

Young artists - reality and challenges

SPEAKERS

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POLAND25.EU



INAUGURAL LECTURES



AGNIESZKA POLSKA

Agnieszka Polska is a visual artist and film director based in Berlin. Polska employs computer-generated media to explore themes of individual agency, social responsibility, and the shaping of historical narratives within environments driven by rapid technological changes and the flow of information. Her work bridges the past and the digital present, using hallucinatory animations and poetic storytelling to delve into the ethical ambiguities of contemporary society.

Polska's art has been showcased internationally, including exhibitions at the New Museum and MoMA in New York, Centre Pompidou in Paris, Tate Modern in London, and the Hirshhorn Museum in Washington, D.C. She has held solo exhibitions at Hamburger Bahnhof in Berlin, the Museum of Modern Art in Warsaw, M HKA in Antwerp, Frye Art Museum in Seattle, Nottingham Contemporary, and Salzburger Kunstverein.

She participated in the 57th Venice Biennale, 11th Gwangju Biennale, 19th and 24th Biennale of Sydney, 14th Shanghai Biennale, and 13th Istanbul Biennial.

In 2017, she was awarded the Preis der Nationalgalerie.



Photo credi: Ben Marvin



PHILIPPE KERN

Kern initiates or manages high-profile European and international projects in research, peer review, strategic advice, association management, and consultancy on the creative, cultural, digital and sports economy. He is an expert adviser to the European Commission, the European Parliament, WIPO, the Council of Europe, the EIB/EIF, and numerous public and private organisations, from large multinationals to non-profit organisations.

He is a well-known guest speaker, writes blogs (www.keanet.eu), and authored three books documenting KEA's activities. He teaches at the Kedge Business School (Paris) and the EPFL (Lausanne). He is a copyright and EU law specialist.

Philippe Kern is KEA's founder and its former managing director until 2024. KEA has specialised in advising territories and organisations on culture since 1999.

Kern was the former Director of Public and Legal Affairs of PolyGram (now Universal) and head of the IFPI Brussels office. Kern founded IMPALA - the association of independent music companies in 2000. He was instrumental in the launch of EFAD (Association of national film agencies) when advising the UK Film Council. He is the chairman of b.creative, an international association networking cultural and creative entrepreneurs worldwide (www.bcreativetracks.com).

He graduated in law from Strasbourg and Paris universities and the College of Europe in Bruges.





PANEL I

DESIGNING AN ARTIST'S CAREER PATH



OLGA BRZEZIŃSKA

Olga Brzezińska is a distinguished cultural manager, EU studies scholar, and university lecturer with extensive expertise in arts management and international programming. Currently, Olga serves as the Deputy Director at the Adam Mickiewicz Institute, where she is responsible for programming, strategy, and key initiatives such as the UK/Poland Season 2025 and the international cultural programme of the Polish Presidency of the Council of the European Union.

In addition to her role at the Institute, Olga shares her knowledge as a lecturer of cultural diplomacy at the Jagiellonian University in Kraków and as an instructor on leadership in the MBA program at Kozminski University in Warsaw.

Beyond these roles, Olga serves as the Programme Director of the Leadership Academy for Poland and contributes as a member of the Mentor Board of the Rafał Brzoska Foundation.

As a co-founder and President of the City of Literature Foundation and founding member of the Executives for Impact initiative, she actively supports the development of NGOs and drives impactful change in the cultural and educational sectors.



Photo credi: Katarzyna
Rainka



MAGDA CHOŁYST

Founder of the Artist in Bloom studio, which focuses on education and competency development in the Polish and international culture and creative sectors. Designer of educational processes, educator, creator of modern educational programs for cultural institutions, projects, and organizations. Career coach. Growth hacker.

As an expert in innovative education and future competencies, Magda supports artists, creative sector professionals, innovators, and creative entrepreneurs who want to learn how to ride the wave of changes flooding the contemporary culture market.

Magda has collaborated with, among others, Music Export Poland, the European Commission, Keychange, the European Music Exporters Exchange (EMEE), the European Music Managers Alliance (EMMA), Keychange, the Music Cities Network, HEMI Incubator, SEWEM, the National Centre for Culture, the Inne Brzmienia Festival, Cultural Institutes in Gdańsk, Wrocław, the Academy of Fine Arts in Wrocław, Katowice, and many other organizations supporting professionalization in the creative sectors.





RAINER KERN

Rainer Kern is a distinguished cultural and urban development expert. He holds degrees in chemistry and political science.

