

4 DAY PROGRAM OVERVIEW

THURSDAY 27TH

Yle Pasila Studios

↑ CONFERENCE ON

9.00 - JOINT MORNING SESSION

- Opening Words
- The Mediators
- One on One with Asia

11.00 PARALLEL MORNING SESSIONS

- Put Your Helmets On:
It's time for VR
- Aiming For Asia
- Music for the Masses

LUNCH

13.00 PARALLEL AFTERNOON SESSIONS

- From Global to Local
- K-pop Explosion
- The Millennials
- One on One with Asia
- One on One with Asia

EARS ON COFFEE

15.00 PARALLEL AFTERNOON SESSIONS 2

- K-Wave Explored
- K-Wave Explored II
- Crossovers: Strategies for Asia-Europe Co-productions in Media

CONFERENCE OFF

WELCOME RECEPTION

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FRIDAY 28TH

Yle Pasila Studios

↑ CONFERENCE ON

9.00 - OPENING & PARALLEL MORNING SESSIONS

- Opening Words
- Spotlight on Performing Art Venues in Asia
- EARS on Fashion - How to Import Fashion to China?
- Fresh Ink! - Publishing in China
- Video Goes Viral
- Digital Comics
- Digital Journalism in Asia

LUNCH

13.00 PARALLEL AFTERNOON SESSIONS

- International = Sustainable
- Niche Feature Film Content
- New Routes: Touring in and from Asia
- Brands Translated
- Creative Cities and Hubs
- New Approaches to Artist Management
- To the Stars
- World of Endorsements

EARS ON COFFEE

15.00 PARALLEL AFTERNOON SESSIONS 2

- Animation Travels East and West
- Sold Out! - Festival Boom in Asia
- Focus on South East Asia
- Social Soundtrack

CONFERENCE OFF

FRIENDS & DRINKS

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SATURDAY 29TH

Telakkaranta Shipyards / Cable Factory / Lasipalatsi Square

CONFERENCE OFF

TELAKKARANTA SHIPYARDS:

- Modern Sky Festival Helsinki
- SLUSH Music Technology -panel
- Sound Tracker Session on Indonesia
- EARS on Artist -interview sessions

CABLE FACTORY:

- 25x25 - Close Encounter
Art marathon
- KILL CARMEN performance
- Here Out There -video exhibition
- Meet the artists brunch

LASIPALATSI SQUARE

- Helsinki Comics Festival

MUSEUMS:

- Kiasma Contemporary Art Museum
- Ateneum Art Museum
- Design Museum

EARS ON SAUNA

SUNDAY 30TH

Downtown Helsinki

CONFERENCE OFF

EARS ON BRUNCH

CLOSE YOUR EARS

EARS ON HELSINKI 2015 - PROGRAM THURSDAY 27TH

THIS IS EARS!

9.30 - ISO PAJA

WELCOME TO HELSINKI

Opening words by Minister of Culture and Education Ms. Sanni Grahn-Laasonen.

MORNING SESSIONS - CHOOSE YOUR TRACK

10.00 - ISO PAJA

THE MEDIATORS

In the first panel of EARS we hear from Europeans who have a long working experience with Korea. Speakers: Nicolas Piccato (Panda Media); Charles Chu (Revival Agency); Taru Salminen. Moderator: Jani Joenniemi (EARS).

10.40 - ISO PAJA

ONE ON WITH ASIA

Interview with Antti Silvennoinen, Chinese-trained Finnish actor and Co-founder of Europe's first ever traditional Chinese theatre group Wusheng Company. Moderator: Pirjetta Mulari (Dance Info Finland).

11.00 - ISO PAJA

AIMING FOR ASIA

Finnish organizations already working or expanding to Asia discuss the opportunities and challenges. Speakers: Elina Björklund (Reima); Nicolas Dolenc (SLUSH); Kirsi Mustalahti (Diverse Arts Management); Sami Häikiö (Music Finland). Moderator: Anssi Komulainen (Yle)

LUNCH

AFTERNOON SESSIONS - CHOOSE YOUR TRACK

13.00 - ISO PAJA

K-POP EXPLOSION

A look at Asia's pop phenomena making waves internationally, and the growing local live music scene. Speakers: Sung-jin Park (CUBE Entertainment); Eero Tolppanen (Elements Music); Risto Asikainen (Elements Music). Moderator: Sami Häikiö (Music Finland).

