

III REFLEXIONS CRÍTIQUES  
**Canvis de paradigma:  
Reptes i oportunitats  
de la Cultura**

19, 20 i 21 de juliol de 2011

*CRITICAL REFLECTIONS III  
Changes of paradigm:  
challenges and opportunities  
for culture*

*19, 20 and 21 July 2011*

---

Organized by  
**Departament de Cultura  
de la Generalitat de Catalunya**

Commissioners  
**Xavier Bru de Sala  
Vicenç Altaió**

Understood as a collective clearing of paths, following on from the previous two iterations, **Critical Reflections III** sets out to clarify the current state of culture in Catalonia.

The purpose of the sessions is therefore:

**TO FORMULATE** a set of concepts that aid our understanding of the role of culture in the developed countries in the twenty-first century

**TO STRENGTHEN** Catalan culture in terms of its specific characteristics

**TO CLEAR** the way for strategies of interpenetration between culture and society

**TO IDENTIFY** more effective lines of cultural policy in light of the assets and shortcomings of three decades of experience



ARTS SANTA MÒNICA

P R O G R A M M E

## Tuesday 19 July

4.30 p.m. **Opening**  
**Ferran Mascarell**  
Minister for Culture  
of the Generalitat de Catalunya

5.00 p.m. **1. Modernity and Crisis**  
The current crisis is putting the core tenets of cultural modernity to the test. The conditions in which culture is produced are changing, needs are changing, perceptions and the model itself are changing. In this context and the one that is approaching, the responses, perspectives and proposals of culture are essential to envisaging and facing the future.

Speakers **Francesc-Marc Álvaro, Rafael Argullol, Oriol Broggi, Perejaume, Joan Solana**  
Rapporteur **Enric Juliana**

7.00 p.m. **2. Catalonia as a Brand**  
Grandes personalidades artísticas han dado a conocer Cataluña y la han proyectado en el mundo. El proceso prosiguió con el reconocimiento internacional de colectivos y de nombres de la creación a partir de los setenta. Deberían renovarse los parámetros de proyección en el mundo global, de manera que la cultura se mantenga como ingrediente esencial en la construcción, todavía incipiente, de la marca Cataluña.

Speakers **Ramon Arnabat, Lluís Cabrera, Isona Passola, Mònica Sabata, Benedetta Tagliabue**  
Rapporteur **Albert Sáez**

## Wednesday 20 July

10.00 a.m. **3. The Country and Fiction**  
All over the world, fiction is grounded in the social reality that underpins it. This is an area in which Catalonia has suffered an historic deficit, clearly identified a century ago, but at the same time this deficit has given it a universalist spirit that has focused greater attention.

Speakers **Sergi Belbel, Laura Borràs, Simona Skrabec, Francesc Serés, Albert Serra**  
Rapporteur **David Castillo**

12.00 a.m. **4. Identity, Production and Markets**  
The content of creation and production can be crucial both for positioning in the domestic market and for access to foreign markets. In this light, it is important that identity, tradition and language, understood in the least restrictive sense, should be consolidated and projected as an asset.

Speakers **Jaume Ayats, Carles Cuní, Patrícia Gabancho, Ramon Prat, Pere Vicens**  
Rapporteur **Ignasi Aragay**

4.30 p.m. **5. Capital Status and Territory**  
There is a need to rethink the nature and status of the capital and its distribution, in terms both of Barcelona's specializations — in relation to the wider realm of Catalan culture, the trans-Pyrenean region, the Mediterranean and the Hispanic world — and of the distribution of capital status in other Catalan cities.

Speakers **Àlex Rigola, Josep Lluís Mateo, Bienve Moya, Joan Nogué, Narcís Sastre**  
Rapporteur **Manuel Cuyàs**

18.00 h **6. Social Responsibilities of Culture**  
In a society permeated by multiple vectors of tension, culture must embrace to the full its specific responsibilities with regard to the order of values, harmonious coexistence and the critical spirit. Culture must concern itself with society if society is to concern itself with culture.

Speakers **Xavier Bru de Sala, Salvador Cardús, Agustí Colomines, Salvador Giner, Josep Ramoneda**  
Rapporteur **Ramon Colom**

P R O G R A M M E

## Thursday 21 July

10.00 a.m. **7. Digital Culture**

Digital culture is the field in which the largest spaces have opened up for innovation, distribution and non-captive audiences; at the same time it favours the democratization of the creation and as yet little-explored relationships between politics, aesthetic creation and ethical values.

Speakers **Roberta Bosco, Ernest Folch,  
Joan Fontcuberta, Vicent Partal,  
Màrius Serra**

Rapporteur **Lluís Reales**

12.00 p.m. **8. Communication and Culture**

The communications media have a key role in the dissemination of culture and artistic production. At the same time, the transmission of the media's own messages and content needs to become a factor of enrichment and diversity. It is becoming increasingly necessary to take into account the diversity of audiences, without ceasing to cater for the general public.

Speakers **Mònica Huguet, Joel Joan,  
Miquel de Moragas, Marçal Sintes,  
David Vidal**

Rapporteur **David Barba**

4.30 p.m. **9. Impacts of the New Science  
in Contemporary Culture**

In recent years, science has had an ever-greater influence on the field of cultural thought, creativity and innovation. The new science is bringing new visions to the cultural imagination.

Speakers **Àlex Arenas, Toni Malet, Josep Perelló,  
Ricard Solé, Jorge Wagensberg**

Rapporteur **Milagros Pérez Oliva**

6.00 p.m. **10. Funding Strategies**

The three components of arts funding — the public sector, the market and sponsorship — are currently in a state of redefinition. There is a need to consider how this redefinition can make a positive contribution to the creation, production and dissemination of culture.

Speakers **Lluís Bonet, Carles Duarte,  
Marta Lacambra,  
Miquel Roca i Junyent, Mònica Terribas**

Rapporteur **Albert Closas**

8.00 p.m. **Close**

---

III RE  
Can  
Rep  
de l

 Generalitat de Catalunya  
Departament de Cultura

III REFLEXIONS CRÍTQUES

**Canvis de paradigma:**  
**Reptes i oportunitats**  
**de la Cultura**

19, 20 i 21 de juliol de 2011

REFLEXIONS CRÍTQUES  
Canvis de paradigma  
Reptes i oportunitats  
de la Cultura