

CCC Final Conference »Creating Space« (#g3c) on 20 September 2012 in Groningen



»Creating Space« is the core theme of the CCC final conference, which will take place in Groningen on 20 September 2012.

In a creative city, place and space really count! It is important to create the right conditions for people to be inspired in order to encourage

creativity and innovation. Creative clusters and hotspots can act as hubs. They can play a pivotal, dynamizing role and be instrumental in enhancing innovation capacity in a city, a whole region, and even beyond.

It is now recognized that temporary uses play a crucial role in providing permanent »Creative Space«.

The CCC conference is taking place in just such a temporary space, at the Open Lab Ebbing (OLE), part of the creative zone »Ebbingekwartier«.

International speakers will be attending the conference and there will be a debate on the creative city; the Best Collaboration Award 2012 ceremony will also take place. The CCC good practices publication will be presented, as well as the premiere of the film that has been made on the CCC projects; not to forget, of course, all the latest on the temporary use of space for Europe2020.

You can register now!
<http://g3c.nl/en/ccc-english>

Travelling Exhibition: CCC on the road

Curious what our film team – Daniel Günther (Dialog PR) and Helge Rudolph (Kulturmedienn) – is up to at the moment? On Facebook or YouTube you can find the latest entries and film clips from the »Travelling Exhibition«, part of a project being organized by WFB Bremen Economic Dev. Corp. in the framework of Creative City Challenge. For two months the guys have been travelling all over Europe to visit best-practice examples, as recommended by the CCC partners.

The result will be an exhibition in the best sense of the word: not only will films for each beneficiary and one mash-up be produced, but the journeys to the various cities, partners and best-practice enterprises will be documented in a road movie diary that will be uploaded onto Facebook and YouTube.

Comments can be made on a related blog.

At the Groningen Conference in September 2012 the film team will present the single films for each region, as well as the mash-up.

We are grateful to various sponsors for this idea – our thanks go to RyanAir, Stena Lines, Bremen Airport and Cambio – who were enthusiastic in making this initiative a worthy one!

Follow CCC on the road at:

<http://ccc-ontheroad.blogspot.de/>

<http://www.facebook.com/pages/CCC-on-the-road/316977345041328>

<http://www.youtube.com/user/CCCRoadmovie?feature=watch>

For further information, please contact **Andrea Kuhfuss**
 (andrea.kuhfuss@wfb-bremen.de, www.wwh-bremen.de).



Best Collaboration Award 2012

For the third time, this year an international panel of experts will be granting the Best Award Collaboration Award, which is designed to reward the best examples of collaboration between partners from the creative industries sector and society, represented by local government and politics. The focus is on innovative practices over and above traditional business relationships, as well as alliances which have achieved exceptional results, for example in matters of urban development, city/regional marketing or ambient branding.

Applications for the Best Collaboration Award can be submitted until 30 June 2012 by companies operating in the fields of: Advertising, Architecture, Arts and Antique Markets, Crafts, Design, Communication Design, Fashion Design, Film, Video, Photography, Software, Computer Games and Electronic Publishing, Music and the Visual and Performing Arts, Publishing, Television and Radio. At least one of the collaborating organizations' headquarters has to be situated within the borders of the EU North Sea Region.

The following experts are on this year's jury:

Ruth Bäßler, international cultural exchange officer at the Ministry of Culture of the Free and Hanseatic City of Hamburg;

Klaar Zegers, managing director of a consultancy company and a network organization for entrepreneurship, focusing on and geared to the needs and opportunities of the SMEs in the self-employed category, from the Netherlands;

Franz-Josef Höing, managing director of construction on the senate of Bremen; before coming to Bremen, he was responsible for the development of the Hafencity, Hamburg;

Thierry Goossens, account manager, »stadsprojecten«, Brussels; he follows up projects on a daily basis and has a lot of experience in urban renewal and working with private investors.

For further information, please contact Andrea Kuhfuss (andrea.kuhfuss@wfb-bremen.de). www.creative-city-challenge.net/de/best-collaboration-award.html



The overall winners will be announced during the Award Ceremony on 20 September 2012 in Groningen, Netherlands, as part of the project's final conference.

The winners will present their winning project, their services or their outstanding innovative and promising ideas to an international audience.

European Creativity and Innovation Day 2012

In order to promote the creative sector and underline the value of creativity and innovation, the »European Creativity and Innovation Day«, initiated by the HAW Hamburg, was organized for the second time this year. Project partners from different regions around the North Sea contributed with different

activities, including workshops, seminars or film events.

This year the European Creativity and Innovation Day took place under the patronage of the president of the European parliament, Martin Schulz.

In this context, the opening of the »Viva la

Communication« exhibition took place in the Wilhelm-Wagenfeld-Haus in Bremen, presenting manifold aspects of communication in society and economics.

The lecture »My Desk is my Castle« by the hamburgunddesign® initiative, about different types and characters of artistically designed office desks, was very well received.

The workshop »Teamwork and Motivation for the Creative Industries« took place at the HAW Hamburg.

The Open Lab Ebbing in Groningen, as a pilot for temporary use of space, opened its doors with hourly tours.

