

Press release  
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## **NUROPE – The Nomadic University starts with *Schwung***

The first meeting will be held in September in Turku. Travelling nomads from all around Europe are expected to arrive at the oasis on 11.09 to discuss different phenomena in art, philosophy and enterprise for four days. The nomads are leaders within culture and business, artists of various fields, instructors, researchers, professors, post graduate students and representatives from the public sector and politics.

### **Topics of discussion**

The discussions focus on the creative tension between business and art. The advancements of technological and economic globalisation need to be counterbalanced by investments in cultural resources.

The purpose of the Nomadic University is to assemble people from different fields to discuss important cultural matters, like the significance of art in politics, economy and a European identity, art criticism and art as criticism and also how culture can prosper in a market economy.

The importance of art for economic growth through innovations is acknowledged, but how could companies benefit from the creative potential of art and artists for example in developing leadership or the whole organisation? Highly topical questions that will be discussed and documented in different forms: we expect the lectures, work shops and art happenings to produce us a memory: in the form of research reports, media productions, art – to be of use in development work within companies, project initiatives and bridges between art and business.

### **How to join?**

The Nurope homepage was opened in the beginning of May and promotion is going on at the moment. Nurope has caused a lot of enthusiasm and several applications have already been received. Applications are accepted until the end of July. The application form can be found on the webpage. You can get acquainted by participating in one oasis – the Åbo / Turku oasis, but there are three whole expeditions available, each consisting of three oases 2006-2009.

So there are many kinds of nomads, those who participate in the whole programme or those who select a suitable route for themselves.

### **Programme**

The expeditions use the help of art in their analysis and discussions: visual art is the tool for the first expedition. The Åbo / Turku oasis trusts in the power of Aki Kaurismäki's films and the speakers and moderators are among the most distinguished experts in their respective fields: Project managers from the Italian art business Cittadellarte, Daniel Birnbaum, Professor of the art academy in Frankfurt, Peter von Bagh, undisputed expert of cinema in Finland, Maria Finders, bridge builder between business and art in Germany, Krister Ahlström from the *Creative Finland* project and Finnish Business and Policy Forum EVA. Stages in Turku are except for Åbo Akademi University Faculty of Humanities own Arken, also The Municipal Theatre of Turku, Turku Swedish Theatre, Turku Art Museum, Factory Theatre, Barker theatre, Jokikatu 4-6 etc.