

Under the Patronage of

H.E. Sheikh Rashid bin Khalifa Al Khalifa

Chairman, National Council for Arts



مملكة البحرين
المجلس الوطني للفنون
KINGDOM OF BAHRAIN
NATIONAL ARTS COUNCIL

“Unlocking the Potential
of Creative Industries”

Go Orange

Creative Forum 2024
المنتدى البرتقالي للإبداع

28 & 29 April 2024

Organizer Media Partners

Expressions



مؤسسة راشد بن خليفة للفنون
RAK ART FOUNDATION



Strategic Partners

About Go Orange Creative Forum 2024

Welcome to the **Go Orange Creative Forum 2024** – a dynamic gathering that explores the future of creative industries in the region.

In a world constantly evolving, the orange economy represents the fusion of culture, creativity, and commerce, propelling diverse sectors such as arts, design, media, and entertainment into a new era of economic significance.

The **Go Orange Creative Forum 2024** is organized under the patronage of H.E. Sheikh Rashid bin Khalifa Al Khalifa, Chairman of The National Council of Arts, from 28 to 29 April 2024 in a different creative spaces around the Kingdom.

This innovative event will discuss the sustainability of art and culture, and serves as a pivotal platform where visionaries, industry leaders, and creative minds meet to explore the boundless possibilities of creative industries.

The Forum will promote Bahraini talents globally, bring in regional collaborations, and discuss the transformation of creative entrepreneurship. The event is widely supported by leading art and culture institutions to develop the creative sector in the Kingdom of Bahrain.

Through engaging panel discussions, insightful keynote speeches, and interactive workshops, participants will gain profound insights into the transformative power of the orange economy.



What is Orange Economy?

The Orange Economy refers to the creative industries that produce and distribute cultural goods and services, such as visual art, music, film, fashion, and advertising.

The Orange Economy is not limited to the traditional industries but also includes emerging sectors such as video gaming, digital content creation, and virtual reality experiences.

The Orange Economy is a significant contributor to the global economy, with a value of \$2.2 trillion in 2019, and an annual growth rate of 5%.

The Orange Economy is also a way to preserve and promote cultural heritage by creating opportunities for the dissemination of cultural knowledge and creativity.

Types of Creative Businesses

1- Art

Art takes all sorts of:

- *Visual arts* such as painting, sculpture, installations, architecture, photography and video art
- *Performing arts and shows* (theater, dance and puppetry)
- *Music* including orchestras, operas and concerts, recorded music, and radio

2- Communications

- *New media and content software*: video games, digital platforms, software creation and applications
- *Graphics* such as animation, graphic arts and illustration, interactive audiovisual content and advertising
- *Jewelry and fashion*

3- Culture

- *Cultural industries* like handicrafts and traditional products
- *Publishing industry* (books, newspapers, magazines and literature)
- *Gastronomy* which is food and culinary arts
- *Tourism and ecotourism*



Areas of Focus

Creativity

Sustainability

Innovation

Export

Entrepreneurship

Empowerment

Objectives of Go Orange Forum

1

To highlight the significance of developing creative economies.

2

To transform talents into marketable goods and services.

3

To promote creative businesses and allow them to grow and go global.

4

Bring models of successful creative businesses in Bahrain and internationally.

5

To encourage youth to be more creative and inspiring.

6

To explore the possibilities to sustain art.



Forum Agenda

Day 1 : 28 April 2024 The Ritz-Carlton Bahrain

08:30 - 09:00 Registration and networking

09:00 - 09:30 The Opening Ceremony

09:00 - 09:10 Welcome Address by Expressions Media

09:10 - 09:20 Keynote Speech by the Patron

09:20 - 09:30 Awarding and Group Photo

09:30 - 10:45 Session One: Ministerial Panel:
“The creative potential of future entrepreneurship in the Kingdom of Bahrain”

10:45 - 11:00 Break

11:00 - 12:00 Session Two: Spotlight Discussion:
“Initiatives to sustain art and culture in the Region”

12:00- 12:30 Coffee and Prayer Break

12:30- 13:15 Session Three: Paper:
“Transforming your passion into a business in a disruptive world”

13:15 - 13:45 Session Four: Paper:
“Utilizing technology and artificial intelligence in new media”

13:45 - 14:00 Conclusion and Recommendations

14:00 Lunch

16:00 - 18:00 Art Workshop at the Art Center organized by the Bahrain Authority for Culture and Antiquities

Day 2 : 29 April 2024 Safeya Ali Kanoo Hub for Arts

Creative Entrepreneurship roundtable

A number of talented entrepreneurs who started their successful creative businesses and went global will share their insights, discuss the opportunities of an orange economy and areas to grow such sector.

Forum Partners

Thanks and appreciation for all our strategic partners:

- National Council for Arts
- Tamkeen
- Ministry of Industry and Commerce
- Ministry of Youth Affairs
- Bahrain Authority for Culture and Antiquities
- Bahrain Trust Foundation
- Safeya Ali Kanoo Hub for Arts
- Al Riwaq Art Space



About Expressions Media

Founded early 2007, Expressions Media started as a holistic marketing and events services agency, that evolved to become one of the leading events planning agencies in the region. With over 15 years of experience, "Expressions" leads the market with unique corporate events experience.

Expressions Media served over 150 different companies around the MENA region, executed over 1000 projects and organized over 40 regional corporate events. Inspired by the market trends, "Expressions" strives to innovate event and marketing solutions for corporate clients to reach their goals.

@expressionsbh
expressionsbahrain.com