In Oldenburg, guests had the choice between a concert organized by Global Music Player e.V. and »Querbeat«, a party bringing together handicapped and non-handicapped people. It was altogether a day which had a lot to offer!



<http://www.creative-city-challenge.net/en/european-creativity-and-innovation-day-2012.html>

Social Cities Conference in Dundee, 24 May 2012

On 24 May 2012, Dundee College hosted the Social Cities Conference, which explored the potential of social enterprise, social media and crowd funding. With over 100 delegates, it was the second in a series of conferences organized to highlight and develop current key areas for developing growth in the creative industries and communities across the European Community. It followed on from the highly successful International App Development Conference that was also organized as part of the college's activities in the Creative City Challenge project.

Social enterprises take many and varied forms, but they share the common key characteristic of a commitment to strengthening the local community through social aims such as job creation, training and provision of local services. Often because of the creative individuals they tend to attract, creative industries have the capacity to broaden the

base for this enterprise culture and extend opportunities to communities not normally associated with entrepreneurial activity.



Alongside this growth in social responsibility, the Internet boom in social media offers important strategic networking, marketing and business tools that allow individuals and

SMEs to compete with more established organizations on a far more equal footing. Through effective implementation, such strategies allow new entrants to the market to not only survive in the current economic climate, but develop competitive advantages and thrive in the new environments they create.

Crowd funding is already a proven success in the creative industries, particularly the music industry. At its simplest, it involves the funding of creative projects by a number of small donors, usually via the Internet. The Social Cities conference presented new European approaches, already being pioneered in new creative areas, to helping artists and entrepreneurs finance their projects through innovative crowd funding platforms.

www.creative-city-challenge.net/en/social-cities-conference-2012.html

Involving stakeholders in city development

As part of the Creative City Challenge project, the Høje-Taastrup municipality has begun formulating a growth strategy for itself – a plan containing a number of different concrete initiatives and actions to realize the growth potential of Høje-Taastrup.

How can a city reinvent itself to generate growth and prosperity? In Høje-Taastrup, this task is seen as a process that will create a common understanding of the challenges facing the municipality whilst acknowledging imagination as a means to development and growth, and which will require stakeholder involvement.

As part of the process, a think tank has been established with the purpose of collaborating with the municipality to identify and prioritize different growth sectors within the business life of Høje-Taastrup. The think tank represents a new, open, and inclusive way of working towards the growth, reinvention, and redefinition of a city.

The growth strategy of Høje-Taastrup that is being developed through the work of the think tank is based on the triple helix concept of bringing together representatives from municipal government, business, R&D, and



cultural institutions. Thus, the think tank is comprised of representatives of a range of stakeholders from the public and private sectors.

Lessons learnt on successful involvement
Based on the experiences of Høje-Taastrup with this new and inclusive approach to growth, lessons can be drawn on the successful involvement of many different stakeholders. Generally, successful stakeholder involvement requires:

- Courage to open up an otherwise closed and internal process;
- Commitment within the municipality to create and initiate sustainable development;
- Political commitment at the highest level, including the city council and mayor;
- A cumulative and continuing process where the same group of stakeholders meets several times;
- Good planning and understanding of the strategy process from the organizer, in this case the municipality of Høje-Taastrup.

Sustaining creative economies: perspectives from East and West in creativity, entrepreneurialism, social renewal and trade

Supported by Creative City Challenge, Newcastle University hosted a conference in June this year to bring together partners from North-East England, Beijing and Groningen to look at establishing an international forum with a focus on the creative and cultural industries. The event followed on from previous discussions between the three countries, the theme for 2012 being the idea of bringing together academics, practitioners



and administrators of the creative and cultural industries, as well as government officials and private sector representatives.

The creative industries and the creative business sector are increasingly being recognized by policymakers and governments around the world as vitally important to the regeneration and economic growth of regions and whole nations. The creative industries will contribute enormously to the regeneration of formerly industrial societies. As such, strategists, policymakers, managers, and entrepreneurs all need to better understand creativity's core ingredients to recognize both its rewards and its limitations in promoting social renewal and regeneration.

The first day of the two-day conference was dedicated to the importance of the creative and cultural industries to economic growth and the intricacies of the needs of the sector.

The second day of the conference focused on the creative industries, local and national government, and the parts they play in social renewal.

The afternoon session allowed delegates to contribute to the discussion in »breakout« groups which looked at »Artefacts and Mediums of social renewal: arts, popular culture and design«; »Cultural heritage as a driver of the creative economy«; »Entrepreneurialism, creativity and passion«; and »Reform within the culture industry in China: key challenges and issues«.

»Creative milieus and open spaces – development of live-work environments in the North Sea Region«: transnational seminar on 14 June 2012 in Hamburg

On 14 June 2012, the HAW Hamburg hosted a transnational seminar dedicated to the development of live-work environments for creative people in the CCC partner cities and regions. During the seminar, live-work environments as a means to support creativity and innovation were discussed, and some of the current initiatives taking place in cities across the North Sea Region were showcased. Apart from Hamburg, examples from Newcastle and Groningen were presented to highlight various approaches on how to develop live-work environments in a regional

context to foster the development of the creative sector.