14.10 - ISO PAJA

ONE ON WITH ASIA

Interview with Connie Lam, Director, Hong Kong Arts Center. Moderated by Frame-Fund.

14.35 - ISO PAJA

ONE ON WITH ASIA

Interview with Zhang Xun, awarded cartoon artist and publisher. Moderated by Helsinki Comics Festival.

13.00 - AUDITORIUM

FROM GLOBAL TO LOCAL

The session looks at the gaps between consumer demand and what is available locally. Where are the opportunities for foreign companies? Speakers: Min Yoo (YouGov APAC); Sanna Lukander (Rovio Fun Learning). Moderator: Normandy Madden (Thoughtful China).

14.00 - AUDITORIUM

THE MILLENNIALS

With economic growth and impact of social media, the generation gap is even wider in Asia than in Europe. This session looks at the minds of millennials from emerging Asia. Speakers: Guanghua Tang; Xiaoxin Wang; Chengyun He. Moderator: Cheung Fai (Fever China).

EARS ON COFFEE - AFTERNOON SESSIONS CONTINUE

15.00 - AUDITORIUM

K-WAVE EXPLORED

Korean popular culture - Hallyu, has been wildly popular in Asia and some pockets of audience in Europe too. What are the reasons behind the success of Korean entertainment? Presentation by Min Yoo (YouGov APAC).

15.45 - AUDITORIUM

K-WAVE EXPLORED II

A look at the companies leading the Korean entertainment boom in Asia. Presentation by Sehoon Chang (CJ E&M).

16.15 - ISO PAJA

CROSSOVERS

A look at different strategies for Asia-Europe co-productions in media. Speakers: Sehoon Chang (CJ E&M); Nicolas Piccato (Panda Media); Petteri Pasanen (Anima Vitae); Moderator: Mikko Silvennoinen (Fox International Channels Finland).

17.00 - 7TH FLOOR

WELCOME RECEPTION

EARS ON HELSINKI 2015 - PROGRAM FRIDAY 28TH

9.00 - ISO PAJA
OPENING WORDS

MORNING SESSIONS - CHOOSE YOUR TRACK

9.30 - AUDITORIUM
VIDEO GOES VIRAL

The session focuses on audiovisual content that increasingly engages consumers online. Speakers: Cathy Kim (GDW Films); Nicolas Prieto (Makia); Anton Molander (Cocoa).

9.30 - LOFT 2
FRESH INK! - PUBLISHING IN CHINA

The session discusses the ins and outs of book publishing in China. Speakers: Zhang Xun; Wensi Zhai (Rovio Entertainment).

9.30 - LOFT 1
HOW TO IMPORT FASHION TO CHINA?

The session looks at the cultural, social, and economical aspects of the Chinese fashion market and its developments. Case studies of Reima kids wear brand and Finnish fashion designer Satu Maaranen's collaboration with a Chinese fashion brand. IPR rights in China also on the agenda. Speakers: Vito Plantamura (PGM & Elite Model Management China); Elina Björklund (Reima); Antti Innanen (Dottir); Satu Maaranen.

9.30 - ISO PAJA
SPOTLIGHT ON PERFORMING ART VENUES

New cultural houses are planned, built and opened in different Asian and European cities despite the challenging financial realities throughout the world. What are the survival strategies of those houses? Have they discovered new tools and ways to reach audiences? Speakers: Anna CY Chan (West Kowloon Cultural District Authority); Michael Lojudice (Modern Sky Entertainment); Anssi Komulainen (Yle). Moderator: Kimmo Aulake (Ministry of Education and Culture).

11.00 - AUDITORIUM
DIGITAL JOURNALISM

The session introduces the latest developments of Korean digital and mobile media such as short format web dramas and micropayments. Presenting also Channel A, a TV channel born out of a traditional print newspaper company. Speakers: Tom Ki (Channel A); Taru Salminen.

