

Session 1: Founders' Session – Why we do what we do?
11.00–12.00 Day 1, 9 August 2019

New creative spaces and hubs where people can design, test, scale and launch imaginative and enterprising ideas together are popping up around the world, as part of the changing world of creative work and rapid urbanization. And there are as many kinds of these spaces as there are reasons for starting them; this session brings together the founders of these hubs to have a conversation about where they started and what is driving them to continue the work of creating innovative, inclusive communities of artists, designers, programmers, scientists and makers.

Presenter

Rachael Turner

Manchester Digital Laboratory (MadLab)

MadLab is a grassroots innovation organisation, based in Manchester UK. Their primary areas of focus are science and technology; arts and culture. They support a diverse range of communities and activities – from monthly meetups and courses through to public experimentation with new & emerging technologies, and collaborating with others to deliver new, interesting and exciting projects.

Rachael Turner is MadLab's CEO and one of the original founders back in 2009. She has helped MadLab to become a Community Interest Company, launching a range of new initiatives in education, outreach and research, as well as putting together an ongoing programme of refurbishment.

Panelists

Robert and Lorraine Sylianteng

First United Building

Robert and Lorraine Sylianteng are the owners of the First United Building in Escolta, Manila. Before World War 2, this section of old Manila was known to have the first cinema, the first department store, and even the first elevator. In 2013, a group of creatives named 98BCollaboratory partnered with the building to revive the area through a series of art and cultural programming, including monthly pop-up markets for local artists and makers. With Robert and Lorraine's support, the building now houses a co-working space, architects and graphic designers, a Philippine specialty coffee social enterprise, as well as other creatives.

Marielle Reyes

CraftMNL

Marielle Reyes is the founder of CraftMNL, a community of artisans, crafters, designers and creative entrepreneurs who learn, create, share and celebrate craft. They believe that the process of making things is a metaphor for actualizing things, and that once people get to think of what they want create, they can take steps towards making their concept a reality. Craft MNL is a venue to share skills, to learn from each other and to collectively discover more about craft, including Philippine traditional craft, its methods and local materials.

Ee Soon Wei

Art Printing Works (APW)

APW is more than a passion project; the bustling arts and culture space is a monument of filial piety and cultural history that **Ee Soon Wei** was determined to preserve. The successor of a three-generation commercial printing press in Bangsar, Soon Wei has nurtured a collaborative spirit and enlivened the suburb by revamping the space into a creative industrial venue. It has changed the landscape of the arts scene and given youths a place to meet like-minded individuals, to exchange ideas and foster friendships. Themed events, workspace, dining and greenery co-exist, in a model he is working on expanding presently in KL, with plans already in motion to expand overseas.

Gino Carino

Makerspace Manila

Gino Carino co-founded Makerspace, for which he also serves as CEO, with the aim to elevate STEM learning in the country. Besides providing a venue for making and learning through collaboration using basic and advanced materials, Gino also offers an innovative approach in his mentorship of startups across industries. Gino left corporate life three years ago to build a makerspace and has since been pushing for a paradigm shift in the Philippine education system. He aims to establish long-term relationships with schools in building in-campus makerspaces and co-develop a curriculum that bridges theory to application via making.

Moderator

Cherame Lopez is the former Creative Operations Officer of ANTHILL Fabric Gallery. Cherame utilises her education and learning experiences from internationally acclaimed Filipino designers, Kenneth Cobonpue and Vito Selma, to hone her creative and social entrepreneurship skills. Cherame wants to set up and formalise a PRD (Product Research & Design) Center where continuous innovation and creativity flourish along with designers, thinkers and artisans.

Session 2: Our Communities of the Future – And why we need them

13.00–15.00 Day 1, 9 August 2019

The changing landscape of work in the next decade will present unique challenges and opportunities for creative professionals. And as research shows, hubs are integral to the sustainability and growth of the creative economy, gathering and representing creative communities. Hubs provide a wide range of services: from start-up incubation and development support, prototyping and fabrication spaces; networking and events; to research and development. They also have an impact on their external environment, regenerating urban areas, building networks across different sectors, and acting as a lighthouse for emerging and marginalised communities.

