elin Rosenström has worked with different cultural policy areas at the Swedish Arts Council since 2009. She began her position as the Head of Creative Europe Desk Sweden in 2013, working with a variety of international issues. Elin has studied at the University of Stockholm and has a Master in publishing from the Sorbonne Paris IV University in Paris.



FANCLUB

Dancers' Collective, Denmark

Fanclub is Andrea Deres, Carolina Bäckman, Ellesiv V. Selseng and Sofia Karlsson, a dancers' collective based in Copenhagen. Together they initiate and act out different collaborations, exploring movement patterns and working structures within the dance arts. Fanclub continuously reshapes their concept in relation to the work they engage in, which manifests in various forms of process and presentation.



GITTE NIELSEN

Producer, Kristján Ingimarsson Company, Denmark

Gitte Nielsen has been a producer at Kristján Ingimarsson Company since 2008. Kristján Ingimarsson Company is a Physical Theatre group known for their unique physical language – a mix of mime, slapstick, acrobatics, clowning, dance and theatre. The company is currently producing a new piece "MORPH" in collaboration with Aarhus Theatre and Aarhus 2017 - European Capital of Culture.



GITTE GRÖNFELD WILLE

Culture Department Director, Region Skåne, Sweden

Gitte Grönfeld Wille is the director of cultural affairs in Region Skåne, Sweden, working with cultural policy management within the context of regional development. This work includes a overall regional strategy for culture with a focus on development within the professional cultural sector. Gitte has been employed in the cultural sector since 1994, both as a cultural officer and a producer/coordinator of cultural festivals in Denmark. MA in Dramaturgy for Performing Arts, University of Aarhus.



JOSÉ RODRÍGUEZ

Communications Director, Trans Europe Halles, Sweden

José Rodríguez is a professional with 12 years of combined experience in project management, event management, marketing and communications. He has worked for international public and non-profit organisations operating in the areas of arts, education, international cooperation for development and innovation, as well as a freelance consultant.



KATARINA SCOTT

Coach, The Creative Plot, Sweden

Katarina Scott is part of the Creative Lenses project and works as project manager and business developer at the culture incubator The Creative Plot and innovation platform Future by Lund, City of Lund. She has experience from development, coaching of entrepreneurs and finance within the areas of culture, private business and innovation. She has a passion for young entrepreneurs and value-driven development.



KRESTEN THOMSEN

CEO, Aalborg Karneval, Denmark

Kresten Thomsen is the CEO of Aalborg Carnival - one of the 10 biggest carnivals in the world. Kresten has been the main driver for the complete turnaround from 2013 onward, that has doubled the revenue, added 40% extra participants and maintains the cultural heritage. Kresten Thomsen has a background from Aalborg University (Master in Human Computer Science) and has multiple startups on his resume.



LUCY KIMBELL

Director, Innovation Insights Hub at University of the Arts London, UK

Researcher, post-graduate educator, and strategic design consultant, working at leading international universities for over a decade. Her research explores fields including design for service, social innovation, and policy, combining design studies with strands of sociological research, organisation studies and technology studies. Lucy co-founded one of the UK's first digital arts groups.



PAUL BOGEN

Co-director, Olivearte Cultural Agency and Royal Society of Arts Fellow, UK

Co-director of Olivearte Cultural Agency. With over 30 years experience working in the sector, Paul is an arts/culture project manager, consultant, fund-raiser and trainer, working for a range of public and private clients in Europe. Paul also produces Creative Lenses, a 4 year European project to develop new Business Models for the cultural sector. Paul was President of TEH from 1999-2007.



SANDY FITZGERALD

Co-director, Olivearte Cultural Agency, UK

Sandy Fitzgerald has over forty years experience as an artist, activist and manager in the cultural sector. Currently Sandy is a partner in the cultural agency OLIVEARTE (UK) and works as a consultant and trainer for European organisations and projects. Published work includes: An Outburst of Frankness - Community Arts in Ireland (2004) and Managing Independent Cultural Centres (2008).



SOPHIA ALEXANDERSSON

CEO/Artistic Director, ShareMusic, Sweden

Sophia Alexandersson is the founder, CEO and artistic director of the international arts organisation ShareMusic & Performing Arts. With a background as a musician and teacher, graduated at the Royal College of Music in Stockholm and Guildhall School of Music and Drama in London, she has a strong focus on rights-based work in the performing arts. Sophia has extensive experience as project manager in both national and international projects



SØREN STAUN

Adviser, Nordic Culture Fund, Denmark

Søren Staun is an adviser at Nordic Culture Fund. His main areas are performing arts, literature, and the fund's brand new Nordic live music initiative called puls. Søren has also worked at Nordic Culture Point in Helsinki and at the Danish Agency for Palaces and Culture with the development of youth culture, museums and cultural agreements with municipalities and regions.



VERONICA LAMPPA LÖNNBRO

Director, Kulturrådet, Sweden

Veronica Lamma Lönnbro is head of the division for Performing Arts, Music, Visual Arts and Design at the Swedish Arts Council. She has been working with in the field of cultural politics since 2002, mainly at the Swedish Arts Council but also at Riksteatern - the Swedish national touring theatre. She has also worked as a producer of theatre, dance and music. MA in Cultural Administration from Umeå University, Sweden.