11.00 - LOFT 2
DIGITAL COMICS

Digital online comics have become hugely popular in South Korea. What are the ways to create cross-cultural content? What is the future of digital comics? Presentation by Sehoon Chang (CJ E&M).

LUNCH

13.00 - AUDITORIUM
NICHE FEATURE FILM CONTENT

What are the major pitfalls of pan-continental genre coproduction and how can they be avoided? Can niche products be the content elevating the film industry from local to global? Speakers: Sehoon Chang (CJ E&M); Nicolas Piccato (Panda Media); Jongsuk Thomas Nam (Network of Asian Fantastic Films). Moderator: Mikko Aromaa (Nordic Genre Invasion).

13.00 - LOFT 1
BRANDS TRANSLATED

The session focuses on branding and customer understanding in Asian markets. What do we need to know about Chinese consumer behavior, values and culture when entering the market with a Western brand? What is the role of online in building a successful brand? Speakers: Shen Lihui (Modern Sky Entertainment); Niels Boe Sorensen (Kuanhsi Consulting). Moderator: Jonna Wibelius.

13.00 - ISO PAJA
INTERNATIONAL = SUSTAINABLE

A cultural policy panel on funding strategies for international projects. What are the effects of international connections for the development of local creative art? Speakers: Jisun Park (Producer Group DOT), Stuba Nikula (City of Helsinki), Ása Richardsdóttir (Ice Hot partner - Iceland); Rainer Prashak (Music Austria). Moderator: Martin Roen Hansen (Danish Radio).

13.00 - LOFT 2
NEW APPROACHES TO ARTIST MANAGEMENT

For artists these days, online is everything. This session looks at the new ways for managing and promoting artists in Asia. Speakers: Ick Soo Han (VU Entertainment); Ismael Lefeuvre (I LOVE CREATIVE MUSIC PUBLISHING); Philipp Grefer (Fake Music Media). Moderator: Sami Peura (Sam Agency Oy).

AFTERNOON SESSIONS - CHOOSE YOUR TRACK

13.45 - ISO PAJA
CREATIVE CITIES AND HUBS

A policy panel on creating the environment for a thriving internationally connected creative hub. How to accommodate national and local funding and interests with the international? Speakers: Anna CY Chan (West Kowloon Cultural District Authority); Michael Lojudice (Modern Sky Entertainment); Anssi Komulainen (Yle). Moderator: Kimmo Aulake (Ministry of Education and Culture).

13.45 - LOFT 1
TO THE STARS - WORLD OF ENDORSEMENTS

Fashion is an integral part of music and music fashion. How does the partnership look like in Asia? How do pop stars utilize fashion, how do fashion brands spread their message through endorsements? Speakers: Min Yoo (YouGov APAC); Sung-Jin Park (CUBE Entertainment). Moderator: Normandy Madden (Thoughtful Media).

13.45 - LOFT 2
NEW ROUTES: TOURING IN AND FROM ASIA

People's growing income, the globalizing effect of social media and loosening regulations have created new opportunities for touring in Asia, and huge potential for new live venues for international bands. Asian artists are also increasingly touring in the West. Speakers: Michael Ohlsson (Antidote / Dada Bar); David Pichilingi (Sound City); Xavier Norindr (Crosslight Global Entertainment). Moderator: Jyri Forsström (Elmu).

EARS ON COFFEE - AFTERNOON SESSIONS CONTINUE

15.00 - AUDITORIUM
ANIMATION TRAVELS EAST AND WEST

The panel introduces new and less known Finnish animation brands and discusses the importance of character design to meet global taste, and dialogue, themes popular both in East and West, and co-producing as the financing model. Speakers: Sehoon Chang (CJ & EM); Pablo Jordi (Pikkukala); Anttu Harlin (Gigglebug Entertainment); Metsämärja Aittokoski (Sun in Eye Productions).

15.00 - ISO PAJA
SOLD OUT! FESTIVAL BOOM IN ASIA

Who are the main players in Asia's festival and music scene? How does the decision making process work? What genres are more popular, and how do you build a long-term relationship with audiences? Speakers: Shen Yue (Modern Sky Entertainment); Erik Söderblom (Helsinki Festival); Stephen Dima (Dima Productions); Ick Soo Han (VU Entertainment); Kai Amberla (Finland Festivals).

