

International CCC conference on creativity in cities enjoys success

On 21st October 2010, »Creative City Challenge« and »Eurotowns«, the European network of medium-sized cities, organised an international conference in Kortrijk titled »Fostering Creativity within Cities – Playtime is Over«. Various cities, companies and experts discussed how a well-considered creativity policy could bring added value to a city or region. The general message was that a long-term commitment in a city or region is crucial for turning a creative economy into a success story.

Aims of the conference

All over the world, numerous cities and regions devote themselves to creativity and innovation to leverage their economic competitiveness. However, their engagement does not usually

go beyond ad hoc initiatives. One important question discussed at the conference dealt with the development and implementation of a strategic creativity policy including its success factors.

The conference was not only to inspire local policymakers, but also other European and Flemish cities with creative ambitions. Diverse European partners, Flemish networks and public bodies, national as well as international cities and regions, partners from the French-Belgian Eurometropolis and regional organisations were therefore present. In the late



afternoon the »Creative City Challenge« project partners awarded the »Best Collaboration Award« to five nominees. All in all, some 130 people attended the conference.

More information:

www.creative-city-challenge.net/de/kortrijk.html

Premiere of the BEST COLLABORATION AWARD 2010

During the transnational conference »Fostering Creativity within Cities – playtime is over« Lise Espersen and Sina Redlich from the Interreg IVB North Sea Region Programme Secretariat in Viborg, Denmark, honoured 5 examples of successful collaboration with the BEST COLLABORATION AWARD 2010. To this end, winners from all over Europe came together: Niller Wischmann and Lena Brostrøm Dideriksen accepted the award, thus honouring the joint project »Kunstgreb« and marking the collaboration as overall winner.

Marco Nussbaum, who was voted runner-up by the international jury, presented the first

design hotel in Bremen, the »prizeotel« whose complete branding in terms of »designocracy« was developed by the New York star architect Karim Rashid. Hans Diers, managing director of the Bremer Kunsthalle, received the third prize for the »Paula-ticket«, created in cooperation with the Kunsthalle Bremen and the traffic network Bremen/Niedersachsen GmbH (VBN). Lena Bruun Jensen and Lunde Ljungberg accepted the trophy and the award for fourth place with their project »Danish Rock Museum«. Matthias Salinger together with his co-operation partner Christophe de Jongh, was pleased to receive the award for the transnational project »Modular Mobile Architecture«.

»A great success«, »remarkable examples of creative variety combined with economic success« and »inspiring projects«: the comments from conference participants were overwhelmingly positive. The winners were asked to show their collaboration projects in a ten-minute presentation to an international audience. »We are eager to find out which synergies will arise among the winners, representatives from the economy and politics and partners from the Creative City Challenge project« said Andrea Kuhfuss, who organised the project BEST COLLABORATION AWARD 2010. After the awards ceremony a lively exchange took place between the participants and this was exactly what the BEST COLLABORATION AWARD was striving to achieve. It will be interesting to see how some visions from that evening are put into practice, and CCC is looking forward to the BEST COLLABORATION AWARDS CEREMONY 2011 which will focus on collaborations between the creative industry and research.

Further information:

www.creative-city-challenge.net/de/best-collaboration-award.html



CCC attends conference of the Committee of the Regions in Brussels

The CCC project, represented by HAW Hamburg, attended the European Week of Regions and Cities – the European Union's biggest regional policy event, which took place in Brussels from 4th to 7th October 2010. More than 6,000 delegates from almost 250 regions and cities took part in the 8th Annual Open Days Conference. The meeting's banner was »Competiveness, cooperation and cohesion for all regions«. During the meeting, different stakeholder

involved in the promotion of creativity and innovation in the North Sea region were able to meet each other. Furthermore, several transnational workshops and seminars related to creativity and innovation were held. The delegate from HAW Hamburg had the chance to talk and to briefly present the CCC project to Mr Lambert Van Nistelrooij, Member of the European Parliament and Dr. Gianluca Spinaci (Committee of the Regions).
Further information: ec.europa.eu



»A question of cluster or do they ever listen to music«? Reeperbahnfestival in Hamburg



Currently, the welfare of creative industries throughout Europe is looked after by a significant number of functionaries and division managers representing diverse national and regional political and administrative bodies.

