

3rd Russian-British Creative Economy forum

On 19 - 20 March 2012 British Council Russia together with [Tom Fleming Creative Consultancy](#) will run the 3rd Russian-British Creative Economy forum.

This forum will be the last one in the series of policy making conferences organised by the British Council in 2011 – 2012. While the [first forum](#) (September 2011) presented a general overview of the creative sector both in UK and Russia, and the [second forum](#) (December 2011) was devoted to the governmental support of the creative entrepreneurship, this time we would like to concentrate on the questions of copyright, intellectual property and educational programmes in these fields.

In the framework of the forum [invited British and Russian participants](#) will discuss the following issues:

- Higher education-driven approaches to creative business support, including a focus on IP and the wider legal framework for early stage creative businesses.
- Ways the higher education sector is 'opening up' via new approaches to incubation, knowledge exchange and collaboration with the sector.
- Roles that the higher education sector can play in supporting sector development in cities and regions.
- Opportunities for the higher education sector to play a stronger and more effective role in the future - with leading creative businesses describing how they have developed IP-driven business models and identifying where HEIs could and should play a more proactive role in supporting such businesses.

On **19 March 2012** the forum will take place in the format of the open conference, from **10.00 till 18.00** at [MOD design centre](#) (Maliy Konyushkovakiy lane, 2).

On **20 March 2012** there will be a professional development workshop for the creative businesses in IP sector. The workshop will take place from **10.00 till 14.00** **at the British Council office** (Nikoloyamskaya str, 1)

We invite representatives of federal, regional and municipal authorities, universities and High Schools, NGOs, media and creative industries to take part in the forum.

To take part in the forum on 19 March, please complete the [registration form](#). To take part in the workshop on 20 March, please complete the [application form](#).

Please note, that the number of places at the workshop on 20 March is limited. We will send you the confirmation till 16 March 2012.

Experts of 3rd Russian – British Creative Economy forum

Moderator



Dr. Tom Fleming

Director of [Tom Fleming Creative Consultancy](#)

Dr Tom Fleming is a leading international thinker and strategist on the creative economy, city-making and arts and cultural policy. As director of Tom Fleming Creative Consultancy, Tom works with national, regional and local governments, plus multiple NGOs, to introduce positive and innovative change.

The key spheres of his professional interests include:

- Creative clusters and innovation ecosystems: maximising the economic growth of the creative and knowledge economy; linking creativity to innovation.
- Creative city-making: positioning creativity and culture at the heart of planning, social, economic and education policy.
- Culture, Arts, Creativity & Innovation Policy: leading thinking on new infrastructure models, fitter for purpose creative and cultural education policy, and social innovation through creative approaches.
- Speaking & Persuading: Tom is an active public speaker and writer. He works internationally to develop dialogue and broker partnership. He has spoken at events in over 20 countries. He is also adviser to the Council of Europe, European Commission, Alliance of Civilisations, UNESCO, British Council and Nordic Council of Ministers.

British experts



Ian Livingstone

Creative director at [Eidos](#).

Ian Livingstone is one of world's leading pioneer of interactive entertainment and fiction and Creative Director at [Eidos](#), the UK's leading developer and publisher of video games.

Ian Livingstone co-founded iconic games company Games Workshop in 1975, launching [Dungeons & Dragons](#) in Europe, and subsequently its retail chain and White Dwarf magazine.

In 1982 Livingstone, together with Games Workshop co-founder Steve Jackson, created the best-selling role-playing games book series, [Fighting Fantasy](#), which has sold over 16m copies to date.

