

EUROPE 2014
**International
Communication
Summit**



POMILIO BLUMM

24 September – 9:45 a.m.
Bibliothèque Solvay
Brussels

Main speakers



SPIKE LEE

The most famous African-American director, with two Academy Award nominations and a Lifetime Achievement Honor at the César Awards



MICHAEL DOBBS

Politician and writer, former adviser to Margaret Thatcher, creator of the cult television series *House of Cards*

RIACE BRONZES
Statue B "Il vecchio" 198 cm
V century BC

Preview of the exhibition
"Raccontare la bellezza"
with the images of maestro
Mimmo Jodice

The new European "Rinascimento"

Heritage communication, pushing the EU culture towards
a new leadership mainstream

An extraordinary summit for public communicators

Speakers include prominent personalities from the world of communication, institutions, research, art and culture

ICS why

UNDERSTAND

new languages and models for a transparent communication between Institutions and citizens

PREPARE

for future challenges, thanks to experience, testimonials and data processed solely for the summit

ELABORATE

tools and effective solutions to interpret the present and compete in contemporary society

LEARN

the most interesting and innovative communication strategies in different sectors


ICS Pomilio Blumm Summit

A unique occasion for dialogue and discussion on communication targeted at the citizen-consumer

How can the millenary cultural heritage of the “Old Europe” - meant as artistic as well as historic, civic and religious legacy - become the mainspring of an economic and social rebirth? How can Institutions make use of such an incredible resource - consisting in manufactured products and monuments as well as intangible values, territories, tastes, styles and traditions –to strengthen citizens’ trust and their sense of belonging to the community, helping the formation of a shared civic conscience and a growing “European sensibility”? Can the bond between cultural memory and identity help define a European “lifestyle”, able to enrich our future according to welfare parameters different from the mere quantification of the GDP? These are some of the questions in evidence in the 2014 edition of the Summit, in light of the growing interest of Institutions and individuals in the field of cultural heritage, which is becoming more and more strategic from an economic, political and also cultural point of view. Because culture means identity and enhancing one’s cultural heritage means to strengthen the sense of belonging and, through this, build that sense of community which from the very beginning represents the basic value of the European project.

The International Communication Summit is a cultural container, an international laboratory for a specialized in-depth examination addressed to the top management of the Public Administration, where points of view and ideas are explored in the search for a new kind of communication. The Summit, now in its fifth edition, offers a unique experience with the greatest experts in the world of communication and culture to acquire skills and approaches that are essential in a field so rapidly changing.

Objective: the search for new codes shared and co-managed to ensure through communication those principles of participation and aware consumption of values, products and services that today’s citizens and consumers, much more critical than in the past need in order to become protagonists of the construction process of the European society.



Franco Pomilio
ICS Chairman
President of Pomilio Blumm



ICS Chairman

Franco Pomilio

ICS Chairman since 2010, coordinator of EuroMediterraNetwork and President of Pomilio Blumm, a company leader in public and institutional communication. Trained in the United States, he has specialized in marketing at Harvard University, MIT and the INSEAD campus in Singapore, he has worked in major advertising corporations in the United States, the Middle East and Japan. Author of monographs “La Repubblica della Comunicazione” (2010), “Comunicazione 3.0” (2011) and “Comunicare la trasparenza” (2013), has developed one of the most original theoretical models of communication between institutions and citizen-consumer.

The Riace Bronzes in Brussels

From the cradle of the Mediterranean to the capital of the new Europe

The sublime harmony of the Riace Bronzes, two of the most important masterpieces of classical art, and the timeless photos of an undisputed master of Italian photography come together in the heart of modern Europe for an exceptional artistic and cultural project.

The photo exhibition “Raccontare la bellezza” preview to be held in Brussels on the occasion of the ICS Pomilio Blumm Summit, will reveal for the first time to the international public the fascinating, exclusive photographs taken by Mimmo Jodice on the occasion of the “return” of the two statues in the renovated Archaeological Museum of Reggio Calabria after a long restoration, which restored their ancient splendour.

The initiative, which is part of the communication campaign for the promotion of tourism and the image of Calabria Region, will enable ICS to show also in Brussels, capital of the new Europe, the exceptional product of an encounter - to use Jodice’s words - “long overdue.”