But what measures and developments will prove to be effective in helping to stabilise and develop the music markets and meet the current and future needs of the music industry? This was the question posed at the kick-off event of the Reeperbahnfestival in the Schmidt theatre in Hamburg on 23rd September 2010. The panel was initiated by the Hamburg University of Applied Sciences (HAW Hamburg), Lead Beneficiary of the CCC project. About 50 interested people listened to the discussion of the protagonists from politics, management and, above all, from the music industry. The discussion was about whether and to what extent the music

industry is perceived in its most different facets by policymakers. Festival organisers, like Peter Smidt from Groningen (NL) or Thies Schröder of the Ferropolis GmbH (Gräfenhainichen), introduced their festivals which are important economic and location factors for the regions. The aim was to reach a better understanding of the needs of the music industry by policymakers. Based on the discussion, decision-makers wanted to support the advancement and stabilisation of the music industry. The methods vary from location to location and should be adapted even more to the needs of the partners.

International App Development Conference and AppJam

As part of their Creative City Challenge project activity, Dundee College hosted their first International App Development Conference and AppJam. The 3-day event was held in Dundee – and brought together the very best in professional mobile phone application development, including platform providers, developers and other industry professionals from across Europe.

The purpose of the conference was to provide a practical, hands-on knowledge transfer, offering delegates a real insight into the future of app development. Andy Mackenzie, Project Manager for the Centre of Creative and Digital Industries at Dundee College, explained that the event's main objective was to focus on »the transfer of practical skills and the knowledge required to gain a competitive edge«.

Conference speakers included international representatives from Nokia from London and Finland, Moblio – the Dutch developers of the runaway hit app »VuVuzela«, Gladiator Games from Belgium, together with highly successful Dundee-based developers and others from across the UK each of whom presented sessions based on their own experiences of successful trading within the app market, and passing on the lessons they have learned. The presentations were accompanied by panel sessions, where delegates could pose questions to the industry specialists in order to better understand the process of creating and marketing a successful app. An »appstorming« session was also run where the speakers were put on the spot to work together with the delegates to dream up new ideas for a new app. This exercise proved invaluable for those



attendees who lacked experience in the apps market but who proved to be enthusiastic contributors to the session.

Overall, the event was recognised as a great success and attracted over 100 delegates from across Europe. It also generated considerable media interest with coverage on national TV, BBC Radio website together with a number of press articles, and was also picked up by many, well followed, international blog sites. With such success this year, the Dundee College team are already making plans for a follow-up event next year – so keep an eye on the www.appjam.eu website over the coming months!

CCC inspires the concrete industries

Høje-Taastrup Municipality and the Danish Technological Institute hosted a workshop on 3rd November 2010 with the purpose of fostering creativity through new creative collaborations. In particular, the workshop aimed to enhance the efficiency of the concrete business and the development of products and services which fit to the future demands of the market through innovation. The workshop was a follow-up on an earlier workshop about future scenarios and development potentials for companies in the concrete sector and is part of the Creative City Challenge project.

Innovative ideas that sprang up during the workshop were concrete playgrounds for grown-ups, flying concrete, impressive concrete on highway bridges and new collaborations between traditional companies, local schools and the Høje-Taastrup municipality. Representatives from traditional concrete companies, trade organisations, creative organisations and artists met to develop new projects and co-operations across the concrete sphere.

Among other presentations at the workshop, the Swedish organisation and CCC partner TILLT explained how artists can help com-



panies create sustainable solutions by challenging their traditional methods. TILLT has already created visible results by combining art and business and showed tangible examples of companies using artists for solving specific challenges.

The participants at the workshop learned how to generate creative ideas independently. On this basis companies gain the ability to develop ideas in order to create further economic growth in the concrete industry.

Lars Dyreborg-Gunslev, EU chief in Høje-Taastrup, stated: »It's great to see how quickly people interacted and networked across different professions. Already within an hour, I saw exchanges of contact information between a textile designer, architects and some of the CEOs – and they all bring in different inputs and ideas on working with concrete. We are definitely going to do that again!« The Høje-Taastrup municipality is also supporting the realisation of these ideas.

Get your movie idea onto the screen! Speed Pitch during the Oldenburg International Film Festival

For the first time the 17th Oldenburg International Film Festival gave writers, directors or producers of films the chance to present their actual project to film industry insiders. The festival had invited 6 members of production companies and independent producers looking for quality projects to be supported. Among them were Travis Stevens from Celluloid Nightmares and producer Patrick Fischer (film »Love Live Long«). 35 teams sent in their film projects either in the making or which were already in post-production but co-producers were still needed. On the basis of quality criteria, a jury selected 9 teams. On 18th September 2010, every team had the opportunity to present its project, each lasting approx. 20 minutes one



by one to 4 or 5 experts. There was much interest for the sessions, so that Speed Pitch will be part of the next Film Festival 2011 too. Business development of Oldenburg sponsored Speed Pitch in the frame of CCC, in order to enhance the promotion of creative

businesses by creating networks between economic development agencies and creative entrepreneurs.

