

Dear all,

Welcome to our new Newsletter where you will find information, activities and everything you need to know about our project, CITIES - Creative Industries in Traditional Intercultural Spaces.

The Creative and Cultural sector in Europe is booming. Creative Industries are not only innovators themselves but they are also important drivers of innovation in non-creative industries. The Creative sector is facing sometimes a very volatile demand that makes difficult for them to attract financial sources, also they represent already a leading sector of the economy in the European Union countries, with an annual growth rates between 5 to 20 percent.

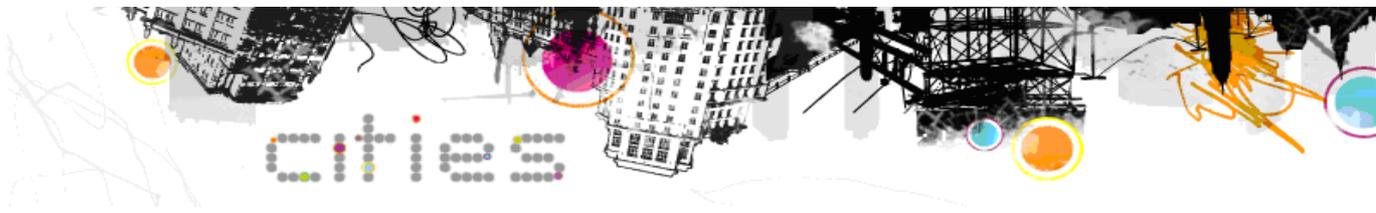
This sector is increasingly for the knowledge based economy as it is knowledge and labour intensive and innovation; It has a huge potential for employment generation and export expansion.



During the last semester, from July to December 2010 we had been working to improve our knowledge on Creative Industries and to share our experiences about it. We have participated in a Staff Exchange in Seville (Spain); an Interregional Workshop and Conference in Venice (Italy), and Study Tours (Braga – Portugal and Seville - Spain) and also we were keeping updated our web site www.eucreativeindustries.eu and working with our Local Supporting Groups.

We really do hope you enjoy the information about Creative Industries we have compiled for you in this Newsletter.

Enjoy our Newsletter,
CITIES Communication Team



ACTIVITIES DONE DURING THIS SEMESTER. From July to December 2010.

- Study Tour – Braga. July, 2010
- Study Tour and Staff Exchange – Seville. September, 2010.
- International Training Workshop and International Conference – Venice. November, 2010.

- Study Tour Braga , July 1st and 2nd, 2010.

This study Tour was organized by Inteli, Intelligence and Innovation, Innovation Centre, Portugal. It was focussed on showing a global view of the cultural and creative sector in Braga.

The tour included visits to Museums Museu Pio XII (Sacred Art), Museu da Imagem (Photography Museum), Museu Dom Diogo de Sousa (Regional Archaeology Museum), Termas Romanas do Alto da Cidade (Roman Spa), Mosteiro de Tibães (Tibães Monastery) Elevador do Bom Jesus (Elevator leading to the Bom Jesus Shrine)

And Creative and Cultural Projects and Enterprises

Estádio 1º de Maio, Bandas de Garagem (Music Bands Project), IDUNA – José Carvalho Araújo (Architecture and Design Studio) , F3M (Information Technologies)

Velha-a-Branca Estaleiro Cultural (Cultural Space) and Galeria Mário Sequeira (Art Gallery)



- Study Tour Seville, September 27th to 29th, 2010 and Staff Exchange Seville, September 30th, 2010.

This Study Tour was held in Seville (Spain) on September from the 27th to the 28th, 2010, organized by Sevilla Global, the Urban Agency for Comprehensive Development of the Seville City Council.



The general aim of this visit was to present a global view of the main infrastructures, policies and programs developed in the City of Seville through one of the deeply-rooted sectors in the City, such as the creative and cultural cluster, where the new technologies and innovation coexist with tradition and centuries-old know how.

This activity included the visit to some of the incubators related to the creative sector in the city (CREA, proyecto Lunar), some centres of production (Naves Singer, Castellar hub), and cultural centres (Centro de las Artes de Sevilla, Instituto Andaluz de Patrimonio Histórico).

The visit occurred simultaneously with the Biental of Flamenco, a well-known festival developed in Seville, so the agenda included some activities related to this event, such as some performances and the visit to "La Carbonería", a well-known tavern where culture is high on the agenda, and all kind of artistic manifestations are welcomed.

In the context of the CITIES' project, Sevilla Global organized a Staff Exchange in the field of Cultural&Creative industries. Representatives from Gijón, Hungary, Klaipeda, Modena, Portugal and Venice attended the meeting, and we visited various incubators: Alcalá Innova, Cartuja 93, and ARIETE Incubators.

- International Training Workshop – “Creativity and Economic Development” November 4th. 2010 and Interregional Conference – “Creativity, Culture, Enterprise: a challenge for Venice?” Venice, November 5th. 2010

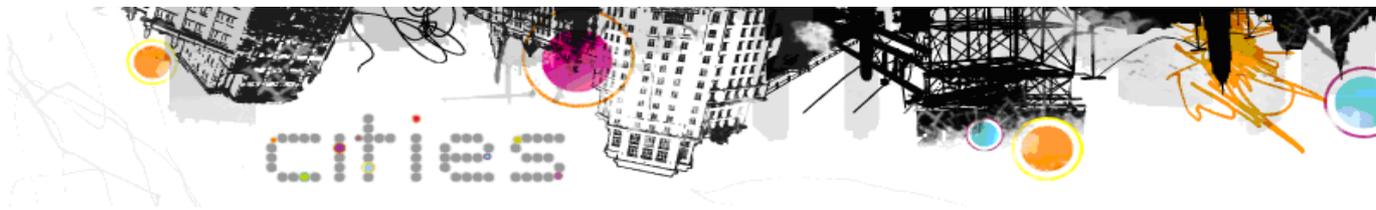
A two days event was organized by the Venice Chamber of Commerce on the importance of the creative industries as motor of the urban renewal and of the de-industrialized areas of the cities.

