

## Partners' Meeting in Høje-Taastrup, Denmark

On 4th and 6th May 2011, the 4th partners' meeting was held in Høje-Taastrup, 20 km west of Copenhagen.

»Together we are facing one of the toughest tasks: that of catalysing economic growth. The financial crisis was a wake-up call. We

learned that we cannot expect growth to happen if we do not innovate«. These words spoken by Michael Ziegler, the Mayor of Høje-Taastrup Municipality, opened the 4th partners' meeting of the Creative City Challenge project.

The meeting showed that the project is making good progress and encompasses a wide range of activities in the various partner cities – Creativity Night, Desigtalks, Innowitz and Ugly Spots, to name only a few. Receiving input from other partners is a gift, and during the meeting the partners also tried out the »Operation Gift Rain« method – a creative way of supporting transnational input into CCC-activities.

»During this partners' meeting, there was a strong focus on knowledge transfer and transnational opportunities. For Høje-Taastrup, participation in the Creative City Challenge project has definitely strengthened our focus on creativity and innovation«, says EU-Executive Project Manager at Høje-Taastrup Kommune Lars Dyreborg-Gunslev.



## Expert Discussion on »The creative city – a sustainable city?«

As part of the partners' meeting, the CCC project hosted an expert discussion on sustainability and economic growth in connection with creative cities.

On the basis of a discussion paper, two hypotheses were presented which gave rise to an animated discussion. Two experts – Mrs Anna Thormann, project manager at the Gate 21 Sustainable Future Forum, and Mr Steen Olesen, climate consultant at Høje-Taastrup Municipality – provided valuable insights based on their experience with sustainable development. Mrs Ana María Fernández-Maldonado from Delft University of Technology chaired the meeting.

The participants generally agreed with the hypothesis that increased focus on sustainability contributes to a better integration of the

creative economy in society and broader acceptance by policy-makers. Indeed, they considered creativity essential for sustainable cities.

Sustainable city development should not only focus on regulations and technical requirements but also facilitate processes for creative work and make it easier for the public to bring human capital into development. The expert meeting revealed a need to strengthen relation between sustainability and the creative world.



**The discussion paper »The creative city – a sustainable city?« can be downloaded at: <http://www.creative-city-challenge.net/en/news/352-the-creative-city-a-sustainable-city.html>**

# First network seminar between Interreg projects in Hamburg

On 27th May 2011 the Hamburg University of Applied Sciences (HAW Hamburg) organised a seminar on »Creativity and Innovation in Europe: Towards Synergies and Partnerships« in the context of the »European Creativity and Innovation Day 2011«.

In order to discuss common elements and achieve more synergies between Interreg projects in the field of creativity and innovation, a number of projects were invited to attend this specialist workshop.

After a welcome and project presentation by the lead partner of the CCC project, Prof. Leal (HAW Hamburg), Sina Redlich and Carsten Westerholt from the North Sea Region Programme Secretariat, Denmark, stressed the important role played by innovation in Europe. »Innovation has become a priority, with more varied concentration on technological innovation and a stronger focus on business and system innovation.« The aim of the programme is to make the North Sea region a better place to live, work and invest in.

During the seminar objectives and results of seven ongoing projects were presented: CREAR.E (Germany), E-CLIC (Sweden), BasC (Germany), Smart Cities (United King-



dom), INNOHUBS (Sweden), PERIA (France) and Kista Science City (Sweden).

The seminar gave the guests an excellent opportunity to discuss synergies between their projects and to build new networks and partnerships. It showed that innovation can be implemented in different contexts. By gathering and disseminating good practice, projects are able to agree on what innovation

is and, more importantly, on what innovation means to citizens and companies.

The seminar ended with a tour on the Art and Media Campus in Hamburg, where the seminar took place.

**All the presentations can be downloaded at:**  
<http://www.creative-city-challenge.net/en/download.html>

## BEST COLLABORATION AWARD 2011

In October 2010, five outstanding collaborations from creative and traditional industries were honoured for the first time at the international conference »Fostering Creativity within Cities – Playtime is over« in Kortrijk, Belgium.