15.00 - LOFT 2
FROM SCHOOL TO SCHOOL

Finland and many Asian countries rank high in PISA scores. But the scores as such are often criticised for measuring wrong things - promoting memorising over problem solving. This session looks at changing ways of education and the Asian demand for it. Speakers: Saku Tuominen (Scool); Min Yoo (YouGov APAC).

15.45 - AUDITORIUM
SOCIAL SOUNDTRACK

The session looks at streaming of live events, and ways of consuming live events and broadcasts online. Speakers: Zhang Dongliang (ModernSky Now); Pia Ljungman (Yle). Moderator: Normandy Madden.

15.45 - ISO PAJA
MUSIC SCENES ACROSS ASIA

A look at different music scenes from Indonesia to China and Thailand to Japan. Speakers: Wannarit Pongprayoon (Panda Records); Indra Ameng (ruangrupa); Philipp Grefer (Fake Music Media); Kikagaku Moyo. Moderator: Ossi Luoto (EARS).

16.30
CONFERENCE OFF

CONFERENCE OFF

SATURDAY 29TH

MODERN SKY FESTIVAL HELSINKI

From China through New York and straight on to Helsinki! The producer of China's leading music festival organizes its first European festival at Telakkaranta shipyards, and showcases a mix of new international pop, rock and electronic music from Asia and the Nordic countries, including names such as Nova Heart and Communions. In addition, the festival hosts an interesting panel on Music Technology (by SLUSH), a rare Sound Tracker session on Indonesia, and artist interview sessions on Saturday afternoon.

When? August 28-29th

Where? Telakkaranta Shipyards

Access with EARS pass, for VIP-access contact the EARS info desk.

25X25 CLOSE ENCOUNTER

ART MARATHON

25 hours of non-stop Chinese underground! The so-called post-90's generation, 25-year-old or younger Chinese artists, conquer the Cable Factory with non-stop art: installations, cinema, photography, new media, theatre, dance, and music. Expect the unexpected!

When? August 28-29th, 21-22 (25h)

Where? Cable Factory, Tallberginkatu 1

Free access with EARS pass

HELSINKI COMICS FESTIVAL

The 30th Helsinki Comics Festival is the largest comic-related event in Northern Europe. The themes this year are Asian comics art and zines. The focus countries Hong Kong and South Korea are represented by cartoon artists Chihoi, Justin Wong, Choi Juhyun and Kwon Yong-Deuk.

When? August 28-30th

Where? Lasipalatsi Square

Free access

EARS ON SAUNA

An exclusive visit to the seaside of Finland. Possibility to try traditional Finnish sauna in urban settings. Remember to bring your swimwear along!

When? Saturday 29th, 17.00

Where? Rastila, Helsinki. Shuttle service arranged for participants.

PANEL: YOUNG CHINESE ARTISTS?

FOR REAL!

For the first time, 12 young Chinese artists are here in Europe, in flesh, with their new works. They are real...but, are they really young? How Chinese are they? Are they really artists? These are among the questions the 25x25 artists will answer at the panel chaired by Curator Cheung Fai.

When? Saturday 29th, 14-15.30

Where? Cable Factory, Hurjaruut,

Tallberginkatu 1, door A, 2nd floor

Free access with EARS pass

CONFERENCE OFF

SUNDAY 30TH

EARS ON BRUNCH

Meet once more your old and new friends at a joint brunch. Perfect opportunity to arrange one-to-one meetings. Time to say thanks and see you soon.

When? 13.00

Sign up by contacting veera@ears.asia

CLOSE YOUR EARS

A get-together for those who can't or won't leave the city. Another possibility to try traditional Finnish sauna and enjoy the rooftop views of central Helsinki.

When? Saturday 29th, 18.00

Where? Erottajan Kasino, Erottajankatu 7 a

MORE CONFERENCE OFF TREATS

STURGILL SIMPSON **- VILLE LEINONEN & ENKELIT**

Dubbed "the saviour of country music", Sturgill Simpson's latest release was recently named one of the best of 2014. His songs are replete with the melancholy mood characteristic of the genre yet cut through with a highly tuneful psychedelia. The evening is opened by the timeless Finnish pop stylings of Ville Leinonen and his band Enkelit.

