

CREATIVE INDUSTRIES IN
TRADITIONAL INTERCULTURAL
SPACES

Newsletter 01

June 2009

Foreword

Dear all,

we are glad to get in touch with you through the first Newsletter of the CITIES project which gives a start for a so important extension of the Creative Community!

We are looking for your membership, for a constructive dialogue between business and cultural sector, good practices and experiences in local/regional/national policy development addressing creative and cultural sectors, reactions to urgent polemics from the regional spaces and suggestions for the improvement.

The basic trends defining the cultural policies in Europe over the last decade can be named as follows: concentration on the explicit auditing/evaluation/efficiency schemes, regeneration through the arts and creative industries. The considerably new economic ambience still constitutes a challenge for the creative sector in some countries, and therefore, such questions as functioning of the arts market, programme based financing versus maintenance of existing infrastructure, unreformed old structural establishment need to be considered. In the Western countries there is a long-time discussion to what extent the public sector shall be committed to act as a counter to market creative economy and to encourage entrepreneurship of the new artists and start-ups; and how to make the public spaces open for the initiatives creating added value for the cities.

We do hope that the CITIES network will contribute to the fruitful collaboration that would stimulate the improvements and new discourses within the policy addressing creative industries' field and in this way open new ways for innovations to be spread and developed.

INTERREG IV C gives us the impetus and let join the forces to keep the wheel spinning!

Good luck,
CITIES Creative Team



Contact

Lead partner – Klaipeda city municipality

Skaidre Raudyte

skaidre.raudyte@klaipeda.lt

Project coordinator – Klaipeda economic development agency

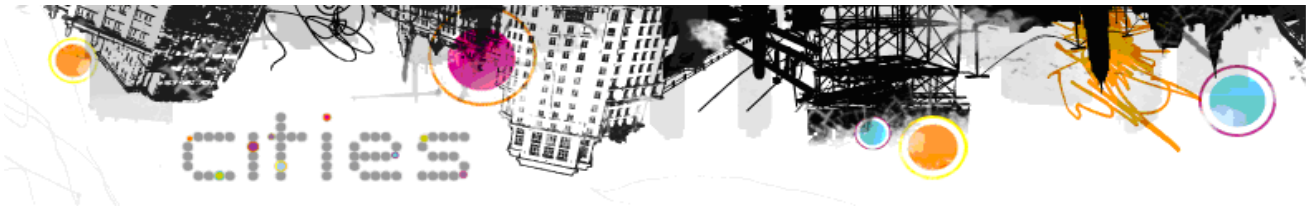
Raimonda Lauzikiene – Project coordinator

raimonda@kepa.lt



Co-financed by the European
Regional Development Fund and
made possible by the INTERREG IVC
programme





Project summary

The project named Creative Industries in Traditional Intercultural Spaces (CITIES) addresses Priority 1 of INTERREG IV C Programme (sub-theme: entrepreneurship and SMEs). The duration of the project is 36 months, from October 2008 to September 2011.

The project aims through interregional cooperation to improve regional and local policies addressing the promotion and support of creative and cultural industries, as one of the most significant growth sectors for the European economy in terms of GDP and added value.

According to the European Commission's report 'Culture and the Economy' (2006), the creative industries have a growing relevance to the European competitiveness, sustainability and social cohesion: they represented 2.6% of the GDP of the EU in 2003 and 3.1% of employment in 2004.

CITIES project aims at:

- improving regional and local policies addressing creative and cultural sectors;
- helping to restructure regions mostly dependent on traditional industries, including renewal of industrial zones for new start-ups;
- getting an overview of what other European regions from partners cities have done to develop creative and cultural industries;
- growing culture's impact on region's economy by encouraging interregional creativity and diversity of cultures;
- supporting regional business clusters in creative and cultural industries field;
- promoting of re-conversion of traditional sectors into more knowledge-intensive sectors such as creative and cultural industries;
- strengthening of cooperation between state, private, nongovernmental institutions in creative and cultural industries sector.

