

Theorizing the Experience Economy: Towards a Future Agenda?

International Workshop | HafenCity University Hamburg | November 3-4, 2011

Venue: Amerikazentrum Hamburg, Am Sandtorkai 48, 20457 Hamburg (HafenCity)

Organizers: Prof. Dr. Gernot Grabher and Hugues Jeannerat, Urban and Regional Economic Studies, HCU Hamburg

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Program

Thursday | 3 November 2011

- 9:00 **Welcome**
Walter Pelka, President of the HCU Hamburg
- 9:10 **Brief presentation of the RSA Research Network**
Hugues Jeannerat, HCU Hamburg
- 9:20 **Introduction to the workshop**
Gernot Grabher, HCU Hamburg

Session 1

Chair: Anne Lorentzen, Aalborg University

- 9:30 **Thematic introduction: "Placing the experience economy"**
Philip Crang, Royal Holloway, University of London
- 10:15 **Experiential value and territorial staging systems**
Hugues Jeannerat and Olivier Crevoisier, HCU Hamburg and University of Neuchâtel
- 10:45 **Branding through experiences in the international cosmetics industry:
Delineating conceptual territory through brands in space**
Bodo Kubartz, Passion and Consulting / University of Oklahoma (prev.)
- 11:15 **Coffee Break**
- 11:30 **German Nachtleben, German approaches to the night-time economy**
Jakob F. Schmid, HCU Hamburg
- 12:00 **The mandatory participation in the planning process as an experience?**
Line Hvingel, Lise Schröder and Hans Peter Therkildsen, Aalborg University and Kolding Municipality
- 12:30 **Lunch at restaurant "Zum Schiffchen", Großer Grasbrook 9, 20457 Hamburg**

Session 2

Chair: Hugues Jeannerat, HCU Hamburg

- 14:00 **Thematic introduction: "Whose experience, whose economy?"**
Andy Pratt, King's College London
- 14:45 **Postindustrial growth: Experiences, culture or creative economies?**
Anne Lorentzen, Aalborg University
- 15:15 **The taxonomic problems of the experience economy industries"**
Berit Therese Nilsen and Britt Dale, Norwegian University of Science and Technology
- 15:45 **Coffee break**

- 16:00 **The experience economy as a rural development concept**
Jesper Manniche, Lene Rømer, Tage Petersen and Karin Larsen, Centre for Regional and Tourism Research, Bornholm/Denmark
- 16:30 **The experience economy in an island region: More than just for the tourists**
Sarah Kennedy, Queen's University Belfast
- 17:00 **Food experiences as a designed concept innovation: New industrial policy challenges**
Jon Sundbo, Roskilde University
- 17:30 **Open discussion** (End: 18:30)
Moderation: Gernot Grabher, HCU Hamburg
- 20:00 **Dinner at restaurant "Cox",**
Lange Reihe 68, 20099 Hamburg

Friday | 4 November 2011

Session 3

Chair: Olivier Crevoisier, University of Neuchâtel

- 9:00 **Thematic introduction:**
"Experiencing newness in orderly settings: Value making in marketplaces"
Patrik Aspers, Stockholm University
- 9:45 **Experiencing uncertainty in the experience economy:**
How musical actors perceive their labour market vulnerability and resilience
Oliver Ibert and Suntje Schmidt, Freie Universität Berlin
- 10:15 **Measuring event experiences and redefining its social nature**
Sjanett de Geus, Tilburg University
- 10:45 **Coffee Break**
- 11:00 **Constituting local creative markets: Field configuring events and professional scene formation in Berlin's design industries"**
Elke Schüßler and Bastian Lange, Freie Universität Berlin and Humboldt University Berlin
- 11:30 **Going East? The role of wealthy private collectors in the process of making value of contemporary visual art**
Melanie Fasche, HCU Hamburg
- 12:00 **Authentic place brands and the value of experience**
Rebecca Richardson, Newcastle University
- 12:30 **Lunch at restaurant "La Baracca",**
Sandtorkai 44, 20457, Hamburg

Concluding forum

Chair: Gernot Grabher, HCU Hamburg

- 14:00 **Thematic introduction: "Economic valuation and the experience economy"**
David Stark, Columbia University
- 14:45 **Open discussion**
Moderation: Gernot Grabher, HCU Hamburg
- 16:00 **Future activities of the Research Network**
Hugues Jeannerat, HCU Hamburg
- 16:30 **End of workshop**