Rainer is the festival director and artistic director of Germany's largest jazz festival, Enjoy Jazz—International Festival for Jazz and More, which he founded in Heidelberg in 1999. He also founded “lesen.hören,” the Mannheim Literature Festival, which showcases diverse literary talents. In addition, he founded “jetztmusik,” a festival based in Mannheim that celebrates electronic music and media art.

Rainer was the key figure behind Mannheim's successful bid for the ‘UNESCO City of Music’ title and led the project from 2014 to 2023. From 2016 to 2023, he served as the Global Chair of all UNESCO Cities of Music, strengthening international cultural ties.

He is also the Chair of “Festivalregion,” a network comprising the top 16 arts festivals of the European Metropolitan Region Rhine-Neckar.

Rainer supports cities in sustainable urban development and creative economy policies.

He is a speaker at various international forums on culture, urban development, and migration.



Photo credi: Bogna Kociumbas



ANDREW MANNING

Andrew Manning is the Director of EUNIC, the network of European Union National Institutes for Culture. EUNIC brings together 39 members across all EU member states, the UK and Ukraine, as well as a global network of 140 EUNIC clusters around the world and is an official partner to the EU in the field of culture in external relations.

Prior to EUNIC Andrew was the Secretary General of the European Concert Hall Organisation.

Previous roles also include as International Advisor for BOZAR (the Centre for Fine Arts Brussels) and as Head of Arts of the British Council in France, the EU team of the British Council in Brussels and the Arts TV and radio broadcasting teams of the BBC in London.

Andrew has a degree in Modern Languages from the University of Oxford and was formerly a member of the Governance Committee of the International Society for the Performing Arts.

In the field of further/higher education Andrew have given sessions and workshops including for the French Ministry of Culture, the Vienna Diplomatic Academy, and several European universities.



Photo credi: Pauline Caplet



TOMASZ KIREŃCZUK

Tomasz Kireńczuk, born in 1983, is a playwright, theater critic, and curator active in the field of performing arts.

He is a co-founder and longtime program director (until 2021) of Teatr Nowy in Krakow, where he implemented his own projects such as "New Theatre Laboratory," "Be Brave – Youth in Culture," and "60+ New Age of Culture."

From 2011 to 2019, he was associated with the International Theater Festival Dialog – Wrocław, serving as spokesperson, program consultant, and curator.

Since 2021, he has been the artistic director of the Santarcangelo Festival, the oldest and one of the most important European performing arts festivals in Italy.

In 2008, he published a book titled "From Art in Action to Action in Art. Filippo Tommaso Marinetti and the Theater of Italian Futurists."

In 2012, he co-authored (with Dana Bień) the book "New Age of Culture. Culture as a Tool of Change."

He studied theater and drama at Jagiellonian University in Krakow.



Photo credi: Marcin Oliva Sotot



JAGODA SZELC

Jagoda Szelc, born in 1984 in Wrocław, is a renowned film and theater director and screenwriter. In 2006, she graduated from the Academy of Fine Arts in Wrocław. In 2004, she received a scholarship to study at Aristotle University in Thessaloniki, and in 2012, she was awarded a scholarship from the Minister of Culture. She graduated with honors from the Direction Department at the Lodz Film School in 2018.

Her films have been showcased at prestigious festivals such as Berlinale, Karlovy Vary, Hot Docs, Cannes Short Corner, New Horizons, Brooklyn Film Festival, and many more.

Jagoda made her directorial debut in 2017 with the film "Tower. A Bright Day," which won awards for best debut and screenplay at the 42nd Polish Film Festival in Gdynia and received numerous international accolades. This film was also screened at the Berlinale International Film Festival in the prestigious Forum section.

In 2018, she won the Grand Prix at The Brooklyn Horror Film Festival. In 2018, Jagoda Szelc became a laureate of the Polityka's Passports award. She completed her second feature film, "Monument", in 2018, which won a special award at the 43rd Polish Film Festival in Gdynia and received three awards at The Brooklyn Horror Film Festival in 2019.

Her play "The Machine" was named one of the top 10 performances of 2021 by Polityka magazine, winning the audience award at the Interpretations Festival. Her second play, "Smiling Boy," was produced at the New Theater in Warsaw. In 2023, the series "The Mothers of Penguins," co-created by Jagoda, premiered and was recognized by The New York Times as one of the top 10 international series.



Photo credi: Sonia Szóstak



PANEL II

HOW TO BETTER EDUCATE CREATORS



MARTA CIENKOWSKA

Marta Cienkowska - Undersecretary of State at the Ministry of Culture and National Heritage, political scientist, and cultural manager. She is a graduate of the University of Warsaw and the Polish Academy of Sciences.

For years, she has been involved in the development of the cultural sector, implementing hundreds of projects in Poland and abroad, collaborating with public institutions, non-governmental organizations, and the business sector.

