

PAFOS2017
EUROPEAN CAPITAL OF CULTURE

Cyins of Creativity

Press Release: Mosaic Perspectives

Mosaic Perspectives is the meeting place for where established industries in Cyprus are able to explore new commercial opportunities through creative innovation and cultural intervention.

Within its programme strand, "Stages of the Future," Pafos 2017 European Capital of Culture will collaborate with Cyins of Creativity to host the first series of Mosaic Perspectives, this November in Pafos.

Mark Your Agendas

Mosaic Perspectives: Leisure & Tourism Industry

Tuesday 17th November 2015

Mosaic Perspectives: Agro-Food Industry

Wednesday 18th November 2015

Location: Palia Ilektriki Municipal Cultural Centre, 8 Vladimirov Irakleous Street, 8010 Pafos

Nicosia, Cyprus, 7th October 2015

Cyprus is bursting with creativity and culture. Cyprus has the potential to become a leading global creative powerhouse. But in order for this to even be considered possible, established industries in Cyprus need to start engaging with home-grown professional talent, rather than outsourcing their work and the required expertise abroad.

Confronting this lucrative opportunity head-on, the Mosaic Perspectives seminar series intends to review the collaborative possibilities that exist for Cypriot creative and cultural industry professionals at home in Cyprus, as well as abroad. During these seminars, we'll determine what has deterred the established industries in Cyprus to have collaborated with them in the past; and then we'll explore and develop innovative and creative solutions to the commercial challenges that are at the forefront of these established industries today.

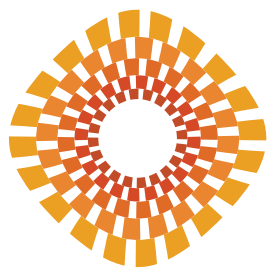
The first two of these one-day seminars will focus on the **Leisure & Tourism** and **Agro-Foods** industries.

Within an Open Air Factory framework, we're going to bring Cypriot creative and cultural professionals, leading industry decision-makers, business advisors, government officials, and international development experts together into the same room, for the very first time. Together, we'll collectively discuss how creative innovation and cultural intervention can contribute towards commercial growth in Cyprus and abroad. We'll look at other markets as clear benchmarks, and determine whose role it is to lead numerous aspects of this new innovation and growth strategy in Cyprus.

OPEN AIR FACTORY



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Who will be speaking at these seminars?

Some of the most successful Cypriot entrepreneurs and organisations who have already embraced creative innovation and cultural intervention, and will be sharing their stories at both seminars. And in preparation for exporting our creativity abroad, there will also be presentations and workshops facilitated by some of Europe's leading companies and organisations, including the cross-border EU-funded, Design For Europe programme.

Who should attend?

Each one day seminar will allow up to 80 participants to attend and contribute. Of which, 40 people will represent a cross-section of the core industry of that particular seminar theme, and the other 40 people will be Cypriot creative and cultural industry professionals. Of which, we're aiming to have visible representation of both Greek- and Turkish-Cypriot communities.

Leisure & Tourism and Agro-Foods Industries: CEOs; General Managers; Managing Directors; Senior Managers; Sales & Marketing Managers; Communications Managers; PR Managers; HR Managers; Marketers; Branding & Promotion Professionals; Company Executives from these particular industries; Start-ups at a growth phase in their business; and SME entrepreneurs looking to export their product or service, and wanting to seek advice for how they can develop their brand for export.

Creative & Cultural Industries: Trading professionals; Academics; Students nearing graduation and are looking to start their own businesses; Agencies; Entrepreneurs; Designers; Makers; Artists; Musicians and Performers. Those professionals wanting to gain a better commercial understanding of how to present and promote their creative output are especially urged to apply.

Other Notable Audiences: Public and private organisations such as government ministries and trade bodies; Professionals from other sectors with a direct or indirect interest for utilising creative and cultural expertise, such as medical tourism and agriculture.

How do I sign up to attend?

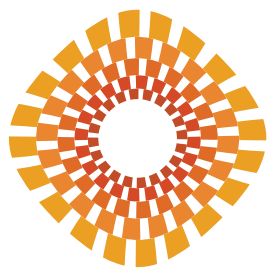
You can apply to participate in the upcoming Mosaic Perspectives seminars. All applications will be reviewed and notified of their acceptance by Monday 2nd November 2015 at the latest.

For full details, please visit: www.cyins.org



PEN AIR FACTORY





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Appendix

Mosaic Perspectives is being co-hosted by Cyins of Creativity and Pafos 2017 European Capital of Culture.

Cyins of Creativity - www.cyins.org

We are the trade organisation for creative and cultural entrepreneurship in Cyprus. As entrepreneurs, designers, makers, artists and performers, we are taking charge to ensure that our industries become a viable key sector of the Cypriot national economy.

Young at heart, open minded, and interdisciplinary, our role is to advance and support the trading environment of our industries in Cyprus; to foster cross-sector and cross-border collaborations; and to increase international trade and commissioning opportunities.

Officially registered in Cyprus as a non-profit, trade organisation since 2014, we are completely independent and unfunded. The majority of our efforts are overseen by a small, passionate team of young creative and cultural professionals, all of whom are working on a pro-bono basis.

Pafos 2017 European Capital of Culture - www.pafos2017.eu

Having won the title of the European Capital of Culture in 2012 with the concept, 'Linking East and West,' through bridging people and cultures through its open-air sites. Pafos2017 started in 2014 to implement a cultural programme, enhancing it in 2015, extending it into 2016 and finally culminating in 2017 with hundreds of cultural activities marking the year of the European Capital of Culture.

The year of the European Capital of Culture in Pafos2017 will be marked by two multi-layered shows - the Highlights - which are the Opening and Summer Events. These extravaganzas will cover a wide spectrum of art, music and performances from Cyprus and abroad and the year itself will include a wide spectrum of events such as exhibitions and public art installations, musical and theatrical performances, street shows, even gastronomy symposiums and historical conferences, where the city and its citizens, volunteers and visitors will participate in a year of celebrations.

For more information:

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