Presenter

Chino Carlo Aricaya

Artist / Community Manager, Pineapple Lab (Makati City)

Chino Carlo Aricaya is a multidisciplinary artist that considers himself as a child of the internet, thus he dreams to live a life that is as colorful as his filtered Instagram posts. He took BS Computer Science in the University of the Philippines but spent the majority of his college years doing simultaneous extracurricular work that involves the university publication, continuing education programs, student organizations and the arts. He is part of the pioneer batch of Innovation and Creative Enterprise program under Thames International through a full scholarship provided by the British Council and Apl De Ap Foundation. Starting as a gallery intern in 2017, he is also the Community Manager and Internship Program Coordinator of Pineapple Lab and Fringe Manila.

Panelists

Ma. Assunta Cuyegkeng, PhD

Director, Ateneo Institute of Sustainability, Ateneo de Manila University

Dr. Ma. Assunta C. Cuyegkeng is the Director of the Ateneo Institute of Sustainability and a professor at the Department of Leadership and Strategy of the John Gokongwei School of Management at the Ateneo de Manila University. Her current research and teaching interests are in the fields of sustainability management and change leadership. She was the former Vice President for the Loyola Schools of the Ateneo de Manila University. She has written on polymers, science education, environment, quality assurance, and leadership. Her literary essays, poems, and Filipino translations appear in various anthologies. Dr. Cuyegkeng obtained a Bachelor's degree in Chemistry from Ateneo de Manila University, and a Doctoral degree in Chemistry from the University of Regensburg in Germany.

Thao Nguyen

Head of Arts and Creative Industries, British Council Vietnam

Thao Nguyen is a manager with experience in varying disciplines from visual to performing arts, music, publishing, photography and contemporary dance. She has worked both full-time and as a contributor on numerous art projects, either in Vietnam or closely connected to Vietnam. With ten years of experience in the field, she has developed skills in large-scale public events, art exhibitions, and online and printed publications. Thao is passionate about understanding and sharing knowledge of Vietnamese and Southeast Asian art with practitioners and audiences. Upon joining the British

Council almost 3 years ago, she has become more and more interested in doing arts and cultural work for social change. British Council Vietnam is currently implementing two programmes: one working with a network of cultural and creative hubs supporting freedom of artistic expression, and the other with the fascinating cultural heritage assets of communities across Vietnam.

Yana Ofrasio

Creative Innovators Fellow, formerly Workshop Manager, Craft MNL (Makati City)

Maria Diana 'Yana' Ofrasio believes that one doesn't need a degree to be an artist, live a creative life and do one's part in building a creative community. She would like to be able to design comprehensive educational programmes and materials geared specifically towards product development, and recognise the value of making with purpose. As a former Workshop Manager of Craft MNL and now a full-time artist, Yana knows what it's like to be a *supporter* and a *supported*.

Michelle Tapia

Head of Strategy, Innovation, & Transformation, Globe Telecom

Michelle is an expert in interactive media & content development, business development, and product innovation, with a strong foundation in systems and creative thinking, strategy management, enterprise-wide organization development & change management, and global leadership development. She has more than 15 years of progressive executive consulting and leadership experience in systems thinking, strategy management, enterprise-wide organization development, change management, leadership development, and experiential/interactive learning.

Moderator

Malaya del Rosario

Head of Arts and Creative Industries, British Council Philippines

Malaya Del Rosario is an art manager specialising in cultural programming and strategy development. She currently heads British Council's Arts and Creative Industries work in the Philippines, focusing on making creative hubs become more sustainable and impact-led. She has over 10 years' worth of experience in exhibition and project management. Currently she works with several private and public institutions in the areas of sustainability, capacity building, and creative economy policy development. She has an MBA in Arts and Cultural Management, specialising in Art Market and Exhibition Management, from the Institut d'études supérieures des arts (IESA) and Paris School of Business, France. In 2018 she was selected to represent the Philippines in UNESCO's expert training on the 2005 Convention on the Protection of the Diversity of Cultural Expressions.

