

## Launch of a Cultural Partnership between Northumbria University and the RSA



The RSA North East Region and Northumbria University are forming a strategic partnership founded on a mutual desire to create a better society. You are cordially invited to attend the launch of this partnership.

On behalf of the RSA, Matthew Taylor, Chief Executive, will give an introductory talk around the theme of 21st Century Enlightenment. This will be followed by a response from Professor Steven Kyffin, Dean of the School of Design who will explain how a design-thinking approach can help society to understand and respond to the challenges it faces.

Key University and RSA staff will then present 'calls to action'; inviting guests to engage with a variety of design-led social innovation projects. The audience will then be invited to make suggestions regarding how they might wish to capture and contribute their experience to this groundbreaking Cultural Partnership between the RSA, an established renowned broad based 'think tank' and the outstanding University of Northumbria.

The evening will close with a drinks reception, allowing Fellows, University Staff and other invited guests the opportunity to network and understand how tapping into the external source of RSA Fellows' wisdom and experience will gain a mutual understanding of this partnership.

**Date:** Monday 24th January 2011

**Timings:**

Event start: 5.30pm for a 6.30pm start with refreshments on arrival.

Event ends: 9.30pm

**Venue:** Northumbria University, City Campus East, Newcastle upon Tyne, NE1 8ST.

**Map:** See link below. The Event will be in Building 31 or 35 depending on numbers attending. There is a car park on site that is open for public use after 4pm but is pay and display parking.

• [http://www.northumbria.ac.uk/brochure/visit/campus\\_branch/ncle\\_cmp/?view=Standard](http://www.northumbria.ac.uk/brochure/visit/campus_branch/ncle_cmp/?view=Standard)

**Metro:** Nearest Metro station is **Manors** which is located just opposite the campus and is a one minute walk, crossing the road at the light signals.

**Booking for this Event** is via the link below: -

• <http://rsanorthumbriaculturalpartnership.eventbrite.com/>

**\*Note:** There is no charge to Fellows or University invitees for this Event but booking is essential for your registration label and catering numbers for the Drinks Reception.

**Final Application Date is:** Thursday 13th January 2011.