

Creative London 2010



Monday, 21st June 2010
BBC's White City
Conference Centre, W12

A look at the potential for a new
creative cluster in London

Working in a polycentric city:
a new paradigm for the capital?

www.unwired.eu.com/creativelondon2010.html

Key speakers include:

Caroline Thomson

Chief Operating Officer, BBC

Steve Norris

Former MP and Transport Minister

Will McKee CBE

Chairman, Outer London Commission

Michele Dix

Managing Director, Transport for London

Reinier de Graaf

Partner, OMA

Harry Rich

CEO, RIBA

Moira Sinclair

Executive Director, Arts Council England

Councillor Stephen Greenhalgh

Leader of Hammersmith & Fulham Council

Dr Andrew Gould

CEO English Business, Jones Lang La Salle

Dr Richard Simmons

CEO, CABE

David Kester

CEO, Design Council

Deyan Sudjic

Director, Design Museum

Professor Donyun Kim, Ph.D

Professor Urban Design and Architecture,
Sung Kyun Kwan University, Korea

Leonard Goodrich

Partner, Lewis Silkin

Danny Meaney

Managing Director, New Media Partners

Chris Kane

Head of Workplace, BBC

Chris Baker

SVP, Core Technology, Oracle EMEA

About Creative London

The event will explore the potential for 'Creative London', look at the importance of Outer London and the idea of a polycentric city. It will examine the context of changes to the way we will work, commuting patterns and transport – a vision for a polycentric capital.

Benefits of attending

- Understand key trends and opportunities
- Hear leading thinkers vision of London's Creative Industries
- See global case studies
- Interact with expert panellists
- Network with peers

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About Creative London

The creative sector has been a key driver of the UK's economy over the past ten years growing at twice the rate of the economy as a whole and generating over £14.5bn in foreign earnings in 2005. London is a world leader in the creative industries and these are considered by the government and other bodies to be the shining light of the British economy in the future. The government vision includes making the UK the world's creative hub.

To achieve this, designing, developing and supporting creative clusters is crucial.

The aim of the event is to bring thought leaders together with 150 senior professional delegates to shed light on some of the key issues and challenges in delivering this vision.

About Polycentric London

As well as creative clusters, the conference will look at the future of London and present a vision for a polycentric capital; a multi-centred city that provides a new vision for work, location and patterns of commuting in the metropolis.

Today in London, 24 million trips are made every day and a staggering 2 billion bus journeys are made each year. In the current London plan, population is forecast to increase to 9.1m by 2031, with employment increasing from 4.7m to 5.3m jobs - a predicted 475,000 new jobs in business and financial services will be created.

Where will these people work and how and when will they travel? We have brought together an expert panel to present the trends.

Our Audience

Join over 150 professionals from a variety of senior positions within business and creative industries. The audience will comprise:

- Business & Strategy Executives
- HR Professionals
- Property Professionals
- IT Directors & Executives
- Facilities Managers
- Management Consultants
- Architects & Designers
- Academics & Researchers

What our past delegates said

"Anyone involved in managing a building and getting the most from staff working within it will benefit from attending this event"
Peter Hawkins, HSBC

"Great ideas about how to look at the workplace in a different way"
Nigel Blackwood, Wragge & Co

"Philosophical thinking about work, where we're heading - future scoping - and the magic of technology"
Bridget Hardy, OGC

"As usual WorkTech exceeded my expectations both as a thought provoking and networking opportunity"
Ronen Journo, Cisco Systems

"Extremely enlightening and exciting to realise the workplace of the future and how technologies will unlock new opportunities for how we will work"
Richard Hughes, Environment Agency

"Thought provoking and not to be missed if you're involved with IT, HR, FM of design of the workplace"
Sonny Hasan, CB Richard Ellis

"Excellent collective view of some of the 'wicked problems' we all face and how some organisations are facing the challenge"
Bethany Davis, Nokia

Paul Finch became Chairman of CABE (Commission for Architecture and the Built Environment) in mid-December 2009. He is Programme Director of the World Architecture Festival, and editorial director of the Architectural Review and Architects' Journal.



Reinier de Graaf is Partner of the Office for Metropolitan Architecture (OMA). He is working on the Commonwealth Institute redevelopment and masterplan for the White City area, both in London; a harbour redevelopment in Riga including a contemporary art museum. Reinier will present his vision for Creative London.



Steven Norris was MP for over fourteen years at the Departments of Environment, Trade and Industry and the Home Office and Minister for Transport in London from 1992-96. He now sits on the boards of Transport for London and the London Development Agency. Steve will deliver his perspective on London's future as a 'city in motion'



Michele Dix, is the Managing Director of Planning at Transport for London where she leads the strategic thinking on the future transport needs of London, testing and challenging policies and providing clear direction on appropriate transport solutions for the future. She will examine travel patterns and share how intelligent transport solutions will affect the future of travel in the city.



Dr Andrew Gould, is the Chief Executive of the Jones Lang LaSalle business in England. He is one of the leading advisers on urban regeneration strategy and financing and has advised on many of the leading projects in the UK and abroad. He will be exploring the challenge London faces to retain its position as a world centre for Creative industries as other cities compete ever more aggressively for activity.



Professor Donyun Kim is Professor of Urban Design at Sung Kyun Kwan University and visiting Professor of the City Design and Development group at MIT. He is currently working for Seoul Metropolitan City on the planning and design of Sangam Digital Media City (DMC), Korea and will share his learnings from this case with us.