She also focuses on designing marketing campaigns, organizing cultural events, business events, and providing consulting on planning and executing multi-tool campaigns, as well as financing new projects and products with public funds, including European funds.

At the Ministry of Culture and National Heritage, she is responsible for coordinating international cooperation and overseeing European funds.



Photo credi: Danuta Matloch



MAGNUS PIND

Magnus Pind (1991) is a video artist creating large-scale immersive installations for physical spaces and performances. For over a decade, Pind has created artworks that deconstruct familiar systems and concepts, inviting audiences to see the world in new ways.

Pind's work is an ongoing visual analysis of the technological, societal and personal systems that shape our lives. Using found material, sourced from different contexts, he deconstructs, remixes and collages video, space and images to reveal hidden meanings and create unexpected connections.

Pind's artworks and performances have been shown at Ny Carlsberg Glyptotek (Denmark, 2024), Kunsthall Aarhus (Denmark, 2023), Kunstforeningen Gl. Strand (Denmark, 2023), and Transmediale (Germany, 2017), amongst others.

His video design for theatre has been widely shown on stages in Europe and the US, such as the Vienna State Opera (2014), La Monnaie (2015), The Royal Danish Theater (2016, 2020, 2024), and the Kennedy Center (2019), amongst many others.



Photo credi: Skye Morse-Hodgson



MAREK KRAJEWSKI

Marek Krajewski is a sociologist, professor at the Institute of Sociology at Adam Mickiewicz's University in Poznań. He specializes in the sociology of culture and relational analyses of social life, materiality, and the city.

He is the author of numerous articles on contemporary culture, art, and cultural education, as well as the following books: “The cultures of popular culture” (2003), “POPamiętane [Pop-memories]” (2006), “For Photography!” (2010, co-authored with R. Drozdowski), “There are Things in the Life...” (2013), “Incidentology” (2017), “(Dis)Liking: The World Through Hatred” (2020); “List of Natures. About the City, Art, Technology, and Contemporary Customs” (2024).

He was the curator of the AMS External Gallery (1998-2004) and the originator of the "Invisible City" project, which concerns everyday, vernacular urbanism.

He co-founded the program promoting cultural education, “Very Young Culture”, and the project “Archive of Research on Everyday Life” (www.archiwum.edu.pl).





DOROTA ILCZUK

Dorota Ilczuk is a full professor and cultural economist. She heads the Creative Economy Research Center at the SWPS University and created the MAP (manager, agent, producer) Master's degree program. She holds a postdoctoral degree (habilitation) in management in the humanities and founded the Pro Cultura Foundation. From 2001 to 2007, she served as President of CIRCLE, a European network of institutions focusing on research, documentation, and information in culture. She is also a member of the European Cultural Parliament.

Ilczuk cooperates with various foreign organizations and scientific societies, including ERICArts, ACEI, ISTR, and the Compendium of Cultural Policies and Trends in Europe.

Dorota is the principal investigator of numerous research programs, such as leading the Polish team in the CICERONE - Creative Industries Cultural Economy Production Network (Horizon 2020) project, which aimed to analyze value chains in the creative sectors.

Her last publication is “Artists Labour Market, Cultural Policy and Creative Economy: A Triangular Model in Poland” by Dorota Ilczuk, Anna Karpińska and Emilia Cholewicka Routledge Focus on Economics and Finance, Taylor & Francis Ltd, London 2024

Recently, her interests have mainly focused on the artists' labor market. Her research project "Estimation of the number of artists and creators" formed the basis for legislative changes in Poland and was the first successful attempt after World War II to estimate the size of the artistic community. She is currently leading the second edition of this project (“Counted 2024! Artists, performers and creators in Poland”), which is essential for the implementation of the Act on Professional Artists.



PHOTO CREDI: NIKODEM SZYMAŃSKI, UNIWERSYTET SWPS



ANDRZEJ BEDNARCZYK

Andrzej Bednarczyk is an artist and educator. He studied at the Faculty of Graphics and the Faculty of Painting at the Jan Matejko Academy of Fine Arts in Krakow from 1981 to 1986 and obtained his diploma in 1986 under the supervision of Prof. Zbigniew Grzybowski. He currently leads a painting studio at the Faculty of Painting.

He is a co-founder of the "Platform for Artistic Research" team and a member of the editorial board of the "ASP Painting Notebooks" periodical.

Since 2020, he has served as the rector of his alma mater.

He is a member of the International Triennial Society of Graphic Arts in Krakow and the Polish Writers' Association.

He has received scholarships from the Ministry of Culture and National Heritage of the Republic of Poland and the Pollock-Krasner Foundation in New York.