A special thank to
Calabria Region



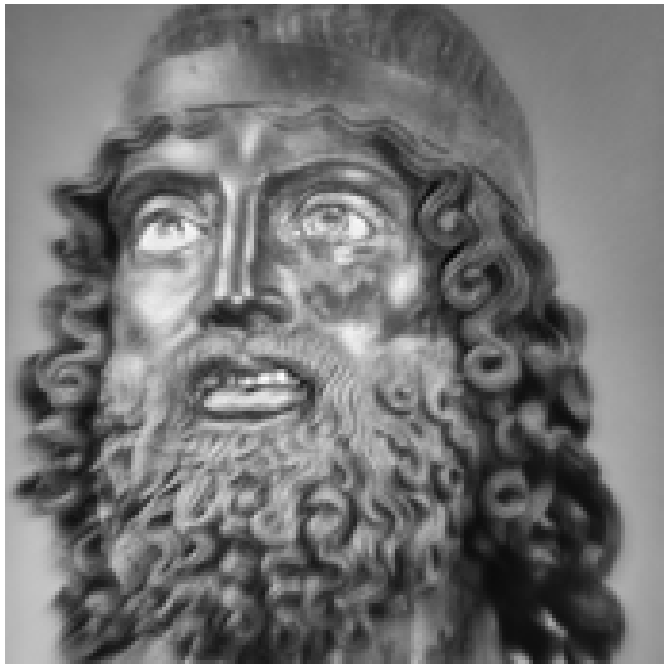
Jodice, Naples, “Riletture”





Mimmo Jodice

One of the greatest Italian living photographers. With his unique view, through the lens, he has been able to grasp the core of the classical and Mediterranean culture, giving new life to the artistic heritage and its centuries-old beauty: from the everlasting ruins of Pompei to Canova’s golden ratio to arrive, nowadays, to the sculptural grandeur of the Bronzes as an exemplary proof of the contradictions and the potentiality of a country such as Italy, which is more than ever before called on to enhance its beauty.



Statue A “Il giovane”



Statue B “Il vecchio”

Main speakers

Spike Lee

The most prominent and “social” African-American film director

With two Academy Award nominations, a Lifetime Achievement Honor at the César Awards and a “star” in the Walk of Fame in Hollywood, he is now the most famous African-American director. His films, milestones of cinema in the world, reflect in an original way, through content and language, his commitment to artistic and political issues of fundamental social importance, such as race relations and civil rights. An all-round and eclectic figure, Lee is also a screenwriter, film producer, documentary film maker and musician. In 2005 he published his autobiography, entitled: “That’s my story and I’m sticking to it”.

“ Spike Lee's movies make you experience the thrill of discovery. But also, above all, want to illuminate an individual universe of meaning and emotion. ”

New York Times



He is the creator of the hit television series *House of Cards*, taken from his trilogy of political thrillers.

Prominent figure of the English political panorama, former adviser to Margaret Thatcher, he is now a member of the House of Lords.

Among his books, the novel *Winston's War*, dedicated to the figure of Churchill. The London Times called him “an heir of the narrative tradition of Shakespeare”, for his accurate and detailed portrait of the historical events of the past.

Michael Dobbs

Creator of the cult television series *House of Cards* on institutions politics and citizenship

“ Michael Dobbs is the man who portrayed the loyalties and betrayals of politics for a generation with his thriller House of Cards. ”

The Times





Mons. Paul Tighe

Secretary of the Pontifical Council
for Social Communications

An expert on ecclesiastical communication
he has been responsible for the creation of
the Pope's Twitter profile and of the opening
of the Holy See to social networks.

Yasser G. Aref

Responsible for the IAM Project
Bibliotheca Alexandrina
Alexandria, Egypt

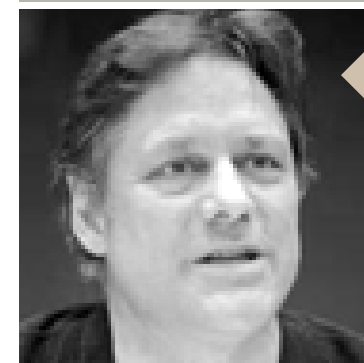
Head of the Architectural Studies Unit and
member of the Alexandria and Mediterranean
Research Center of the Bibliotheca Alexandrina
of Alexandria. He is in charge in particular of
the 3D historical reconstruction of the city and its
cultural heritage.