He made the leap to computer games two years later, designing Eureka, the first title released by publisher Domark in 1984. He returned to the company in the early '90s as a major investor overseeing a merger that created Eidos Interactive, where he was Chairman for seven years. At Eidos he helped secure and bring to market some

of its most famous properties including Lara Croft: Tomb Raider and Hitman. Livingstone became Life President of Eidos for Square Enix, which bought the publisher in 2009, and has creative input in all the Eidos-label games. He is an active supporter of new and upcoming games talent having invested in Indie studios including Playdemic, Appatyze and Mediatonic. He is also sits on many boards including trade body UKIE, industry charity GamesAid, Skillset games council, BAFTA games committee, the Creative Industries Council and is an advisor to the British Council



Stephen Beddoe

Director of Student Enterprise & Employability (SEE),
[University of the Arts London](#)

Stephen Beddoe is Director of [Student Enterprise & Employability](#) (SEE) at University of the Arts London, Europe's largest specialist institution for art, design and communications .

Six distinctive and distinguished Colleges make up University of the Arts London:

Camberwell College of Arts, Central Saint Martins College of Arts and Design, Chelsea College of Art and Design, London College of Communication, London College of Fashion & Wimbledon College of Art. The Colleges offer the University's 20,000 students a diverse range of courses at all levels from foundation and undergraduate to postgraduate and research. The University's 1,228 teaching staff, as active professional artists, practitioners, designers, critics and theorists, lead the way on creative and experimental practice alongside historical and theoretical analysis. The combination of a varied student group, cutting-edge research and highly-experienced staff creates a unique, multifaceted learning experience for students at the University.

Stephen originally studied fine art at The Glasgow School of Art. Stephen has exhibited work nationally and internationally and has curated projects in numerous galleries and public spaces in the UK and beyond. From 1995 to 1997 he was Visual Arts and Crafts Officer for London Arts Board and from 1997 to 2001 was Commissions Manager for Public Art Commissions Agency and (subsequently) Modus Operandi Art Consultants, commissioning major public art projects internationally. Stephen joined University of the Arts London in 2001 to develop, launch and launch Artquest, funded by Arts Council England and UAL. Artquest provides critical engagement and practical support to London's visual artists and craftspeople, working with practitioners in London throughout their careers.

From 2005-2009 Stephen was also a Specialist Advisor (Visual Arts) to the Scottish Arts Council and is currently a Trustee of London Print Studio. Stephen is also a Harkness Fellow (the UK's reciprocal Rhodes Scholarship) and a Fellow of the Royal Society of Arts (RSA).

More information at:

[Artquest](#)

[Own-it](#)



Dominic Hodge

Planning Director, [FRUKT Communications](#), London/New York

Dominic heads up the planning department at FRUKT. His team perform a wide variety of tasks from audience segmentation to the development of brand strategies, communications plans and platform guidelines. They also help brief and shape the creative output of FRUKT.

FRUKT's clients are market leading brands who use music and entertainment in their communications - They include Coca-Cola, Brown Forman, Diesel and Starwood Hotels. FRUKT have been responsible for creating a number of successful IP platforms for brands, from branded songs to films and live music events. Prior to joining FRUKT Dom worked at Sony Electronics and Sony Music in Berlin and London working in product marketing, service development and corporate innovation. Dom has a network that spans the entertainment and marketing industries and combines an in-depth knowledge of both spheres. He is a regular speaker at trade conferences and has moderated panels at SXSW, Popkomm and Internet Week. He is a guest lecturer at NYU and Bucks University



Trevor Cook

[Bird & Bird](#), partner

Trevor Cook joined Bird & Bird in 1974 with a degree in chemistry from Southampton University. He was admitted as a solicitor in 1977, joining the intellectual property department of Bird & Bird, where since 1981 he has been a partner. He is president of the UK group of the AIPPI (The International Association for the Protection of Industrial Property), secretary to the British Copyright Council working group on copyright and technology,