He practices transmedia art, and his works have been presented in twenty-nine countries.

He is also an author of texts on art and literary works.



PHOTO CREDI: DAWID KOZŁOWSKI



PANEL III

THE FUTURE OF CREATIVE PROFESSIONS



NATALIA HATALSKA

Natalia Hatalaska is CEO and founder of infuture.institute, recognized as one of the most influential trend analysis and research experts. She was featured on the Financial Times' New Europe 100 list as one of central and eastern Europe's brightest and best citizens changing the region's societies, politics, or business environments.

Natalia Hatalaska is acknowledged as one of Poland's 50 most influential women and ranked among the top 10 authorities in Polish business.

She was awarded the title of Digital Shaper twice for her contributions to Poland's digital economy development. Natalia Hatalaska was honoured on the Polish Forbes Women of the Year list and on the Esomar Insight250 list, which includes 250 people from around the world, such as innovators, entrepreneurs, and researchers who "focus on improving the quality of market research."

Hatalaska is an analyst, author of numerous research projects, and a keynote speaker. Natalia Hatalaska received the Audience Award at the INSUMMIT congress and wrote the bestseller 'Age of Paradoxes: Will Technology Save Us?'





JOWITA MICHALSKA

Jowita Michalska, president of Digital University, author of the Digitalks podcast and the book “School in the Age of AI”, ambassador of the Digital EU, and advisor on Digital Affairs for the Polish Presidency of the EU Council in 2025.

Jowita's mission is to equip Poles with essential digital skills. She founded Digital University—a partnership organization collaborating with leading American universities to support companies in their digital transformation—and the Digital University Foundation, which aims to promote equal opportunities and education in new technologies and future competencies.

Jowita is also the Polish ambassador for Singularity University, an innovative organization from Silicon Valley. For her educational efforts, she has received numerous awards and honors, including being named a Digital Shaper for her significant contribution to the development of the digital economy in Poland and the title of Businesswoman of the Year in the category of Combating Digital Exclusion.

In 2021, Forbes Women Poland recognized her as one of the 100 most outstanding women in business.



Photo credi: Bartosz Sobkowiak



ALEKSANDRA SZYMAŃSKA

Aleksandra Szymańska is a cultural manager and an expert in cultural policy with a background in film production management, cultural management, and sociology.

From 1994 to 2008, she was associated with the music industry, followed by the media sector.

From 2011 to 2024, she was the director and the creator of the concept and strategy of the City Culture Institute in Gdańsk. Aleksandra initiated a range of interdisciplinary events and activities, such as the Narracje Festival, the Gdańsk Film Fund, the Gdańsk Film Commission, the Culture Observatory, the Gdańsk Literary Meetings "Found in Translation," and the Open IKM initiative.

She has been leading the national institution, the Center for the Development of Creative Industries, since July 2024.



Photo credi: A. Zemojdzin



AGNIESZKA PILAT

Agnieszka Pilat is a painter whose work explores the intricate relationship between humans and intelligent machines in the 21st century. Collaborating with companies like SpaceX, Agility Robotics, Boston Dynamics, and Waymo, she delves into cutting-edge technologies, treating robots as artistic collaborators. Pilat sees machines as a compelling subject for artistic exploration, viewing them as a lens through which to better understand the essence of humanity.

Her works have been showcased globally and were recognized in the Matrix film series.

Pilat's exhibitions include Incheon International Airport in South Korea (2024), The National Gallery of Victoria in Australia (2024), the Museum of Fine Arts Boston in the USA (2024), the de Young Museum in San Francisco (2019), the National Air and Space Museum (2023), and the Strathmore Center (2023) in Washington, D.C.

She has also shared her knowledge of art history at prestigious institutions such as the Hirshhorn Museum (2023), Stanford University (Institute for Human-Centered AI), and the University of Warsaw (2024). Additionally, her articles have been featured in Artnet.





WOJTEK URBAŃSKI

Wojciech Urbański is an acclaimed, multi-award-winning composer and music producer. Renowned for his work on films such as Operation Hyacinth, Lewandowski – Unknown, and Fanfic, as well as TV series like Ultraviolet, Rysa, and Infamia, his creations have been featured on platforms like Netflix, Canal+, and Amazon Prime.

Urbański effortlessly bridges the gap between orchestral, film, contemporary, and electronic music, showcasing his versatility as a composer.

Additionally, he has taken on the role of arranger and music director for numerous high-profile concerts and television productions, including the Bestseller Empik Gala, the "Together with Ukraine" benefit concert, and the "Tribute to Krzysztof Krawczyk" tour as part of the Męskie Granie Orchestra.



