

This event is a collaborative effort between the North Atlantic Forum, the Canadian Rural Revitalization Foundation, and the Small Island Cultures Research Initiative.

The North Atlantic Forum

(<http://www.upei.ca/iis/naf>) is a “collegial assembly” which builds on the network established by the North Atlantic Islands Program, based at the Institute of Island Studies at the University of Prince Edward Island in Charlottetown, Canada.

The mission of the **Canadian Rural Revitalization Foundation** (<http://crrf.concordia.ca/>) is to revitalize rural Canada. CRRF achieves its mission through education and research for rural leaders in the community, the private sector and in government.

The **Small Island Cultures Research Initiative** (www.sicri.org) is an independent association of researchers and local activists involved in the development and preservation of cultural heritage and its inter-relation with tourism and socio-economic development on island locations.

A steering committee comprised of representatives from the North Atlantic Forum, the Government of Canada, SmartLabrador and The Leslie Harris Centre of Regional Policy and Development (Memorial University of Newfoundland) assumes the authority of holding and carrying out this event.

For further information, please contact:

**Chelsey Laird, Public Policy Intern
The Leslie Harris Centre of Regional
Policy and Development
Memorial University of Newfoundland
St. John's, NL Canada A1C 5S7**

Phone: (001) 709-737-8405

Fax: (001) 709-737-3734

E-mail: claird@mun.ca

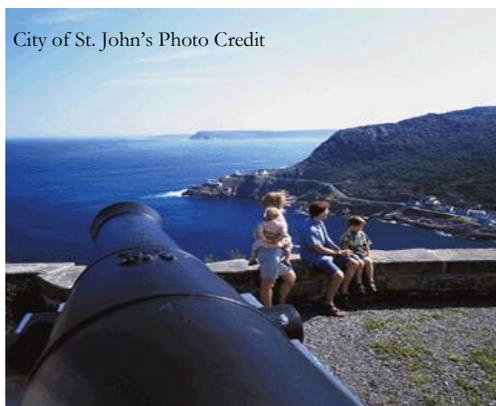
[www.mun.ca/harriscentre/Conferences_Workshops/
NAF/2011.php](http://www.mun.ca/harriscentre/Conferences_Workshops/NAF/2011.php)

Newfoundland and Labrador has a unique cultural history, from being of great geopolitical importance in the 18th century, to being marginalized within North American economic and cultural sectors - a trend which was only reversed by World War II and the colony's joining Canada in 1949. The intervening two centuries allowed Newfoundland and Labrador to develop its own unique cultural identity . Now a province of Canada, it is learning to showcase its culture and identity for the development of new economic opportunities in areas such as cultural tourism. So what better place to hold an international event dealing with cultural identity and cultural tourism than its capital, St. John's?

The Arts and Cultural Heritage as Engines of Regional Development

October 13-15, 2011

City of St. John's Photo Credit



The Arts and Cultural Heritage as Engines of Regional Development

A three-day international conference in St. John's, Newfoundland and Labrador, Canada, October 13-15, 2011

The Conference Themes

The conference program will feature **discussions, presentations and workshops** to address the following key themes:

- ◇ The role of culture, place and identity in economic development
- ◇ The role of cultural entrepreneurship in economic diversification
- ◇ Tangible and intangible heritage as engines of cultural tourism
- ◇ The arts and cultural heritage as tools for community building

The conference will also feature **artists and tradition bearers** from island/coastal/remote cultures from around the world, who will perform for both conference participants and the general public.



Cultural heritage mural on Pier 17

City of St. John's Photo Credit

A unique sense of place

Prior to modern transportation and communications technologies, isolation acted as a cultural preservative.

As a general rule, the more remote a location, the better it preserved its cultural heritage. As a result, **islands and remote places** foster some of the world's most **unique cultures** and in turn, some of the most innovative approaches to **regional development**. In particular, communities of the North Atlantic share an ocean and a remoteness that has provided them with a strong identity and "sense of place". Over the years, this special sense of self and place has created a unique opportunity in today's growing field of cultural tourism.

Bringing stakeholders together

This international conference will **share, showcase and explore** how the strong cultural identity of remote rural communities, islands and coastal regions can be used to develop sustainable economic activity. It will facilitate a sharing of experiences, best practices and lessons learned across regions, by merging connections and collaborative initiatives the world over.

By focusing on **practical and pragmatic approaches to development**, this conference will bring together a diverse global and local representation of community leaders, practitioners, researchers and policy makers. Participants will share experiences and highlight initiatives and approaches that illustrate how culture is being celebrated and how it has become a community builder and economic generator for many regions.

Who is this conference for?

The program will be developed with its target audience in mind:

- ◇ Government officials, NGOs and other practitioners responsible for **regional development**
- ◇ Government officials, NGOs and other practitioners responsible for the **development** of the arts and the **preservation** of cultural heritage
- ◇ Tourism operators who **depend** upon cultural tourism
- ◇ Artists and tradition bearers who invite visitors to **observe** or to **participate** in their creative activities
- ◇ Academics who **research** the relationships between culture, cultural heritage, commerce and economic development

Call for papers

Academics and practitioners interested in presenting at the NAF Conference 2011 are invited to submit the following information (in either English or French) by

March 31, 2011:

- ◇ A title for the presentation.
- ◇ An abstract of the presentation (max. 200 words).
- ◇ The type of presentation: lecture, panel discussion, field trip, workshop, performance, etc.
- ◇ A list of presenters along with their contact information.

This information should be sent to Ms. Chelsey Laird at Memorial University's Leslie Harris Centre of Regional Policy and Development, at claird@mun.ca.