International Training Workshop – VEGA Venice Gateway for Science and Technology Park (Marghera – Venice),

Three international speakers coming from three different parts of the world, Japan, Canada and Austria, presented their internationally well-known best practices of Yokohama, Montreal and Graz concerning industrial requalification areas to improve Creative Industry sector.



Cofinanced by the European Regional Development Fund



Mr. Kunihiro Noda, Professor at the Tottori University, described the challenges faced by the Municipality of Yokohama in developing new urban policies to regenerate the city by means of art, culture and renewal of historical buildings of architectural value.



Mrs. Diane Gabrielle-Tremblay, Canada Research Chair on the socio-organizational challenges of the Knowledge Economy, explained Montreal as city of design.

She focused her best practice on the importance of bringing together the clusters by developing exchanges with other outside the clusters, as institutions, industries, organizations and stakeholders, in order to have access to more diversified competences and gain more innovation and creation.

Mr. Martin Krammer, International Relation Manager of CIS (Creative Industries Styria), explained that the effect of changes in Graz, important Historic Austrian city protected by the UNESCO World Heritage, in 2003, when Graz was the EU Cultural Capital, has got a positive impact on economic landscape, particularly on the Creative industry sector .

Interregional Conference – Ateneo Veneto - Venice

The same speakers coming from Yokohama, Montreal and Graz, described their international important cases in Venice, at Ateneo Veneto, to an open audience composed by members of local institutions, organizations and stakeholders interested, students of architecture and design and economy of culture, entrepreneurs living the daily venetian creative atmosphere. Along with these testimonials, other two speakers, Mr Pier Luigi Sacco, professor at IUAV University, and Mrs. Fausta Bressani, Officer at Veneto Region who played in their own home ground, described the Venetian and Veneto situation regarding the future challenges of the creative industry sector. The theme of the conference focused on the importance of combining Heritage, Culture, Entrepreneurship, requalification of industrial dismissed areas and urban renewal in order to support creative industries, particularly paying attention to the exclusive environment of Venice.

- The “CRE-ACTIVE FALL” of the Venice Chamber of Commerce October to December 2010

On October 6th, the Venetian Chamber of Commerce launched the “Cre-active Fall”. The goal is to enhance the entrepreneurship spirit in the territory, according to the “EU 2020” Agenda” and the Green Paper “Unlocking the potential of cultural and creative industries” or the European Commission.





Moreover, with the collaboration of the creative directors of the 12th International Architecture Exhibition of Venice Biennale, in the framework of the "Meeting Creativity" project, it was illustrated the Educational Project for the entrepreneurs, in order to create alternative approaches and new opportunities for all those firms that are looking with a dynamic and an innovative glimpse the challenges offered by Venice and its surroundings.

In order to conclude these cooperating initiatives with a joint activity, on October 18th at the main building of the Venice Biennale, Cà Giustinian, it was presented the first *Masterclass in visual arts and design*, from theory to practice experience named "**From Cinema the Light Bulb for the Architecture**", an experimental laboratory for creative enterprises and creative people, addressed to micro and small firms, designers, freelancers and students, in order to encounter the needs of those who work in the creative sector and to create new creative products protected by Intellectual Property.

GOALS TO REACH NEXT SEMESTER. From January to June 2011.

For next semester we will elaborate a **Best practices Guide** to show CITIES Project results at the **Final Conference in Klaipeda (Lithuania)** on June, 2011. This document will be very interesting not only for project partners, also for other creative and cultural actors and Public Bodies, Institutions and organizations in Europe. Local development practices will be explained in this document from different points of view and It will be a practical tool for policy makers and for representatives of creative sector as well. Innovative approaches and pilot experimentation will be discussed and ready for implementation during this semester too.

Pilot activities will be based on creation of opportunities for physical and virtual meetings among creative people in order to reinforce the creative community at local level and add new opportunities for already existing and new SMEs and start-ups might be taken.

Development of Pilot Actions:

Responsible Partner: Chamber of Commerce of Venice (Italy)

Partners involved: Municipality of Modena (Italy) and Institution for Tourism CELEIA, Celje (Slovenia)

Planned Results: New approaches in creative and cultural industries sector transferred to specific pilot-cases in different countries adopted.



CITIES PARTNERS



Klaipėda City Municipality Administration LITHUANIA



Klaipėda Economic Development Agency LITHUANIA



Institution for Cultural Events & Tourism CELEIA SLOVENIA



Municipalities Association of the Danube and Pilis HUNGARY



Chamber of Commerce of Venice ITALY



Municipality of Modena ITALY



INTELI, Intelligence in Innovation, Innovation Centre PORTUGAL



Sevilla Global, Urban Agency for Economic Development SPAIN



Municipal Centre of Enterprises of Gijón SPAIN



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