Photo credi: Adam Słaboń



IGLESIAS MARIA

María Iglesias is Team Leader at the Cultural Policy Unit of the European Commission, Directorate General for Education, Youth, Sport and Culture (DG EAC), where she deals with analysis of measures targeting the cultural sectors in the national Recovery and Resilience Facility Plans and the multidimensional impact of new and emerging technologies, including AI, on the cultural and creative sectors. Previously, María was IP legal officer at DG Joint Research Center (European Commission), Head of Research at KEA, and researcher at different universities and research institutes, including the CRIDS, University of Namur, where she was Head of the Intellectual Property department.





PANEL IV

CREATORS' ENTREPRENEURSHIP



LARS EBERT

Lars Ebert is Secretary General of Culture Action Europe, the major European network of cultural networks, organisations, artists, activists and academics. Culture Action Europe maintains an ongoing dialogue and knowledge-sharing between the European cultural sector and policy makers.

During his previous engagements as co-director of the cultural centre H401 in Amsterdam and deputy director of The European League of Institutes of the Arts, Lars has developed a specific interest and experience in participatory practices and art-based research that fuel his belief in the transformative role of culture towards more sustainable societies.

He holds a postgraduate degree in theology, has taught cultural management and leadership, is a frequent speaker and facilitator, publishes regularly and serves on the board of various organisations in the areas of culture, education and research.

Recent publications include Artistic Research as Productive Archiving, in: Productive Archiving. Artistic Strategies, Future Memories, and Fluid Identities. Edited by Ernst van Alphen, Amsterdam 2023, and the European Academy of Participation. Benchmarks, reflections and challenging practice on the interface between academia and the creative sector, Hamburg 2023.





KRISTIN DANIELSEN

Kristin Danielsen is the CEO of Arts and Culture Norway.

Danielsen is an experienced cultural leader combining formal leadership education with a background as a performing artist. She specializes in strengthening and developing organizations within the cultural sector and is passionate about highlighting the role of art and culture in societal development.

Kristin holds education and professional experience from the UK and the USA, complemented by an extensive international network through various board and advisory roles.

Currently serving as the Chair of IFACCA (International Federation of Arts Councils and Culture Agencies), a role that has provided invaluable global networks and experience, enhancing expertise in international cultural collaboration and leadership.

She is an active public speaker, lecturer, and contributor to societal debates, with extensive experience in board governance.





MADS RAVNSBÆK SØRENSEN

Mads Ravnsbæk Sørensen is the head of SOUND, an incubator for artistic innovation and entrepreneurship at the Rhythmic Music Conservatory in Copenhagen.

SOUND helps musicians and cultural entrepreneurs develop new concepts and projects that create a positive impact on society and the wider music ecosystem in Denmark while fostering new and more sustainable career paths for the artists themselves.

With a background in artist management and festival curation, he has been active in Denmark's music industry for years, shaping new platforms for creative talent.

As a founder of a boutique alternative music festival, he bridges the gap between music, entrepreneurship, and social impact.





ZUZANNA STAŃSKA

Zuzanna Stańska - art historian since 2012, founder and CEO at DailyArt (www.getdailyart.com), a history-related mobile app presenting one piece of fine art daily, beloved by hundreds of thousands of users worldwide and awarded by Apple in the 2024 App Store Awards in the Social Impact category.

Former expert of the sub-group on Digital Cultural Heritage and Europeana at the European Commission.

Winner of the Young Creative Entrepreneur Award in the Culture category, listed on the "New Europe Top 100 Challengers" list created by the Visegrad Fund, Google, Financial Times, and Res Publika. Alumni Blackbox Connect.

She is also running Moiseum, a consultancy that has been creating tech projects for museums and creative industries since 2012.





IAN RONALD FILLIS

Ian Fillis is a Professor of Entrepreneurship at Liverpool Business School, Liverpool John Moores University, Liverpool, England. He is a leading entrepreneurial small business researcher, with other research interests in creativity, cultural entrepreneurship and arts marketing.

His research output includes over one hundred and twenty single and jointly authored refereed publications.

He has been Visiting Distinguished Thought Leader at the University of South Australia, University of Tasmania Distinguished Visitor and the Bowater Visiting Research Fellow, Deacon University.





MARIA (MAJA) DRABCZYK

Maria (Maja) Drabczyk is a sociologist and researcher, Chair of the Board, Head of policy and advocacy unit at Centrum Cyfrowe.

She is an expert in digital cultural heritage, open science, emerging technologies, and copyright law. She has authored numerous reports, analyses, and recommendations on the societal impact of technology and its associated regulations on the cultural, educational, and scientific sectors.