One aim of this event is to encourage discussions and exchange of information between film-makers and film financiers.

Cities that stand out – creative city planning in West Sweden

TILLT has contributed to identifying factors for effective branding of clusters related to key sectors in the CCC partner's creative areas by arranging and moderating an affiliated programme for creative city development in the Skaraborg region in West Sweden called Cities that Stand Out (www.sssu.se). So far, TILLT has arranged 5 out of a total of 7 planned seminars within the framework of this programme.

The first objective of this series of seminars has been to create a new transsectorial, transmunicipal and transnational communication infrastructure to enhance cooperation and communication for six sectors, such as city planners and architects, politicians and representatives municipalities, trade and commerce developers, real estate owners, creative artists as well as the tourist sector.

The second objective of this series of seminars has been to spread knowledge and know-how on how creative artists may take an important and unique part in and invoke new perspectives on city planning from stage



one of the process, rather than being utilised, as has most often been the case hitherto, in the final stage of city planning, for mainly decorating purposes. The format of these seminars included a number of creative workshops led by creative artists that have all focused on creating new perspectives on city planning.

Results so far have been tangible to the degree that the project has attracted a lot of attention, both in media and in the corridors of the city planners in the region Skaraborg. The project furthermore has endured the

challenge of cross-sectoral conversation with exemplary remarks; this group of participants has become something one could describe as an aspiring think tank on creative city planning that dares to discuss the importance of breaking down old patterns of city planning and looking for entirely new ways. Last but not least, we can now observe a new wish to forge the overall touristic strategy of the Skaraborg region into the framework of Cities that Stand Out, due to the effects of branding cities, not only for the attraction of its inhabitants, but for the sake of its visitors as well.

SWOT analysis of the creative economy

One of the activities of the CCC project is a SWOT analysis to identify local potentials of the partner cities and regions to develop their creative economies. The SWOT analysis was carried out by Delft University of Technology in cooperation with all CCC partner cities and regions.

The SWOT report contains detailed overviews of strengths, weaknesses, opportunities and threats and the main policy options identified for each partner city. Some overall conclusions may be drawn from these overviews. Firstly, CCC partner cities and regions are optimistic with regard to their potentials for the development of creative milieus: more strengths than weaknesses are distinguished.

Secondly, the different geographical situation of the cities and regions analysed should be taken into account at all times as it exerts considerable influence on the outcomes of the analysis. Thirdly, the majority of policy options concerns improvement of business conditions for small creative businesses, with special emphasis on networks of such firms, relationships of such firms with »traditional« firms and educational institutions, and availability of affordable working spaces.

The SWOT report can be downloaded from the CCC website:

<http://www.creative-city-challenge.net/de/download.html>

Design schools set to work on »ugly spots«



120 ugly spots – that's the result of a survey conducted in May and June 2010 in 10 municipalities of the Kortrijk region.

The Leiedal intermunicipal association and the local authorities used this survey to ask their inhabitants which spots in the region were in need of a creative makeover. An expert jury then selected two spots per municipality in the past month. The students of four schools will put their creative brain to work on these spots: University College Ghent (Landscape Architecture Department), Artesis University College Antwerp, the Catholic University of Leuven and University College West-Flanders (Kortrijk). Their mission involves creating an original and surprising design for the selected spots

Want to know more? www.lelijkeplekjes.be



European Creativity and Innovation Day 2011

On 27th May 2011 the Hamburg University of Applied Sciences will organise the »European Creativity and Innovation Day« as an activity of the CCC project involving institutions, organisations and projects from across Europe. Within the »European Creativity and Innovation Day 2011« a wide range of activities like exhibitions, workshops, seminars, concerts and shows and guided visits are planned.



The »European Creativity and Innovation Day« aims to:

- foster creativity and innovation in the North Sea Region and beyond by showcasing the potential of creativity and innovation in cities, represented by business, economic development agencies, education institutions and local government and disseminate their activities.
- promote activities in creativity and innovation as tools towards territorial integration in a transnational way, increasing the sustainability and competitiveness of the North Sea and other European regions.

- offer participant cities an opportunity to showcase what they are doing and how governments, educational institutions and private businesses may work together to foster the cause of creativity and innovation in Europe.

A further objective of the »European Creativity and Innovation Day« is to provide a sound basis for further communication, interaction, future joint initiatives and encourage new investments.

If you are interested to take part in the European Creativity and Innovation Day, please contact us.

