



ACEEPT SMART Art Cities Mechelen, Belgium 18 - 24 November 2012

Programme and Schedule

Programme

The theme which will be explored during the ACEEPT Project week is 'SMART Art Cities'. The following ideas need further consideration. What is a smart city? What is an art city? And what is a SMART Art City? Even more: what is a SMARTER and what is the SMARTEST Art City?

Smart City

There are many differing views as to what a smart city really is, but the common theme to be found in the various definitions is the aim to create a better, cleaner and more livable city with a better quality of life. A more livable city is usually related to a more sustainable way of living with better use of technology.

Art City

The art cities represent one of the most important reasons to visit Belgium, in particular Flanders. The art cities are without doubt one of the most important USPs of Flanders.

SMART Art City

Let us now move on to the third concept, the 'SMART Art City'. This word combination, written in this particular way, was first coined by ACEEPT. What does this word 'SMART' – mind the capitals – stand for?

In the first place, SMART means 'Intelligent' e.g. How creative and innovative is the brand image of an art city? Or how SMART is the benchmarking, the carrying capacity and the sustainable cultural heritage of an art city?

Next, SMART also signifies 'Digital' e.g. How does an art city use QR codes, Apps and social Media? How about the importance of social media such as TripAdvisor in the final choice of



a holiday or a travel destination? How does an art city apply smart initiatives to be sustainable?

To end with, SMART also stands for a Business Plan i.e. **S**: Specific, **M**: Measurable, **A**: Achievable, **R**: Realistic and **T**: Timed. How can we use this business plan in defining what a SMART Art City is? Can we develop criteria to define a SMART Art City and consequently, make up a kind of 'Quality SAC Label' or 'Quality SMART Art City Label' which outlines in a very specific way a number of criteria to which an art city must abide if it wants to be called a SMART Art City?

SMARTER Art City

Together with the international students, we will try to make a SMART Art City even SMARTER. This means that we will look for ways to bring an Art City to a higher standard: more intelligent, more digital. SMARTER also includes the following concepts:

E: Experienced and **R**: Resourceful.

SMARTEST Art City

The very final stage is to produce tools to define the SMARTEST Art City: the most innovative art city with the best use of digital and intelligent resources. The SMARTEST Art City will be a summary and the summit of the key words **SMART**, **SMARTER** and **SMARTEST**:

S: Specific, **M**: Measurable, **A**: Achievable, **R**: Realistic; **T**: Timed. The final 3 letters stand for: **E**: Exclusive, **S**: Sustainable and **T**: Themed.

We will apply our findings to a very specific art city. As Thomas More (Lessius) is located in Mechelen, we will take the art city Mechelen as a case study.

Visits and Group Work

In addition to lectures and group work, there will be on-site visits related to the theme of art cities, team building activities, group work, and surprise events.

This project week is organized in cooperation with 'Visit Flanders' and the 'Association of Art Cities Flanders'.



Schedule

Sunday 18 November 2012

<p>12:00 – 22:00 Youth Hostel Mechelen</p>	<p>Arrival and Check in at the Youth Hostel Mechelen (students) and at the hotel Het Anker (teachers).</p> <p>We warmly welcome students and teachers from several university colleges from Switzerland, Spain, Finland, France, Turkey, Germany and the Netherlands. A light snack and a drink will be offered. The host country will prepare a smart quiz to bring you into the mood of the SMART Art City project week.</p>
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Monday 19 November 2012

<p>8:30- 13:00 Thomas More (Lessius) Campus De Vest (Auditorium 2)</p>	<p>Official Opening ACEEPT Project Week</p> <p>After the welcoming speech by representatives from ACEEPT, Thomas More (Lessius) and the city of Mechelen, the students from the university colleges will present the following topics:</p> <ul style="list-style-type: none"> - Pre-Task 1: Introduction National Teams - Pre-Task 2: Branding Belgium (Flanders / Mechelen) - Pre-Task 3: SMART Art Cities Abroad. <p>After the presentations, a new task will be given to the mixed international groups: 'Mechelen: from SMART to SMARTER Art City. Defining the SMARTEST Art City'. This task will be submitted on Friday 23 November, 2012.</p>
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<p>13:00 – 14:30 Thomas More (Lessius) Campus De Vest (Student Restaurant)</p>	<p>Lunch</p>
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<p>14:30 – 17:00 Thomas More (Lessius) Meet at Campus De Vest - (Main Entrance)</p>	<p>Teambuilding and Intercultural Encounters</p> <p>Students from Belgium have worked out a teambuilding activity in the city of Mechelen. The focus is on intercultural encounters. In addition, some creative and innovative highlights of Mechelen will be visited.</p>
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<p>17:00 – 22:00 Thomas More (Lessius) Campus De Ham (Polyvalent Room)</p>	<p>International Fair</p> <p>The different university colleges introduce their country in a professional and entertaining way. The following features may be included: culture, history, local food and drinks, music, etc. The host country Belgium works out the framework of this event. French fries with all kinds of treats will make this event unforgettable.</p>
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Tuesday 20 November 2012