She also serves as a board member of the EUscreen Foundation and actively contributes to advocacy networks such as Creative Commons, Communia, and Knowledge Rights 21.

Moreover, she is a member of the Artificial Intelligence Working Group (GRAI) at the Ministry of Digital Affairs, the KIS 12 Working Group at the Ministry of Development and Technology, and the International Advisory Committee for UNESCO's Memory of the World Programme.





PANEL V

CREATORS' HEALTH



ANA ZÃO

Ana Zão is a medical doctor and pianist, as well as the founder and director of the International Center for Arts Medicine. She specializes in physical and rehabilitation medicine and pain medicine, with a particular focus on arts medicine. Ana serves as a consultant in the Physical and Rehabilitation Medicine Department and the Chronic Pain Unit at Centro Hospitalar Universitário de Santo António. She also coordinates medical residency programs and postgraduate training.

In addition to her medical roles, Ana is a Lead Professor at the School of Medicine and Biomedical Sciences at the University of Porto. She conducts research at the Center for Health Technology and Services Research (CINTESIS) and RISE Health. Her academic achievements include a PhD in Clinical and Health Services Research, specializing in arts medicine and pain medicine, from the Faculty of Medicine at the University of Porto.

Ana is actively involved in various professional boards, including the Pain Medicine Competency Board of the Portuguese Medical Association, the Board of the Portuguese Society of Physical and Rehabilitation Medicine, and the Portuguese Association for the Study of Pain. Furthermore, she serves as the Medical and Public Health Coordinator for the Marvão International Academy for Music, Arts, and Science.

Her expertise has also been recognized internationally, as she acts as a Medical Officer and Expert for the European Commission's OMC Group on Culture and Health.





SUSANNA MÄKI-OVERSTEYN

Susanna Mäki-Oversteyns (MA) works as a senior advisor at the Arts Promotion Centre Finland, the national arts funding and expert agency. In her role, she is responsible for regional development and leads various projects. The projects of the Arts Promotion Centre Finland enhance artists' working opportunities, skills, and well-being while also improving their livelihood both nationally and regionally.

Additionally, Mäki-Oversteyns has managed a larger project funded by the Ministry of Social Affairs and Health, focusing on improving artists' occupational wellbeing.

Previously, Mäki-Oversteyns has worked as an entrepreneur in the media industry and as a cultural director at the municipal level. As an artist, she has been working with at-risk youth and immigrants.





NILS FIETJE

Nils Fietje is a Technical Officer within the Behavioural and Cultural Insights Unit at the WHO Regional Office for Europe.

As part of the BCI Unit, he is leading efforts to understand how cultural contexts affect and interact with health and well-being across the life-course and throughout the continuum of care. This work includes a particular focus on arts and health, having published the first-ever WHO report on the evidence base for arts and health interventions.





MONICA URIAN

Monica Urian is a policy officer at the European Commission – Directorate General Education and Culture – responsible for international cultural relations, culture and health and artistic freedom. She was previously the programme manager in the same EU institution responsible for the ‘audience development’ priority within the culture part of Creative Europe Programme.

Before joining the European Commission, Monica worked in the private and public sector in Belgium, France, Portugal and the USA. She graduated in international economic relations and European studies from the Babes-Bolyai University in Cluj Napoca, Romania, as well as at the College of Europe in Bruges, Belgium.

She is passionate about arts and their contribution to human development; indigenous peoples’ wisdom; travelling and the connections with other living beings.