This year, an international jury will award the BEST COLLABORATION AWARD for outstanding collaborative efforts between companies in creative industries and the science sector.

Applications may come from companies involved in advertising, architecture, art and antiques trade, handicrafts, design, communication design, marketing, fashion design, film, video, photography, software, computer games, electronic publications, music, visual and performing arts, publishing, TV and radio, as well as representatives from science and research who are based in the North Sea Region.



An international jury will select five exceptional collaborations from among the applicants. The awards ceremony will take place on 24 November 2011 in connection with the international conference »How does it work? – Creatives meet Science« in Bremen, Germany.

At the conference, the winners will have the opportunity to present their product, service or exceptionally promising idea, developed with a business partner, to an international audience.

Application forms and further details can be found at <http://www.creative-city-challenge.net/de/best-collaboration-award.html>. The deadline for submissions is 31 August 2011.

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# cre8 oldenburg – opportunities in creative industries

As part of the CCC project Business Development Organisation Oldenburg created the cre8 oldenburg creative industry network. The internet platform [www.cre8oldenburg.de](http://www.cre8oldenburg.de) made its official debut on 11 May 2011 with the goal of networking creative industries in Oldenburg, presenting the potential of these industries, demonstrating opportunities for collaboration within the traditional economy, and bundling and disseminating information from creative industries. It currently has over 150 registered members.

**In addition to the internet platform, cre8 oldenburg offers and supports a wide variety of activities:**



## cre8:thema and cre8:open\_space

From August 2011, cre8 oldenburg will be offering a monthly series of events for business men and women in creative fields. Topics will include: brainstorming, social media, copyright, data protection, and much more. The meetings will alternately take the form of topical events with expert speakers and open-ended evenings where participants can include their own topics. However, in both cases, there will be more than enough time for networking among the participants.

[www.cre8oldenburg.de](http://www.cre8oldenburg.de)

## First BarCamp in Oldenburg

On 21 and 22 May, the first Oldenburg BarCamp was held in the PFL Oldenburg cultural centre – with a format similar to an ad-hoc conference where people can exchange ideas and learn from each other in an informal atmosphere. BarCamp is defined by intense discussions, presentations and interaction on topics – frequently covering the fields of IT, creative industries and networking – chosen by participants.

<http://bcoldb.mixxt.de/>



## 3X3 pilot session provides exciting results for companies

Can an actor, industrial designer and photographer join forces to help companies solve internal problems? The results from the 3X3 pilot session in March 2011, which produced very creative solutions, would be a resounding »yes«. 3X3 is a collaborative project of the Business Development Organisation Oldenburg and Δt Projektkunst, where 3 artists and 3 company employees developed and presented creative solutions for a specific operational task, assisted by a coaching professional. The second 3X3 session will take place in November 2011.

[www.3mal3.net](http://www.3mal3.net)

## we are 1108

In the year 1108, the area that is now known as the city of Oldenburg was first listed in official records as »Aldenburg«. This year was used as a project name and a benchmark for success by photographer Matthias Knust, who launched the project in September 2010. His stated goal is to meet with 1108 creative professionals from the Oldenburg region and create portraits of them true to the motto »a picture is worth a thousand words«.

[www.we-are1108.com](http://www.we-are1108.com)

## Contact point economy shaped by the »cre8 oldenburg« initiative

Every six months, the Business Development Organisation invites Oldenburg company managers to the contact point meeting, a well-established entrepreneur meeting focused on the economy. With 250 participants, the most recent contact point meeting on 11 May 2011 was clearly focused on creating networks between creative industries and the »traditional« economy. Therefore following questions have been discussed during the last meeting: what goals have been set by the cre8 oldenburg creative industry network? What is the meaning of creative industries in Oldenburg, and which fields does this encompass? What kind of projects can creative professionals develop for traditional companies?



## Creative City Blogs

'Mapping Urban Identity' is a Creative City Challenge project developed by Dundee College that embodies the latest thinking in design and enterprise education by harnessing the combined power of two key sectors of the creative industries. It takes the power of design and combines it with that of social media to develop budding entrepreneur's enterprise skills to create a new identity for their work and urban environments. The result is a unique enterprise skills development programme that is transferable to SME development right across the North Sea Region.