and a member of the Council of the Intellectual Property Institute. He is on the WIPO (World Intellectual Property Organisation) list of arbitrators. In addition to numerous articles Trevor has authored the following books: A User's Guide to Patents (Butterworths 2002, Tottel 2007, Bloomsbury 2011), EU Intellectual Property Law (Oxford University Press 2010), Pharmaceuticals Biotechnology and the Law (Macmillan 1991, LexisNexis Butterworths 2009), A European Perspective as to the Extent to Which Experimental Use, and Certain Other, Defences to Patent Infringement, Apply to Differing Types of Research (Intellectual Property Institute 2006) and The Protection of Regulatory Data in the Pharmaceutical and Other Sectors (Sweet & Maxwell 2000). He also a co-author (with Alejandro Garcia) of International Intellectual Property Arbitration (Wolters Kluwer 2010) and (with Audrey Horton) Practical Intellectual Property Precedents (Sweet & Maxwell 1998 to date). He is a general editor of The Modern Law of Patents (LexisNexis Butterworths 2005, 2010). He contributes to the Chartered Institute of Patent Agents European Patents Handbook (Sweet & Maxwell) and to Vaughan & Robertson's Law of the European Union (Oxford University Press). He also contributed to the third, fourth, sixth and

seventh editions of the Chartered Institute of Patent Agents Guide to the Patents Act 1977 (Sweet & Maxwell 1990-2012).

Trevor is ranked as "star individual", the only one in this category, in legal directory Chambers UK 2012 for his IP & patent litigation work in the life sciences sector, Chambers also comment that Trevor has long been known as a leader in IP in the UK and internationally and is the 'doyen of patent litigation and really stands out in a crowd".

Russian experts



Pavel Surkov,
Lawyer at Zvuki.ru

Pavel Surkov is a lawyer, he has PHD degree in law. Pavel is an author of a number of articles on copyright in mass media and Internet (audiovisual content).



Maria Stashenko
Design Management course leader at British Higher School of Art and Design

Maria Stashenko is a Design Management course leader at British Higher School of Art and Design. In 2006-2007 Maria launched the first business research of the design industry in Russia called "Role of design in business: effective design", which presented an overview of the design sector and observed its perspectives on the market. Maria is a head of design audit in the furniture trade and package trade.

Also Maria is a founder and director of Organica design consultancy, which is one of the first Russian consulting companies in design sector. She has developed a unique methodology of design audit and visual benchmarking appropriate for Russian companies.

Maria is an academic member of Design Management Institute and head of Design-Management.Ru



Miroslav Sarbaev,
Founder of kroogi.com

Miro Sarbaev is a founder of Kroogi.com. Kroogi.com is a creative community where musicians, artists, writers and photographers post copyrighted songs, art, images, books, and build social circles of fans who download

and compensate them for it based on a "Pay What You Want" model.

Before Kroogi.com was established in 2007, Miro had made an exciting career at the intersection of music and technology. During the collapse of the Soviet Union (1985-1990), he wrote as a freelance journalist for major newspapers and news agencies in Russia. In 1990 he co-founded IMA Press, a Russian news agency and opened an IMA office in the USA where he also began consulting for technology companies. In 1999, Miro was hired by Napster's Shawn Fanning to manage Napster's database group and later, in 2002, he joined Fanning's Snocap, where he served as director of engineering and built Snocap's music licensing engine. Miro resides in San Francisco and Moscow, and commutes frequently between both locations. He holds a M.S. in Nuclear Engineering from Moscow Power Engineering University.



Konstantin Garanin
Curator of Citycelebrity.ru news portal

Konstantin Garanin is a specialist in communication strategies, crowd sourcing technologies and product development. He is an expert of Russian Management Community, Agency for Strategic Initiatives and participant of Forsite Russia project. Konstantin is an author of a number of licences for new products, he is curating a number of creative and educational projects.