CITIES is a joint initiative generated by:

Klaipeda City Municipality Administration as a lead partner - Lithuania

Klaipeda Economic Development Agency - Lithuania

INTELI – Intelligence in Innovation, Innovation Centre - Portugal

City of Tampere - Finland

Municipalities Association of the Danube and Pilis - Hungary

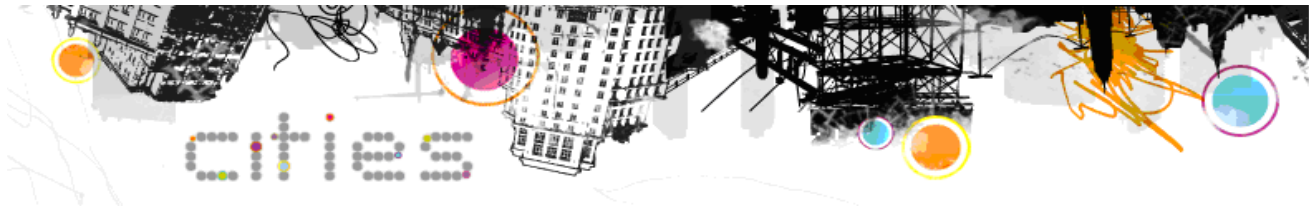
Institution for Cultural Events and Tourism CELEIA Celje - Slovenia

Municipality of Modena - Italy

Chamber of Commerce of Venice - Italy

Sevilla Global, Urban Agency for Economic Development - Spain

Municipal Centre of Enterprises of Gijón - Spain



Creative Industries

The creative industries are at the heart of the creative economy

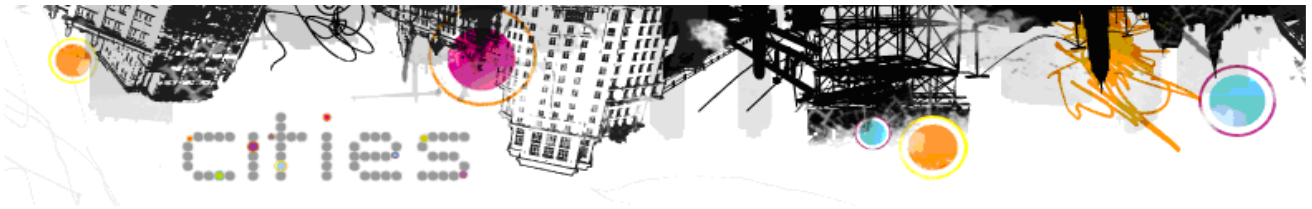


Creative industries are defined as those that focus on creating and exploiting the products of intellectual property, such as music, books, films, and games, or providing business-to-business creative services, such as advertising, public relations and direct marketing. They sometimes overlap with aspects of tourism and sports (for instance, where live performances are included) and retail - for instance, businesses focussing on designing, making and selling items or pieces of art such as jewellery, haute couture, poetry books and other creative writing, or fine art since the value of such objects derives from a high degree of aesthetic originality.

The creative economy that springs from the creative industries has potential not only to generate income and create new jobs but also to promote social inclusion, cultural diversity and human development, and therefore improve the quality of life for all, not just those that work in the creative industries. This is why it has been recognised, and promoted as one of the most significant growth sectors for the European economy not just in terms of GDP, but also added value.

Standing at the crossroads of arts, culture, business and technology through traditional, technology-intensive and service-oriented sub sectors, creative industries comprise the cycle of creation, production and distribution of goods and services that use the products of individuals' imaginations as their main input.

Andrew Missingham
Business Design & Creative Consultancy



Interview with the CITIES CI expert

Andrew Missingham
Business Design
& Creative Consultancy



What makes the creative industries different to other areas of industry or business?

There are a number of main differences between the creative and other industries. The first difference is that very often the industries are "mission" as opposed to profit driven. The instigators of creative businesses often enter their industry in the absence of traditional business plans or financial targets. This can make their businesses harder to fund from traditional sources. However, once the business is established, this can also mean that creative businesses will continue in the absence of financial evidence of demand. On the demand side, the products of the creative industries often respond to and fulfil emotional rather than utilitarian needs. A second difference is that creative industries often generate secondary income from the intellectual property that these industries exploit via copyrights. The third difference is that the business sizes are often very small, and remain so.