Email: ccc_admin@ls.haw-hamburg.de

Hamburg University of Applied Sciences stands up for the creative industries

Within the »European Creativity and Innovation Day 2011« the Hamburg University of Applied Sciences is organising two events:

1. Specialist seminar »Creativity and Innovation in Europe: towards synergies and partnerships«

Various creative and innovation projects are undertaken in Europe and it is believed that much could be gained by providing a platform via which information about approaches, methods and project activities could be exchanged and more synergies and inter-project partnerships between Interreg-funded projects could be achieved. It is for this reason that the specialist Seminar »Creativity and Innovation in Europe: towards synergies and partnerships« is being organised.

The seminar »Creativity and Innovation in Europe: towards synergies and partnerships« aims to

- offer a platform via which a set of Interreg-funded projects may be presented, showcase their various activities and how they support creativity and innovation in Europe;
- promote the initiatives in creativity and innovation undertaken as part of the project as tools towards territorial integration in a transnational way, increasing the sustainability and competitiveness of European regions;
- foster a dialogue between Interreg projects and explore the opportunities for synergies and ways to prevent duplications.

A further objective of the seminar »Creativity and Innovation in Europe: towards synergies and partnerships« is to provide a sound basis for further communication, interaction between projects and encourage joint future initiatives.



2. Workshop dedicated to strengthen the business soft skills of SMEs

Due to the success of the workshop »From the creative idea to the strategic concept« held during the SME week 2010, a further workshop dedicated towards strengthening business soft skills of SMEs will take place at HAW Hamburg. During this event strategies will be taught for successful meetings and conflict management. Besides the elaboration of instruments used for successful meetings their application will be trained in practice-based exercises. This way endless business meetings with disappointing outcomes can be avoided. Afterwards, conflict management will be addressed. Conflicts at work cost time and energy and can destroy a desirable business climate. That is why this part of the workshop demonstrates how to avoid and solve conflicts.

To register for the workshop please contact ccc_admin@ls.haw-hamburg.de

Creative City Challenge Calendar

4th–6th May 2011

CCC Partner Meeting and Transnational Seminar

(Høje-Taastrup, Denmark)

The conference aims to discuss the project progress and develop further plans for supporting the creative industry. The seminar will focus on development and implementation of Live-Work Environments for creative Industries.

Contact: LarsGu@htk.dk

27th May 2011

European Day of Creativity and Innovation

(Hamburg, Germany)

HAW Hamburg will organise the »European Creativity and Innovation Day« as an activity of the CCC project involving institutions, organisations and projects from across Europe. Within the »European Creativity and Innovation Day 2011«, a wide range of activities like exhibitions, workshops, seminars, concerts and shows and guided visits are planned.

Contact: ccc_admin@ls.haw-hamburg.de

24th June 2011

Creativity Night

(Hamburg, Germany)

The Hamburg University of Applied Sciences will join in the Hamburg Art Week which will take place from 20–24 June 2011. The »Creativity Night« will take place with parallel sessions of exhibitions, presentations and »join-in activities« at the Art and Media Campus Hamburg. The slogan is »Europe is creative!«.

Contact: ccc_admin@ls.haw-hamburg.de

23th–25th November 2011

CCC Partner Meeting and Transnational Seminar

(Bremen, Germany)

The conference aims to discuss the project progress and develop further plans for supporting the creative industry. The seminar will focus on networks, dialogue and business cooperation.

Contact: andrea.kuhfuss@wfb-bremen.de

www.creative-city-challenge.net

Creativity Night in Hamburg



The Hamburg University of Applied Sciences will join in Hamburg Art Week which will take place from 20th to 24th June 2011.

On 24 June 2011, the »Night of Creativity« will take place with parallel sessions of exhibitions, presentations and »join-in activities« at the Art and Media Campus Hamburg. The slogan is »Europe is creative!«.

The goal of the event is to create a meeting place where entrepreneurs from the creative industry, students and people of Hamburg interested in the subject can get together to compare ideas and get inspirations.

Partners

Hamburg University of Applied Sciences (Lead Partner, DE)

WFB Bremen Economic Development (DE)

City of Oldenburg (DE)

Kulturetage Oldenburg GmbH (DE)

Municipality of Groningen (NL)

Delft University of Technology, OTB Research Institute (NL)

Intermunicipal Association Leiedal (BE)

DESIGNREGIO Kortrijk (BE)

HOWEST University College (BE)

Høje-Taastrup Municipality (DK)

Dundee College (UK)

Newcastle City Council (UK)

TILLT, Västra Götaland (SE)

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European Union



The European Regional Development Fund



creative city challenge