<p>8:30 – 13:15 Thomas More (Lessius) Campus Toerismehuis (Auditorium T 102)</p>	<p>SMART Art City</p> <p>Different keynote speakers highlight the following concepts of a SMART Art City:</p> <ul style="list-style-type: none"> -Art City: 'Art Cities in Flanders' (Patricia Vyt) -Smart City: 'Smart City Dynamics' (Heidy van Beurden), 'USE-IT Maps' (Nicolas Marichal) -SMART Art City: 'Crowding and Carrying Capacity' (Bart Neuts), 'Visitor Management' (Tomas Vanderplaetse) and 'Cycle Node Network' (Louise Derre).
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<p>13:30 – 14:15 Thomas More (Lessius) Campus Toerismehuis (Student Restaurant)</p>	<p>Lunch</p>
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<p>14:30 – 17:00 Thomas More (Lessius) Meet at Campus De Vest (Main Entrance)</p>	<p>SMART Mechelen by Bike</p> <p>We will explore Mechelen and vicinity by bike in a unique and innovative way. Flanders was the first to develop a network of cycling tours, the 'Cycle Node Network', with special numbered hubs to facilitate the choice of the cycling tour.</p>
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<p>17:00 – 22:00 Thomas More (Lessius) Meet at Campus De Vest (Main Entrance)</p>	<p>SMART Mechelen by Night</p> <p>We will have dinner in ViaVia Travellers' Café. Afterwards, we will climb the St Rumbold's tower and walk the skywalk. At night, the skywalk offers a special view of the Grote Markt. We pay attention to the special lighting system (LED). Later in the evening, we will quench our thirst with a refreshing Gouden Carolus. The bar at the youth hostel will be open upon return.</p>
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Wednesday 21 November 2012

8:30 – 12:00 Thomas More Campus De Vest (Library)	Research SMART Art City Students in mixed international groups conduct research on the SMART-SMARTER-SMARTEST Art City. They look for criteria to define a SMART Art City.
Afternoon and Evening Meet at Campus De Vest (Main Entrance) at 12:20 – Departure from Antwerp by coach at 21:45.	Visit SMART Antwerp We will travel by train from Mechelen to Antwerp. Upon arrival, we will get a hot soup with bread. After a short presentation of the digital offer of Antwerp (e.g. the app 'This is Antwerp' and other innovative apps), we will visit the city in a creative way via the Antwerp Fashion Hunt. We round up at 'Burger for Burgers' for our meal. Eventually, there will be a surprise activity.

Thursday 22 November 2012

8:15 – 10:30 Thomas More Campus De Vest (Library)	Research SMART Art City Students in mixed international groups conduct research on the SMART-SMARTER-SMARTEST Art City. They look for criteria to define a SMART Art City.
Afternoon and Evening Meet at Campus De Vest (Main Entrance) at 10:50 – Departure from Ghent by train at 20:45.	Visit SMART Ghent We visit Ghent in an innovative and smart way. 'The Hunt for the Stolen Panel' from the altarpiece 'The Adoration of the Mystic Lamb' from the Flemish painters van Eyck will be the common thread in our visit. We will pay attention to new digital developments in the city.

Friday 23 November 2012

9:30 – 11:45 Thomas More Campus De Vest (Library)	Research SMART Art City Students in mixed international groups conduct research on the SMART-SMARTER-SMARTEST Art City. They look for criteria to define a SMART Art City.
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11:45 – 12:30 Thomas More (Lessius) Toerismehuis (Student Restaurant)	Lunch
13:00- 18:00 Thomas More (Lessius) Campus Toerismehuis (Auditorium T 102)	Presentation Group Task (Mixed International Teams): 'Mechelen: from SMART to SMARTER Art City. Defining the SMARTEST Art City' The students from the mixed international groups present the findings of their research. They also comment their checklist of a SMART Art City. This checklist will be used to make up a SAC label (SMART Art City Label).
19:00 - Thomas More (Lessius) Campus De Vest (De Poort)	Buffet Meal and Official Close ACEEPT Project Week We will enjoy a unique buffet meal with some Flemish specialties. The results of the task 'Mechelen: from SMART to SMARTER Art City. Defining the SMARTEST Art City' will be announced. There will be closing remarks by representatives from ACEEPT, Thomas More (Lessius) , the city of Mechelen and Visit Flanders. The certificates ACEEPT 2012 will officially be issued and the location for ACEEPT 2013 will be announced. After the meal, a party organized by the student club 'Toeristika' will keep our smart ACEEPT thoughts and feelings alive and kicking all night long.

Saturday 24 November 2012

8:30 – 12:00 Youth Hostel	Departure Delegations Thanks to smart techniques, we will stay connected. So, we do not say farewell but we say goodbye and wish all the students and teachers a safe trip back home.
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