

Rurality as a cultural product
Pre-conference symposium in Kokkola, Finland,
16th-17th of August 2009

Sunday 16th of August,
at symposium venue Hotel Seurahuone, conference room Rautavaara

Chair, Dr Ilkka Luoto

09.00

Opening words – Welcome to Kokkola

Rural images: cultural resource of rural development

Dr Imre Kovách
Institute for Political Sciences, Hungarian Academy of Sciences, Hungary.
<ikovach@mtapti.hu>

Rurality as a globalised mediascape? Impressions from television drama production and distribution in Australia, Britain and New Zealand

Dr Martin Phillips
Department of Geography, University of Leicester, UK
< mpp2@leicester.ac.uk>

Active culture – Mobilising rural communities

Dr Chris High
Open University, UK
<c.high@open.ac.uk>

Dr Gusztáv Nemes
Hungarian Academy of Sciences, Hungary
<nemes@econ.core.hu>

11.30

Lunch at hotel

12.30

Chair, Dr Olli Rosenqvist

Rurality constructed by food

PhD Student Marja Kerttu Kurkela
University of Tampere, Finland
<Marja.K.Kurkela@uta.fi>

Evaluation and Conservation of Agricultural Landscape

Dr Maunu Häyrynen
University Consortium of Pori, Finland.
<mauhay@utu.fi>

13.30

Beverages

13.50

**Nature, distinction and quality of life:
advertising residential utopias in interstitial spaces**

Dr María Jesús Rivera Escribano
Institute of Advanced Social Studies, Spain.
<mjriviera@iesa.csic.es>

Place and human embodiment

Dr Pauli Tapani Karjalainen
Department of Geography, University of Oulu, Finland
<pauli.tapani.karjalainen@oulu.fi>

Experience of rural place: A geosemiotic perspective

Dr Ilkka Luoto
University of Jyväskylä, Kokkola University Consortium Chydenius, Finland.
<ilkka.luoto@chydenius.fi>

15.20

Beverages, snack

15.40

Chair, Dr Pauli Tapani Karjalainen

**Suspicion about the lights that allow the "look" to become effective
in the form of representation**

Dr Eloy Alves Filho
Universidade Federal de Viçosa, Brazil.
<efilho@ufv.br>

Dr Arlete Maria Feijó Salcides
Universidade Federal do Pampa, Brazil.
<arletesalcides@terra.com.br>

Master student Clarice Greco Alves
Universidade de São Paulo, Brazil.

Animating rurality: from cultural product to cultural process

Dr Keith Halfacree
Department of Geography, Swansea University, UK.
<k.h.halfacree@swansea.ac.uk>

18.45

Bus transportation to the symposium dinner

19.00

Meeting with the press by the quay

19.30

Symposium dinner on the sea - sailing with m/s Jenny

22.15

Bus transportation back to hotel

**Monday 17th of August,
symposium venue at Kokkola University Consortium Chydenius**

Chair, Dr Ilkka Luoto

08.40

Bus transportation to the symposium venue

09.00

Snapshot of Kokkola University Consortium Chydenius

Development manager Anne Jokela

09.15

The social sciences research team

Dr Kari Ilmonen, Dr Olli Rosenqvist and MSc (Econ. & Bus. Adm.) Jouni Kaipainen

10.15

**Team work concerning issues and ideas raised during the symposium,
discussions and planning of possible joint actions in future**

11.00

Closing words of symposium

11.15

Beverages, snack

12.00

Bus transportation to Vaasa ESRS congress