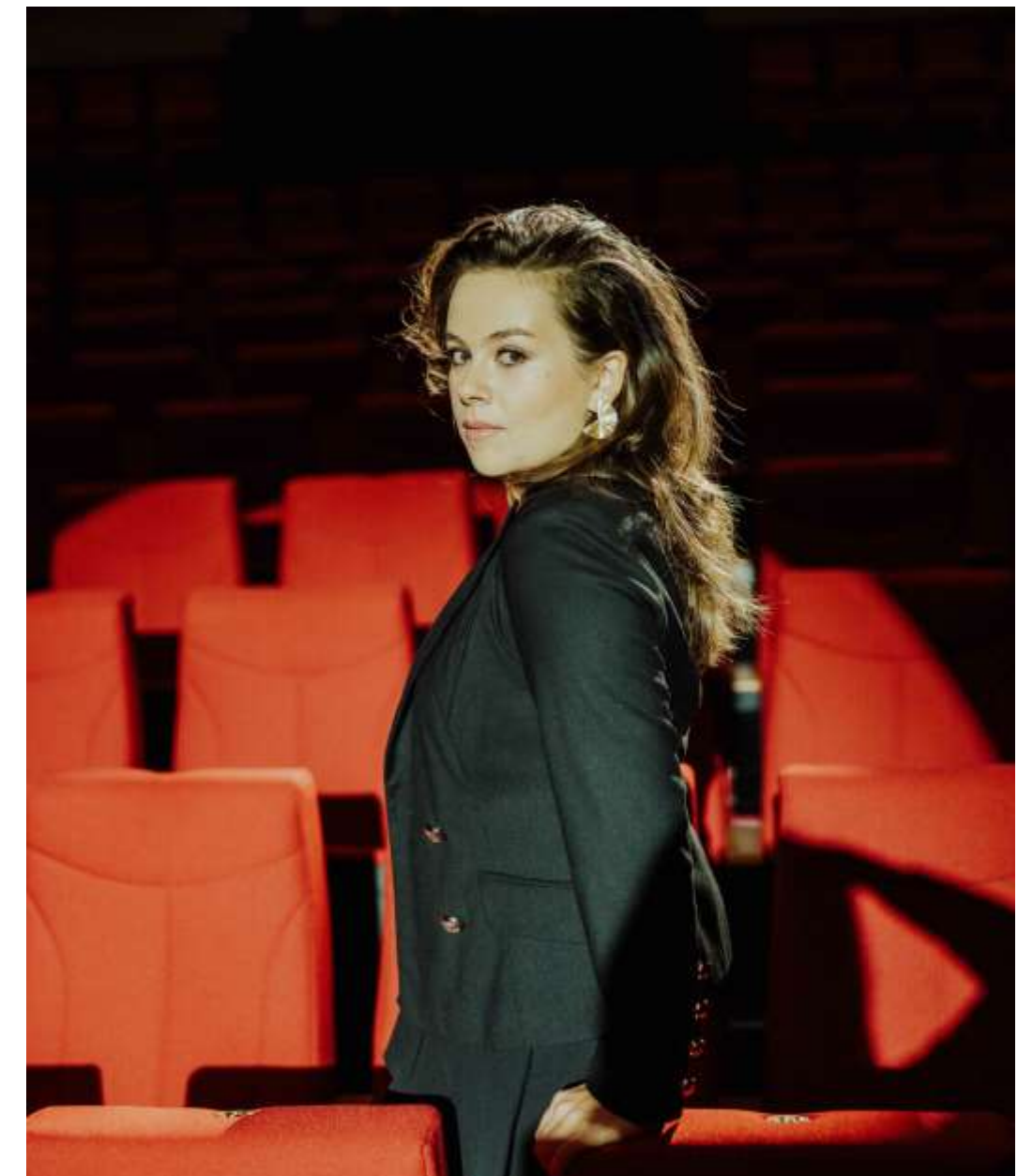


KASIA PIETRZKO

Kasia Pietrzko is a pianist, composer, and arranger, as well as a graduate of the Academy of Music in Kraków. Following her striking debut with her trio, she quickly became not only a leading young artist on the Polish music scene but also gained significant recognition across Europe.

In 2018, she performed with Tomasz Stańko's quartet at Kraków's Alchemia—a concert that was meant to launch the artist's European tour, which was sadly cut short by his unexpected passing.

On April 28, 2023, Warner Music, as part of its Polish Jazz series, released the latest album by the Kasia Pietrzko Trio, titled 'Fragile Ego'. This third album showcases the powerful and unique voice of its leader, who, inspired by people, their relationships, and values, created a collection of music filled with hope—hope for mutual sensitivity, truth, and freedom from societal influences.





PANEL VI

HOW TO EFFECTIVELY SUPPORT CREATORS
(MODERN CULTURAL PATRONAGE)



ROBERT PIASKOWSKI

Robert Piaskowski is a philologist, sociologist, manager, cultural animator, and academic lecturer. He studied at the Jagiellonian University, Université d'Aix-Marseille, and Collegium Civitas. Since March 2024, he has been serving as the director of the National Center for Culture Poland. He is also the co-founder and artistic director of the Film Music Festival in Kraków, as well as several major festivals, including Misteria Paschalia, Opera Rara, Sacrum Profanum, the Conrad Festival, and the Miłosz Festival.

From 2007 to 2019, he worked as the program director at the Kraków Festival Office. Later, he became the cultural advisor to the Mayor of Kraków and the director for development and creativity at the Department of Culture in the Kraków City Office. He spearheaded Kraków's successful bid for the title of UNESCO Creative City and represented the President of the Organization of World Heritage Cities (OWHC) in the Network Board. Additionally, he was a member of the Management Board of the International Cities of Refuge Network (ICORN) and contributed to the Lviv Cultural Strategy Convention. He also serves on the boards of museums and cultural institutions.