How can the creative industries contribute to economic and urban regeneration?

The differences between the creative industries and other industries discussed above can make the creative industries agile. They can respond, change and adapt quicker than industries that (for instance) have much of their business invested in inflexible factors of production like land or machinery. With low overheads, agility and often little start-up capital either available or needed, creative businesses will often move into locations that other industries would not - run down inner cities, disused and converted industrial spaces etc. The creative industries, as stated, respond to and fulfil emotional needs. Therefore, a location with a vibrant creative sector often feels like a good place to be.

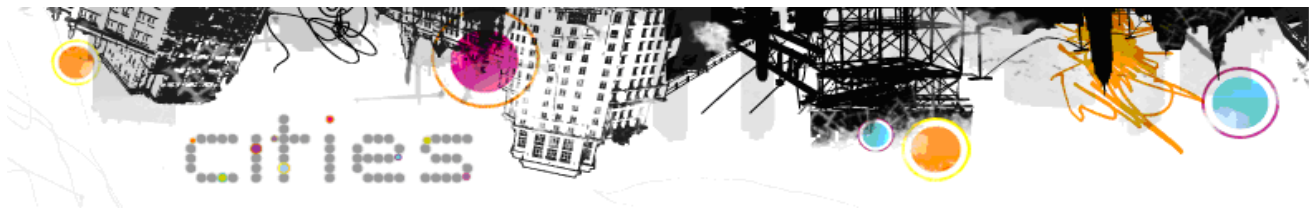
What are some of the opportunities and challenges for the public sector in supporting the creative and cultural sector?

To continue the point about regeneration: there is a great opportunity to make spaces available for creative businesses. The requirements for conversion are often basic and the management relatively straightforward. A challenge that the creative industries often face is that, once established in an area, the motor of regeneration that they have (in part) contributed to can make a place more expensive to live, pricing out the very creative businesses that were part of bringing this regeneration about.

As creative businesses rarely plan, there are real opportunities for public sector bodies to facilitate training in this area. Similarly, public sector bodies can also create opportunities for the creative industries both to network with one another and find customers. Organisations like municipalities have a role to play as both a customer and facilitator of the creative industries, and within municipalities, sections charged with the development of this industry sector can learn better the forces facing creative businesses, and lobby to make the work of other departments more "creative-friendly" for instance, in planning and licensing, to allow performance; in planning urban developments to facilitate events; in zoning markets and local retail to encourage the sale of creative products; and by providing low-cost, short-tenure office and workshop space for the creative industries.

What challenges do the creative industries face as we move to a more digital economy?

One of the principal challenges for the creative industries as we transition to the digital economy is the loss of control over their intellectual property through digitisation of content and the resulting ability for consumers to pass this content peer-to-peer without contact with or payment to the owners of this intellectual property. There are two approaches to this challenge. The first is to try and regain control over their content or by rolling-out technical measures to manage digital rights or by making a connection between software and the hardware to allow access to the creative content. The second approach is to embrace this change and find new ways of exploiting the digital economy. The creative industries are exploring a broad variety of solutions to this challenge. It is still very much a "work in progress"!



News

- **Kick-off meeting**
CITIES project. Gijón, Spain 10-11 December 2008.



Andrew Missingham



Participants of the kick-off meeting

- **Workshop** **Regional strategies for CI fundraising and partnership**. Modena, Italy 1-2 April 2009. This interregional initiative aimed at providing partners with an interactive session of training dealing with CI policies on urban revitalization and local development. The workshop is not only based on traditional tools, such as experts' presentation/lessons, but also on innovative and creative ones, such as an interactive team working between participants, called playshop.