Session 3: Culmination – Creative Innovators Fellows
15.30–16.30 Day 1, 9 August 2019

The Creative Innovators Programme builds the next generation of creative community leaders in the Philippines through a one-year Fellowship for creative hub managers. British Council sees hub managers as gateways and connectors, between public and private, grass roots and policy. The Fellowship has included mentorships, management trainings, grants, and networking opportunities in the Philippines, ASEAN, and the UK. The Fellows not only serve as inspiration and mentors for creatives but become global ambassadors for the Philippines' creative and cultural industries. This session is for the Fellows to share the impact the Creative Innovators Programme has had on them as leaders of their communities.

PechaKucha Presenters

Don Senoc

Film Producers Society and CIP Fellow

Don is a regional filmmaker from Mindanao and one of the Philippine Ambassadors of Goodwill of the JENESYS 2015 programme, which aims to build a strong foundation for solidarity within Asia through large-scale youth exchange. His goal is to create a hub where stories come to life, and strangers regardless of gender, economic status and cultural differences come together to experience the best of cinema.

Maria Bianca Paula Holganza

HUB MakeLab Community Engagement Officer and CIP Fellow

Bianca is a maker with a background in fashion, journalism, retail, performance and teaching. Bianca's hope is for the HUB:MakeLab to be firmly established as a makers' playground where anyone can learn craft, business and the balance of both.

Panelists

Ma. Roma Agsalud-Agsunod

Common Room Co-Founder and CIP Fellow

Breadwinner and eldest to a family of seven, **Roma** built a local arts and crafts business with her sister, Maan, with only PhP 5000 as initial capital! She would like to learn more about how creative hubs operate and apply these lessons to ensure the sustainability of a bigger Philippine creative park that can house more communities of artists and makers in the future.

Jodinand Aguillon

Pineapple Lab Executive Director and CIP Fellow

Jodinand is a Manila-based multi-disciplinary artist, entrepreneur, and a proud ambassador of Poblacion, Makati's hyphenate arts communities. His dream for Pineapple Lab is to become a safe space for LGBTQ communities for artistic expression and creative enterprise, and an incubator of original work and content.

Kenneth Biunas

Design Center of the Philippines Project Officer and CIP Fellow

As Project Officer, **Kenneth** directly oversees the events management unit of the agency to foster the development of creative cities, districts, and the creative environment of Intramuros. His hope is to establish Design Center as the preferred partner of the Philippine creative industries and with a strong international recognition and visibility, similar to the Thailand Creative and Design Center.

Moderator

Baby Ruth Villarama is involved in international co-production specialising in producing socially-relevant films as a producer and film director. She started her career doing current-affair stories for ABS-CBN before she got commissioned to do international contents with partners (*AsiaWorks, NHK, EuroNews, NatGeo, British Council, In-Docs, BritDoc Society and others*) linking Europe and Asia through stories.

Baby Ruth earned her master's degree in film marketing and distribution with commendation from Birmingham City University as a Chevening scholar, where she won the 2018 UK Global Alumni Award for social impact in influencing the arthouse cinema movement in the Philippines through her studies; as well as initiating conversations and policy improvements on modern-day slavery through her films. She is the director behind ***Sunday Beauty Queen***, the first documentary that rose above a pool of narrative films in the 2016 Metro Manila Film Festival winning Best Picture. Her first independent film ***Jazz in Love*** was the first documentary film that opened the prestigious 2013 Cinemalaya Film Festival. She's part of a team that puts up ***Voyage Studios*** and ***Film Producers Society*** — start-up organisations that champion local films to the Filipino audience as well as key international festivals like Cannes, Berlin, Venize.

Session 4: Pecha Kucha and Pitch Sessions – The Hub and the City
10.30–12.00 Day 2, 10 August 2019

Creative hubs play an integral role in the growth of the creative economy, gathering, supporting and representing creative communities. And these communities sustain innovation because they share ideas that can mutate and grow, adapting to new conditions and changing landscapes in our cities. Creative hubs have a positive impact towards their community, contributing to the well-being of their cities through their activities and programmes. This session gives three creative hubs the opportunity to pitch their ideas on how to engage with their cities and receive valuable feedback from government officials, impact investors and creative professionals.