Furthermore, he is a member of the Organizational Committee of the Polish Film Festival in Gdynia, the Board of the Polish Film Institute, the Program Council of the Open Eyes Economy Summit (OEEs), and the Program Council of the UN Global Compact Network Poland.

He has lectured at prestigious institutions, including the Jagiellonian University, AGH University of Science and Technology, and SGH Warsaw School of Economics.



PHOTO CREDI: ALICJA SZULC



BARBARA STACHER

Barbara is from Vienna/Austria and is a Senior Expert at the European Commission's Directorate-General for Education and Culture (DG EAC)'s Cultural Policy Unit.

Her field of work is cultural policy making, in particular the crossroads of cultural and creative sectors/industries/spaces and how to contribute in terms of city and regional development, social inclusion, job creation, participation, linking up creative sectors and policy-makers, creative hubs and cultural and creative spaces and helped to set up the CreativesUnite platform.

She also works on cultural and creative industries, innovation and finance concerning policies as well as projects.

She also focusses on artists' and creative professionals working conditions in her work with the OMC (Open Method of Coordination) EU Member States' expert group, with EU social partners and stakeholders, also in the preparations of the new EU Culture Compass.





CORINNE SADKI

Corinne Sadki has been working for more than 30 years in the music sector, starting her career in record companies, developing marketing and communication strategies with a never-ending passion for music.

In 2016, she joined the French music export office in Paris (Le Bureau Export) and got involved in developing artists career abroad, encouraging the competitiveness of the French music sector on new markets, mobilizing the politics to support the music sector.

Since 2017, she is president of EMEE (<https://www.europeanmusic.eu/>) and work for the EU music sector with the mission of sustaining the competitiveness and the international development of the European music sector as a key issue of international policy.

She started in 2020 to work at Centre National de la Musique (<https://cnm.fr/en/>), where she is now director of the European Affairs and International Development Department. She is also in charge of gender balance issues, encouraging changes in the French music sector (and beyond) for more inclusion and diversity.



PHOTO CREDI: RADOSŁAW KAZIMIERCZAK



KAROLINA SAJNIAK-DRYZZGA

Karolina Sajniak-Drzyzga is a manager and Vice President of the Julian Cochran Foundation, deeply connected to Warsaw's music scene since childhood. She is transforming the perception of classical music in Poland and internationally through projects such as 'Classics na Koszyki', CLiViE, and the MERITA platform.

As a graduate of the Academy of Leadership Psychology at the Warsaw University of Technology Business School and various management programs, Karolina successfully bridges the worlds of business and culture, offering vital support to young artists.





NATALIA BRADBURY

Natalia Bradbury is a Polish curator and art advisor with over a decade of experience in both the Polish and international art markets. Operating between Poland and the United Kingdom, she has collaborated on numerous art auctions and exhibitions with prestigious galleries, art agents, and renowned curators.

Currently, Natalia serves as the Head of the OmenaArt Foundation, where she focuses on the growing significance and market value of a new generation of artists from Europe and Africa. She investigates the factors driving this sector's development and analyzes the evolving dynamics of the art world.

In 2024, she curated the thematic pavilion Other Geographies, Other Histories at the Malta Biennale, which showcased the work of female artists from Poland and Ukraine active across the continent.

Starting in 2024, she is also responsible for curating the TOP CHARITY Art exhibition, held at the Orangery of Wilanów Palace.





KACPER DWORNICZAK

Kacper Dworniczak, born in 2001 in Poznań, Poland, is a highly accomplished guitarist. A graduate of the Jadwiga Kaliszewska State Music High School, he began his studies in 2020 at the University of Music and Performing Arts Graz under Łukasz Kuropaczewski and Paolo Pegoraro.

Kacper has been playing the guitar since the age of six and has earned numerous accolades, including over 50 awards in international and national competitions across Europe, the United States, and Japan.

He is a laureate of prestigious scholarships, such as the "Young Poland" programme from Poland's Minister of Culture and National Heritage and the Julian Cochran Foundation's "Bridge to the Future."

Key milestones in his career include his Carnegie Hall debut in 2019, 2nd prize at the International Guitar Competition in Tokyo (2023), and performances with the KUG orchestra at the Pollinate Festival in Italy.

Notable collaborations include recording an album with pop star Andrzej Piaseczny in 2023 and performing a recital at the Cavatina Hall during the Cavatina Guitar Festival in 2024. Later that year, he became one of the selected artists in the Ex-Aequo Initiative, leading to recordings and a concert in Austin, Texas.

Currently, Kacper is preparing his debut solo album, Journeys. The album will be released in the spring of this year.