When? Saturday August 29th, 19.00
Where? Huvila Festival Tent, Eläintarhantie
Tickets from the EARS info desk or by contacting veera@ears.asia

MEET THE ARTIST -BRUNCH

For those interested to know the latest on Finnish dance and new circus scenes, come and meet Finnish dance and new circus artists and companies over brunch! Hosted by Dance Info Finland and CircusInfo Finland.

When? Saturday August 29th, 11-14
Where? Dance Theatre Hurjaruuth, Cable Factory, Tallberginkatu 1
Open for everyone interested!
For more information contact pirjetta.mulari@danceinfo.fi

KILL CARMEN

The internationally awarded stage performances by Compañía Kaari & Roni Martin are known for their absurd aesthetics. The ensemble's premiere work 'KILL Carmen' is simultaneously crude and cruel, alluring and twisted. Led by Roni Martin, the orchestra masterfully combines funk, flamenco and Balkan influences.

When? Saturday August 29th, 21.00
Where? Cable Factory, Pannuhalli, Tallberginkatu 1, door P
Exclusive, for more information contact veera@ears.asia

HERE OUT THERE- LÄHELTÄ KAUKAA

The Helsinki Festival presents a collective video exhibition by Chinese female artists. The works deal with everyday life, family and corporality, and reinterprets old legends. Fashion and pop culture are also present; all the themes relate to the massive urbanization taking place in China.

When? August 14-30th, 11-18
Where? Cable Factory, Tallberginkatu 1, door P
Tickets from the EARS info desk or by contacting veera@ears.asia

HONG KONG CHINESE ORCHESTRA

By Western measure, the Hong Kong Chinese Orchestra is a symphony outfit specializing in Chinese heritage instruments. Instead of the violin, the string section features its Chinese equivalent, the erhu, while plucked stringed instruments include the sitar-like zheng. The concert features contemporary Chinese music and the world premiere of Helsinki Festival's and Hong Kong Chinese Orchestra's joint commission from Jukka Tiensuu.

When? Thursday August 27th, 19.00
Where? Musiikkitalo, Mannerheimintie 13a
Tickets from the EARS info desk or by contacting veera@ears.asia

ROYAL CONCERTGEBOUW ORCHESTRA AMSTERDAM

The Concertgebouw crew delivers interpretations that are fresh, intense and exquisite in their absolute purity. In addition to Mozart's Piano Concerto, the program comprises the majestic glory and thundering sweep of Bruckner's Symphony No. 5. Led by conductor Daniel Harding.

When? Sunday August 30th, 19.00
Where? Musiikkitalo, Mannerheimintie 13a
Exclusive, for more information contact veera@ears.asia

WOZZECK - FLORIAN BOESCH, KARITA MATTILA, HANNU LINTU & RSO

Considered by many to be the greatest opera ever, Alban Berg's Wozzeck offered the first proof that opera could be an art form capable of engaging with the wider society around it and standing up for the oppressed. Austrian Florian Boesch sings the role of Wozzeck, and Finland's most dazzling soprano, Karita Mattila is set to shine as Marie.

When? Friday August 28th, 19.00
Where? Musiikkitalo, Mannerheimintie 13a
Exclusive, for tickets contact veera@ears.asia

OKON FUOKO – SEE ME

Alpo Aaltokoski Company's new work brings on stage seven top contemporary dancers and the vivid handprint of an internationally acclaimed working group. Choreographer Alpo Aaltokoski interprets the 88 years old Okon Fuoko ballet composition in the light of SoMe phenomena.

When? Friday August 28th at 19.00, Saturday August 29th at 15.00 and 19.00
Where? Alexander Theatre
For tickets contact veera@ears.asia

VIAPORI JAZZ

A fountain with resonance, already the 15th Viapori Jazz is spewing fireworks of audible champagne for your North-bound ears during the sweet August evenings of Suomenlinna fortress island (just outside Helsinki, reachable by a short romantic cruise with a ferry).

When? From Wed 26th August to Sat 29th August.
Where? Suomenlinna Fortress
For tickets contact veera@ears.asia