PechaKucha Presenters

Karla Maria Anna Batiquin

HoliCow and Create Cebu Manager and CIP Fellow

Paolo Herras

Komiket, President and Co-founder

Leah Rasay

Husay Co., CEO and Co-founder

Panelists

Jaime Noel Santos

Thames International and Apl de Ap Foundation (Director and Trustee)

Jaime Noel Santos' experience spans 25 years predominantly in marketing, business development, impact investing, and entrepreneurial management in Southeast Asia. He held various corporate positions in several companies such as Procter and Gamble, Philippine Airlines, before culminating his career as CEO of Franklin Baker. Joel is currently President of Thames International Business School and its college, Entrepreneur School of Asia. He also serves as a Board of Trustee in the Apl.de.Ap Foundation of the Pop Group Black Eyed Peas and the International Institute of Rural Reconstruction (IIRR) based out of NYC.

Adelaida Lim

Baguio Arts and Creatives Collective Inc., Chairwoman

Adelaida is the co-founder of Cafe by the Ruins, opening it with some friends 30 years ago. All she knew then was that she liked eating and cooking for others. Before that, she wanted to be a poet but had two daughters to raise. She has since written a number of cookbooks and loves reading. Adelaida does volunteer work for HABI, The Philippine Textile Council; Baguio Heritage Foundation and the Baguio Arts and Crafts Collective. She currently live in Baguio with a granddaughter and three dogs.

Atty. Guiller Asido

Intramuros Administration, Administrator

Currently serving as the Administrator of the Intramuros Administration, **Atty. Guiller Asido** is leading the urban regeneration of the old City of Manila through culture, arts, heritage and sustainable tourism initiatives. This effort has led to record increases in visitors' arrivals, income from commercial operations, infrastructure, urban regeneration and planning initiatives and community stakeholder partnerships.

Moderator

Paul Andrew Orpiada is a passionate artist, social entrepreneur and community development advocate. Through the Creative Innovators Fellowship, he wants to be more adept in managing a creative hub that constantly introduces human-centred product designs that can effectively cater the ever-changing needs of the market. He is the founder of Karaw Craftventures, working with inmate-artisans and other marginalised groups in the craft sector.

Session 5: Meet My Hub 1 – Share a significant challenge that your hub went through and overcame
13.00–14.00 Day 2, 10 August 2019

Creative hubs play an integral role in the growth of the creative economy, gathering, supporting and representing creative communities. Creative hubs are made up of many shapes and sizes, from buildings that house creative practitioners and businesses to temporary labs and incubation spaces which ignite innovation. Some hubs specialize in a specific sector (e.g. design, craft or technology), others welcome a wide range of disciplines together. And creative hubs face many issues, whether they are starting out or have been active for some time, and this session is an opportunity for presenters to talk about how significant challenges were addressed, as well as insights they have learned and wish to share.

Presenters

Florence Lambert

Head of Arts, British Council Malaysia

Karlo Altomonte

Artistic Director, Open Space

Kay Concengco

General Manager and Co-founder, Lamana

Amos Manlangit

Convenor, Expressive Arts Network Philippines

Moderator

Regil Kent Cadavos is from Southern Leyte and currently in Cebu City. For ASPACE, she enables and supports creatives and small local communities to thrive. She would love to see ASPACE Cebu become the go-to hub for creative, innovative, forward thinking, go-getter locals who aim to make an impact in the city.

Session 6: Meet My Hub 2 – Share an impact story of how your hub has helped a community member
14.00–15.00 Day 2, 10 August 2019

Creative hubs play an integral role in the growth of the creative economy, gathering, supporting and representing creative communities. Creative hubs are people focused and are facilitated by trusted individuals who are well connected in the sector(s); they broker, maintain and curate relationships among their community. These creative hub managers and leaders build and support their communities; their hubs often have lasting impact on their hub members. This session is a chance for them to share how their hub has impacted and helped a community member.

Presenters

Derek Tumala and Gabriel Villegas

Owners, The Den Coffee and Contemporary Culture

Juno Vizacarra

Project Manager, 98B Collaboratory

Kat Roma Greer

Artistic Director, Micro Galleries

Moderator

Based in Davao City, **Emi Englis** is a fashion and lifestyle product designer, a culture-based creative entrepreneurship advocate and a passionate educator for multidisciplinary design. Emi's hub, Artisanal Heritage Studies and Creative Enterprise Center, is looking to become a venue for culture-based design ideation and business incubation, moving up from a school-based to a community-wired creative entrepreneurship hub.