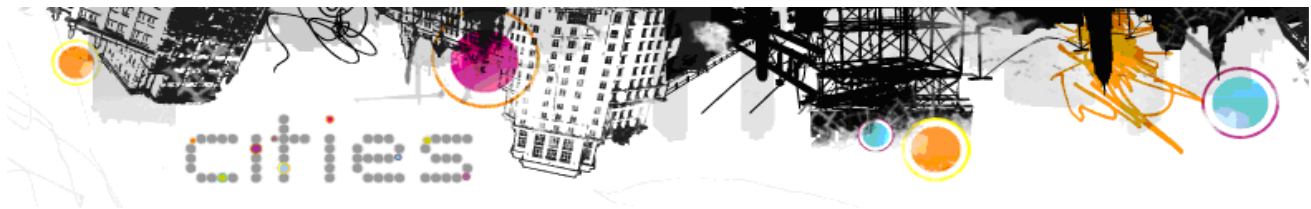
Key speakers:

Jesse Marsh, Atelier Studio Associato (previously OpenStudio di Jesse Marsh & Co) Palermo, Italy
"Cultural policies adopted by the City of Palermo, Italy, underlying point of weaknesses and of strength".

Ugo Bacchella, Founder and President of Fondazione Fitzcarraldo
"Fundraising and partnership"

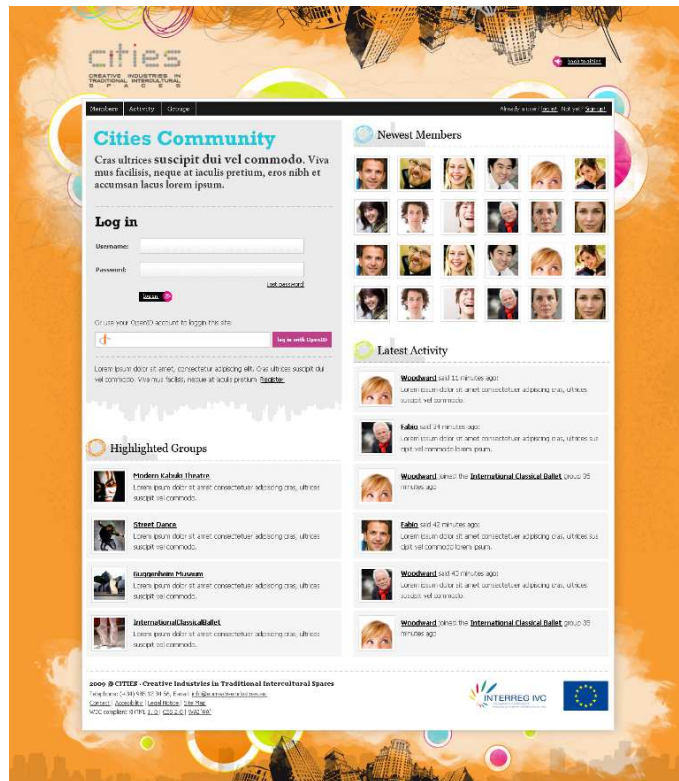


Participants of the playshop



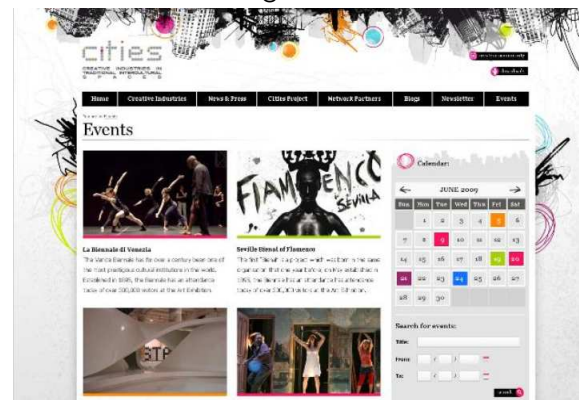
- Soon will be operative the **website** of the project:

<http://www.eucreativeindustries.eu>



The website will include information about the project, about the situation of the Creative Industries in the partner countries, and a community for members of the Creative Industries sector to collaborate, exchange information, progress!