Core to the project has been a requirement for participants to explore the potential of social media as a marketing and promotional tool for these renewed definitions and for their own design work. They used the city as a backdrop for photography that explored and highlighted their creative influences and



created blogs to discuss the impact it has on their own design practice. These blogs formed an almost guerilla-style marketing promotion of their work and culminated in each having their own blogsite where they were able to showcase their work as well as explore and promote Dundee as a 'Creative Style City'.

The project has been a great success for the students at Dundee College, and plans are already afoot to run the module again with a mixed-disciplinary group of 10 Dutch and Scottish students during a forthcoming CCC exchange trip to Groningen.

A complete teaching pack will then be developed for distribution to allow groups across the whole North Sea Region to map their own urban identities and develop their social marketing skills.

**You can visit some of the blogs at:**

<http://quirkydundee.blogspot.com/>

<http://offtherails7.blogspot.com/>

<http://streetstyledundee.blogspot.com/>

<http://evolvedundee.blogspot.com/>

## Urban renewal of Hedehusene projected



The renewal project is concentrated on the central part of the town, where the aim is to create an attractive focal point for the social, cultural and economic life of the city. This development will spread throughout and be of benefit to the city as a whole.

With a view to rethinking the urban renewal of Hedehusene with a new focus on creativity and innovation, Høje-Taastrup Municipality invited local citizens to a series of creative workshops.

Their aim was to support the shaping of the urban renewal plan in an atmosphere of innovation. In the future, creative citizens, cultural institutions and creative businesses in the district and the rest of the municipality will play a central role in the further development and implementation of urban renewal.

»We see this urban renewal as a part of the 'Vision Gammelø' city development project involving the creation of a whole new part of the city. In the process of drawing up the urban renewal plan, we are seeking to ensure that Hedehusene is a fully connected and integrated city district, and the existing part of Hedehusene therefore needs renewal to match the new part. Focus is thus placed on the connections between the two parts.« explains Mayor Michael Ziegler.

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## Field Trip to Groningen, the Netherlands May 16-18, 2011



During three days in May in 2011 Thuur Caris who is an artist and researcher from Groningen arranged an untraditional Creative City Challenge field-trip in collaboration with TILLT in Sweden. During this trip 10 city-planners and cultural civil servants and one politician from Skaraborg in West Sweden met with a number of Dutch city-planners, architects, entrepreneurs and artists involved in creative city planning in Groningen. The reason for arranging this field trip was, evidently, to exchange experiences, collect inspiration and network. The field trip was very fruitful for all participants.

## International seminar on Life-Work Environments for creative industries in Copenhagen



On 5th May 2011 an international seminar on »Development and Implementation of Life-Work Environments for Creative Industries« was held in Copenhagen to discuss Life-Work Environments as a support for creativity and innovation. Some of the current initiatives taking place in cities across the North Sea Region were showcased, such as »Musicon« and the »Lighthouse Project« from Copenhagen, »Jazz moves« from Hamburg and experiences regarding Life-Work Environments from Groningen.



The presentations showed that the development and implementation of life-work environments in the context of municipal projects greatly supports creativity and innovation efforts in cities. Experiences regarding life-work environments are not necessarily top-down but are often bottom-up, which ultimately makes them more sustainable. The seminar was complete by a visit of the Carlsberg New Town – »Utopian City Space«.

All the presentations can be downloaded at: <http://www.creative-city-challenge.net/en/download.html>



# European Night of Creativity in Hamburg

On 24 June 2011, the Hamburg University of Applied Sciences (HAW Hamburg) hosted the »European Night of Creativity«. From 5:00 p.m. to 11:00 p.m., all four levels of the Hamburg Art and Media Campus offered fascinating insights into the world of art and creativity. The wide selection of presentations attracted many visitors from the surrounding neighbourhood, in addition to students and experts from artistic and creative fields. The large illustration exhibition, which showed critically acclaimed work of young artists, was particularly popular.