Richard Pearce, is a specialist in creative property development and regeneration responsible for the acquisition and development of over £700 million of assets in last 10 years and will examine the catalyst for creative clusters and present the case study for the Media Park, Hilversum, Netherlands.



Dr Richard Simmons, Chief Executive of CABE since 2004 will examine what makes an effective creative cluster exploring the Shoreditch case study.



Marie Puybaraud
Johnson Controls Inc



Leonard Goodrich
Partner, Lewis Silkin



Carla Picardi
Founder, Dharma Developments

Programme

9.00am Registration and refreshments

9.25am Welcome from Chairman
Paul Finch, Chairman, CABE

Creative London

9:30am A Vision for London and the Creative Industries
Caroline Thomson, Chief Operating Officer, BBC

10:05am The Vision for Creative London - the Masterplanner's perspective
Reinier de Graaf, Partner, OMA

10.35am Panel Debate: the importance of the creative sector
David Kester, CEO, Design Council
Harry Rich, CEO, RIBA
Tim O'Kennedy, Managing Director, D&AD
Hamish Pringle, Director General, IPA
Moira Sinclair, Executive Director, Arts Council England

11:00am Coffee

Polycentric London

11:20am London: a city in motion
Chaired by **Steve Norris**, Former MP, Transport Minister
Thoughts and Recommendations of the Outer London Commission
William McKee CBE, Chairman, Outer London Commission
Future of Transport - travel patterns and the influence of transport and ITS solutions on them
Michele Dix, Managing Director Transport for London
Outer London Work Hubs and 'Distributed Working'
Philip Ross, CEO Cordless Group

12:20pm Lunch

Creating world winning cities

1.00pm How can London become a world winning city in Creative Industries?
Dr Andrew Gould, CEO English Business, Jones Lang LaSalle

1.25pm Learnings from other global case studies
Seoul Media City: Case Study
Professor Donyun Kim, Ph.D, Professor Urban Design and Architecture, Sung Kyun Kwan University, Korea
Netherlands Media City: Hilversum Case Study and the Catalyst for Creative Clusters.
Richard Pearce, Director, TCN
Case Study: The Shoreditch and Hoxton Creative Quarter
Dr Richard Simmons, CEO, CABE

2.30 pm Coffee

Getting it right - key ingredients for success

2.50pm Regeneration in the West
Councillor Stephen Greenhalgh, Leader of Hammersmith & Fulham Council
Deyan Sudjic, Director, Design Museum
Chris Kane, Head of Workplace, BBC
Nigel Buck, Director of Property Management, Imperial College London

3.15pm Technology as 'attractor' for digital cities - key ingredients for media, smart cities and connected / creative communities
Chris Baker, Senior Vice President Core Technology Business Oracle Europe, Middle East and Africa

3.50pm Getting it right: infrastructure, transport, technology, space
Chaired by **Frank Duffy**, Founder, DEGW
Danny Meaney, Managing Director, New Media Partners
Simon Evans, Director, Creative Clusters Ltd
Leonard Goodrich, Partner & Head of Property Housing and Construction, Lewis Silkin
Despina Katsikakis, Chairman, DEGW
Carla Picardi, Founder, Dharma Developments
Marie Puybaraud, Director Global WorkPlace Innovation, Johnson Controls Inc.

5:00pm Conference Closes
Closing remarks by chairman: Paul Finch, Chairman, CABE

Caroline Thomson is the Chief Operating Officer of the BBC - part of the central triumvirate running the BBC with the Director-General and Deputy Director-General. She is the member of the BBC's Executive Board with responsibility for Policy & Strategy and also all major infrastructure projects including Digital Switchover, the move to the North West and property portfolio projects worth more than £1 billion. Caroline will deliver the BBC's perspective on Creative London.



Panel Debate: the importance of the creative sector

London's creative sector is one of the best in the world. Representatives from architecture, design, advertising and the arts will come together to debate what's necessary to enable the UK's creative sector to continue to be world class.



David Kester, CEO, Design Council
Tim O'Kennedy, MD, D&AD
Hamish Pringle, DG, IPA
Harry Rich, CEO, RIBA
Moira Sinclair, ED, Arts Council England

William McKee, CBE is Chair of the Mayor of London's Outer London Commission. He was Director General of the British Property Federation and Chairman of the European Property Federation and a town planner, traffic engineer and chartered surveyor by profession. He will share the thoughts and recommendations of the Outer London Commission.



Philip Ross is CEO of the Cordless Group, author and commentator on emerging technology and its impact on work and the workplace. Philip will look at how work patterns are changing and how technology empowers 'distributed working' examining the potential impact for a future London.



Cllr Stephen Greenhalgh, Leader of Hammersmith & Fulham Council
Deyan Sudjic, Director, Design Museum
Chris Kane, Head of Workplace, BBC
Nigel Buck, Director of Property Management, Imperial College London

Chris Baker is a member of Oracle's EMEA Management Team and Senior Vice President with responsibility for Oracle's core technology business. He will outline how technology is a key ingredient for any successful smart city and connected / creative community.



Frank Duffy, Founder, DEGW
Danny Meaney, MD, New Media Partners
Simon Evans, Director, Creative Clusters Ltd
Despina Katsikakis, Chairman, DEGW



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