Programme of 3rd Russian – British Creative Economy forum

19 March 2012

[MOD design centre](#) (Maliy Konyushkovsky lane, 2)

09.30 Registration and coffee

10.00 Introduction. The Aims and Objectives for the forum.

Christian Duncumb, Deputy Director, British Council Russia

Mikhail Andriyashin, director of MOD design centre

Dr Tom Fleming, Director TF Consultancy

10.15 IP, Growth, Competition & Collaboration – The EIDOS Story.

Ian Livingstone, Creative Director of [CEO EIDOS](#)

11.00 Q&A with Ian Livingstone

Ian Livingstone, Creative Director of [CEO EIDOS](#)

Tom Fleming, Director TF Consultancy

Pavel Surkov, lawyer at [Zvuki.ru](#)

11.30 Coffee Break

11.45 The Role of Universities – IP, Entrepreneurialism & Business-ready Graduates.

**3rd Russian–British
Creative Economy forum**
19 – 20 March 2012, Moscow

Stephen Beddoe, [University of the Arts, London](#)

12.30 Q&A with Stephen Beddoe

Stephen Beddoe, [University of the Arts, London](#)

Tom Fleming, Director TF Consultancy

Maria Stashenko, [British Higher School of Art and Design](#)

13.00 Lunch

14.00 Creative Education the Russian Way: The Role of Universities in Nurturing IP values, Entrepreneurialism & Business-ready Creatives.

Maria Stashenko, [British Higher School of Art and Design](#)

14.30 Q&A with Maria Stashenko

Maria Stashenko, [British Higher School of Art and Design](#)

Tom Fleming, Director TF Consultancy

Stephen Beddoe, [University of the Arts, London](#)

15.00 What IP means to us: the case of Frukt Communications.

Dominic Hodge, [Frukt Communications](#)

15.45 Q&A with Dominic Hodge

Dominic Hodge, [Frukt Communications](#)

Miroslav Sarbaev, [kroogi.com](#)

Tom Fleming, Director TF Consultancy

16.15 Coffee Break

16.30 What IP means to us? Experience of Russian creative businesses

Miroslav Sarbaev, [kroogi.com](#)

Pavel Surkov, lawyer at [Zvuki.ru](#)

Konstantin Garanin, [citycelebrity.ru](#)

17.40 Reflections on the Day – Panel Discussion & Q&A with Speakers

Trevor Cook, [Bird and Bird](#)

Miroslav Sarbaev, [kroogi.com](#)

Pavel Surkov, lawyer at [Zvuki.ru](#)

Konstantin Garanin, [citycelebrity.ru](#)

Tom Fleming, Director TF Consultancy

18.00 Reception with champagne

20 March 2012

British Council Russia (Nikoloyamskaya str, 1)

09.30 Registration

10.00 Introduction to the main development issues

Trevor Cook, [Bird and Bird](#)

11.00 Q&A with Trevor Cook

**3rd Russian–British
Creative Economy forum**
19 – 20 March 2012, Moscow

Trevor Cook, [Bird and Bird](#)
Tom Fleming, Director TF Consultancy

11.30 Coffee Break

11.45 IP, Education and Entrepreneurialism – Surgeries with UK experts

Ian Livingstone, Creative Director of [CEO EIDOS](#)
Stephen Beddoe, [University of the Arts](#), London
Dominic Hodge, [Frukt Communications](#)
Tom Fleming, Director TF Consultancy
Maria Stashenko, [British Higher School of Art and Design](#)
Miroslav Sarbaev, [kroogi.com](#)
Pavel Surkov, lawyer at [Zvuki.ru](#)
Konstantin Garanin, [citycelebrity.ru](#)

13.00 End of day 2

Tom Fleming, Director TF Consultancy

For more detailed information about the forum please contact Creative Economy Senior Projects and Partnerships Manager Evgenia Gerasimova at Evgenia.gerasimova@britishcouncil.ru and Projects and Partnerships Manager Lidia Khesed at Lidia.khesed@britishcouncil.ru.

We are grateful to our partners for the support of the event:

MOD
DESIGN

tom fleming / creative consultancy /

Informational partners:

THEORY & PRACTICE

ТВОРЧЕСКИЕ
ИНДУСТРИИ



CREATIVE
INDUSTRIES

www.creativeindustries.ru

 BRITISH
COUNCIL

 CREATIVE
AND CULTURAL
ECONOMY

tom fleming / creative consultancy /

MOD
DESIGN