The art and design exhibits from Dundee, Scotland, with its expressive textiles, 3D design, art and illustrations, also made a strong impression on visitors. In the HAW printing workshops, attendees enjoyed a live demonstration of various printing techniques, Hamburg TV station TIDE TV gave a behind-the-scenes look at their film work, and creative projects



from partners in the Netherlands (House of Design) and Sweden (TILLT) were presented. Besides the various exhibitions, the evening also featured speeches and interactive events. Representatives

from Howest University College in Belgium led a creative workshop for product designers that offered new insights into creative techniques, and was well received by participants. The printing and collage workshop also offered unlimited scope for creativity, as participants snipped, stamped, glued and wired their way to new ideas.

**More information**

[www.creative-city-challenge.net/nl/european-night-of-creativity-2011.html](http://www.creative-city-challenge.net/nl/european-night-of-creativity-2011.html)

## News from the project partner in Groningen

In January 2011 a large delegation from Newcastle visited Groningen, where several aspects of the project approach were discussed and further transnational cooperation was explored. The delegation also visited co-working spaces in the Puddingfabriek. Het Paleis and Open Lab Ebbingge can be regarded as lighthouse projects for the development of the Ebbingekwartier creative

zone. The district is increasingly developing as a cluster of creative industries and a creative hub for the wider region.

Het Paleis began operations at the beginning of the CCC project. Open Lab Ebbingge had suffered some delay and will start operating from summer 2011 onwards with several cutting edge pavilions.

Groningen's activity in the context of »Euro-

pean Creativity and Innovation Day 2011« was a networking event in the Puddingfabriek, one of the other creative hotspots in the city.

At the same time, the event stepped up the focus on the next phase of the project on trans-national activities relating to entrepreneurship and skills development, networks, dialogue and business co-operation.



Parkeergarage Boterdiep



Speelweide, stadstrand en De Loods



Speelobject 'Duikboot' op stadstrand



Podium



Appartementencomplex Bloemhof

# Creative City Challenge Calendar

**29th August – 2th Septmeber 2011**

**Summer School:**

**Creative Prototyping Skills Training**  
(Kortrijk, Belgium)

The venue is Howest Industrial Design Center, Kortrijk (Belgium). The Industrial Design Center is hosting a 5-day hands-on and international training week. The target group is young professionals and those about to graduate who have a passion for creation, co-creation and materialization of ideas.

Further Information:

[www.howest.be/summerschool2011](http://www.howest.be/summerschool2011)

**21th August 2011**

**Viertelfest:**

**Large Cooperation Event**  
(Oldenburg, Germany)

The communication platform »quARTier« is hosting an open house day in the railway station district of Oldenburg. The target group is: companies, education institutions, politics, and people from the creative industry and culture.

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**24th September 2011**

**Concert:**

**kleinstadthelden and Eisenhower**  
(Hamburg, Germany)

Creative City Challenge is presenting the band »kleinstadthelden and Eisenhower«. Reception and showcase takes place at »Glanz & Gloria« on the famous Reeperbahn in Hamburg.

Further information:

[www.creative-city-challenge.net/en/events/397-kleinstadthelden-eisenhower.html](http://www.creative-city-challenge.net/en/events/397-kleinstadthelden-eisenhower.html)

**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 successful cooperations between science and creative industry.

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[www.creative-city-challenge.net](http://www.creative-city-challenge.net)

# Conference in Bremen: »How does it work? Creatives meet Science«

Preparations are already underway: the Business Development Organisation Bremen is inviting guests to an international conference in Bremen. On 24 November 2011, event organisers and guests will address the relationship between creative industries and science and answer the question »How does it work?«.

A common thread between creative industries and science can be found in efforts to stimulate the development of creative forces. In addition, topics will include understanding, discovering, creating and sustainably developing new ideas. Representatives from the above-mentioned fields will present research incentives, visions, products and services.

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## 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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 howest  
DE BEI DE HOOGSTE OPLEIDING

 INDUSTRIAL  
DESIGN  
CENTER

 Høje-Taastrup  
Kommune

 Dundee  
College

 Newcastle  
City Council

 TIJIT

 The Interreg IVB  
North Sea Region  
Programme  
Working in the North by working together  
for a sustainable and competitive region

European Union



The European Regional Development Fund



creative city challenge