

June, 17th - 20th, [Golden Beggar](#) , Local Television Festival, Kosice, SK  
**Viducate presentation**□

Bob Ferguson spoke to a plenary session at the Golden Beggar Festival. His subject was creativity and he used a comparison of two recent important publications to make his argument. One was Richard Florida's 'The Creative Class' and the other was Oliver James' "The Selfish Capitalist." Bob pointed out that Florida is a confident and progressive thinker who puts just a little too much emphasis on the economic when considering what creativity might be. James, on the other hand has studied western societies and noted the serious stress levels amongst many of those who are likely to be seen as creative persons. For Bob Ferguson, a more appropriate way to approach creativity would be through combining the interests of the independent and small television producers with the creative and productive output of interested active citizens. In other words, he was arguing for the approach of the Viducate Project as being of direct relevance for professionals and for all active citizens. The emphasis for Bob needs to be on production, motivated by critique and analysis.



Panel discussion



Dagmara Drzazga, TVP Katowice, winner of the Golden Beggar with her film "Peking"