Barbara Serra

Al Jazeera anchorwoman

ICS 2014 moderator. Television reporter, she has been the
first non-native speaker to anchor a newscast in the UK, she
has worked for BBC, Sky News and Five News. An expert in
intercultural dialogue in Europe and the Middle East.



Stephen Clark

Director for Relations
with Citizens at the
European Parliament

He has managed for years
the activities of the European
Parliament on social media
and is now in charge of
the relationships between
institutions and citizens.



Stefano Jacoviello

Panspeech scientific
coordinator

Semiologist, professor at
the University of Siena. He
studies the relation between
heritage, memory, identity
and citizenship.



Franco Pomilio

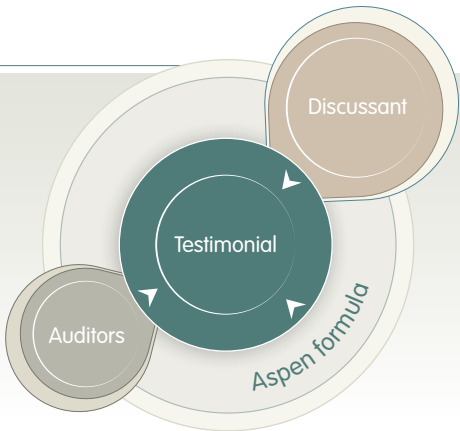
President of Pomilio Blumm

ICS Chairman since 2010.
Coordinator of EuroMediterraNetwork, he is one of the main
theorists and experts of the relationship between Institutions
and citizens-consumers.

The "Aspen" formula

Next to the speakers, a range of top discussants

Organized according to the formula that has made the Aspen Institute famous, the ICS format allows a debate at the highest level, through a system of interaction between the speakers and top selected discussants, privileged observers of economic, social and cultural institutional processes.



Masterclass Degree

Only for the participants a prestigious certificate

The Summit will grant all participants the Masterclass Degree, a certificate endorsed by ICS Blumm Academy, EuroPCom, Transparency International



Bibliothèque Solvay

Located inside Leopold Park in the heart of the "European neighbourhood", the library is one of the best examples of architectural eclecticism in Belgium. Designed in 1902 by Constant Bosmans and Henri Vandeveld, the building amazes with its understated classic facade that hides a rich decoration of precious woods, mosaics and stained glass windows.

Registration

Brussels, 24 September 2014 – 9:45 a.m.

Name _____ Phone _____

Surname _____ E-mail _____

Company _____ Address _____

Job Title _____ City _____

DATE _____ SIGNATURE _____

You can register by sending this form by **fax to +39 085 421.20.92** or by filling in the accreditation form on the site **<http://goo.gl/sRMajE>**

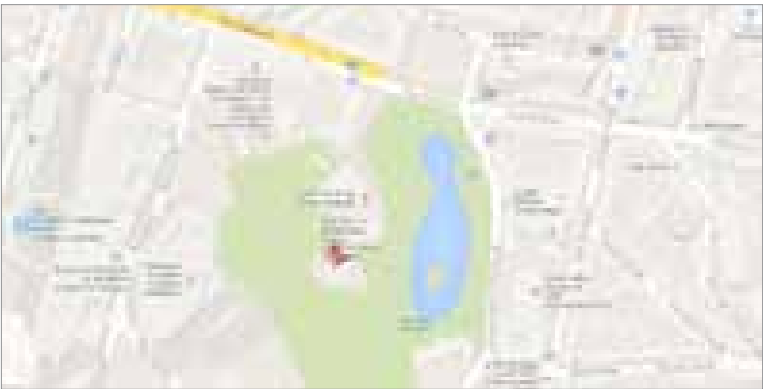
WARNING: Registration is required, any changes must be notified no later than **19 September, 2014**. **This coupon is dedicated to you by Pomilio Blumm and is strictly personal.**



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