Available as of August 2009



- Next event: **Seminar Design and visual arts – creation of added value in cities public spaces**. Klaipeda, Lithuania 22-23 July 2009

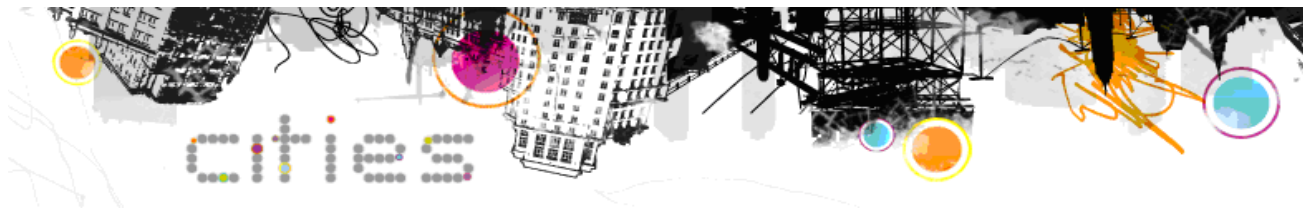
This interregional seminar is aimed at project partners, people from local creative businesses and developers, politicians and everyone with an interest in commercialization of visual and public arts, development of public spaces' strategies, regeneration of public and private open spaces in the city.

Wednesday, 22 July

Creative workshop, Art's Quarter

Participants will be invited to the interdisciplinary art of experimental films workshop, on the same evening films will be demonstrated in unexpected city spaces. The city spaces will be chosen in order to catch the attention of unexpected passers - light and sound will be involved. In the studio at the moment of audio-visual game modern theme of Siren danger will be discussed.





Thursday, 23 July

Session 1: **Cities public spaces as cultural-economic phenomenon**

Pier Luigi Sacco, Department of Arts and Industrial Design IUAV University, Venice

“Culture-led Urban Development Processes: Theory and Policy”

Mark Davy, “Future city” director, London

“The Rise of the Creative District”

Discussions

Dr. Nerijus Milerius (philosopher), **Dr. Tomas S. Butkus** (Architect.), **Dr. Tomas Grunskis** (Architect), architects: **Ramunė Staševičiūtė** (Chairmen of Lithuanian architect organisation) and **Mantas Daukšys**, **Edita Petrauskienė** (heritage expert),

Session 2: **Shaping public space through creative interventions - relevant experiences from Johannesburg to Vilnius**

Marcus Neustetter, The Trinity session, Johannesburg, ZAR

“Shaping public space through creative interventions - relevant experiences from Johannesburg”

Discussions

Rasius Makselis (representative of Ministry of Culture), **dr. Tomas S. Butkus** (poet, Publisher, „Vario burnos“ project), **Arūnas Sakalauskas** (skulptor, the chairmen of Lithuania artisic union, Klaipėda department), **Mindaugas Petrulis** (Klaipėda city art director), **Rūta Ambrasūnienė** (Unesco representative), **Goda Giedraitytė** (manager of Klaipėda city culture department of municipality), **Ignas Kazakevičius** (art critic), **Virginijus Bizauskas** (designer),

invitation

Project partners, people from local creative businesses and developers, politicians and everyone with an interest in commercialization of visual and public arts, development of public spaces' strategies, regeneration of public and private open spaces in the city are **welcome** to the **Design and visual arts– creation of added value in cities public spaces Seminar in Klaipėda, Lithuania**, on July 22-23.

For additional information please contact:

Klaipėda Economical Development Agency

- Raimonda Lauzikiene
 - E-mail: raimonda@kepa.lt
 - Telephone: + 370 687 53857
- Ona Bajoriniene
 - E-mail: ona@kepa.lt
 - Telephone: +370 46 311010

Klaipėda City Municipality Administration

- Skaidre Raudyte
 - E-mail: skaidre.raudyte@klaipeda.lt
 - Telephone: +370 46 396127

Cities project

www.eucreativeindustries.eu



ZAVOD CELEIA CELJE



CREATIVE INDUSTRIES IN TRADITIONAL SPACES

INTERREG IVC