Twenty-five representatives from local authorities in charge of culture, officials in charge of creativity, businesses in the creativity and innovation branches, academics working in the field, and people interested in creativity and innovation support from various partner regions attended the workshop, which took place in the famous »Gängeviertel« (<http://das-gaengeviertel.info/>) in the centre of the city of Hamburg.



CCC contributed to this year's NSR Annual Conference, which took place in Bremerhaven, Germany, on 18 and 19 June 2012, by giving a presentation about the project at the conference exhibition, and in particular by leading a 20-minute workshop session.

CCC at the NSR Annual Conference in Bremerhaven, 18 and 19 June 2012

During the CCC workshop session, which was attended by around 40 people, Andrea Kuhfuss (WFB) presented the concept of the »Creative City Challenge Road Movie« and showed the first film material. The CCC road movie – which will soon be finalized – will highlight new economic assets of the CCC partner cities and regions, such as modern architecture and infrastructure and new public, economic and cultural zones of interest.

Particular emphasis will be given to the partners and the creative industries in the corresponding cities and regions, as well as the best-practice instruments and cooperation developed during the project.

During her presentation Andrea pointed to the relevant steps and lessons learnt on the way to creating a real transnational and sustainable output, and her advice was well appreciated.

First Illustrators' Festival in Oldenburg



From 3 to 24 August 2012, ten professional Oldenburg illustrators will be presenting commercial and free illustration in all its vast diversity to a broad audience in the bau_werk Halle. The idea is for the illustration festival to be a continuous exhibition in Oldenburg. The exhibition will include the areas of marketing illustration, free illustration, editorial and product illustration, comics and children's books. Visitors will get input in the mode of operation via the exhibition, lectures, panel discussions, life-drawing, workshops for children, a bazaar, and much more.

Entry will be free!

<http://www.illustratoren-oldenburg.de>

<http://www.facebook.com/pages/Illustratoren-Oldenburgde/102959329847305>



The festival is taking place in the framework of »cre8 oldenburg«, the Oldenburg network of creative industries built up under the auspices of the CCC project. It is being organized on the initiative of Oldenburg illustrators.

Second BarCamp in Oldenburg

On 8 and 9 September 2012, the second »BarCamp« will take place in Oldenburg. A BarCamp is a kind of ad-hoc conference: there is no fixed programme, but the participants propose subjects they want to present or discuss. They may announce their subjects in advance or spontaneously during the BarCamp. Frequently, topics cover the fields of IT, creative industry and networking. Thanks to the intense input of the participants the atmosphere is very lively, with intense discussions, presentations and interaction in several parallel sessions.



We expect about 100 participants to attend. The BarCamp will take place in the Association for Youth and Culture building. Accommodation is provided on-site.

www.facebook.com/barcampoldenburg



CCC Calendar

14 July 2012
18.00 h and 21.00 h

Fashion Show
»A+ Show« N°3

Hamburg,
Germany

3–7 September 2012

Creative Prototyping
Summer School

Howest,
Belgium

www.howest.be/summerschool2012

14–16 September 2012

Budafabriek
opens its doors

Kortrijk,
Belgium

20 September 2012

Final Conference
»Temporary Use of Space«

Groningen,
The Netherlands

25 October 2012

»Buda Libre«:
Network event for activists

Kortrijk,
Belgium

www.budalibre.be

www.creative-city-challenge.net

Budafabriek opens on 14 September 2012

Over the last decade, the region of Kortrijk has been branding itself a city of creativity, innovation and design. This has been underlined by and expressed in organizations and events such as Designregio, the Buda Arts Center, the Next Festival, BudaLibre and Interieur. These organizations and events have achieved such successes that they are now widely recognized, and being copied by others.

To develop the next step of this discourse there is an urge to create »new« things and scale up what already exists. Some years ago the idea of founding a »design factory« in Kortrijk came up, which would be a place where designers and creative people could find support in their development, work together and meet each other. The idea was picked up by the arts sector and translated for their specific needs into residences and rehearsal stages.

It is obvious that a city such as Kortrijk is too small to develop and support both a design factory and an arts platform simultaneously. Therefore both ideas were combined into a single project, the »Budafabriek«. At the same time, an old industrial building of 3,000 m² in the middle of the city centre became vacant, which was bought by the city to establish the Budafabriek.



The ambition of the Budafabriek has been considerable from the beginning. It aims to become the place where creative people and people from the arts, from business and education all meet and find inspiration for collaboration.

Of course these encounters and collaborations are not going to happen by themselves. Therefore eleven thematic lines have been set up. Each line focuses on a different kind

of collaboration and has its own goal. Examples of these thematic lines include exhibitions, a »Fablab«, and matchmaking for the arts and industry. All these lines have one thing in common: they should express the cross-sectoral character of the Budafabriek. This means an exhibition will never simply amount to hanging up some paintings. On the contrary, the paintings should be elaborated into a 3D game. Through innovation like this, the arts and students start to interact and collaborate.

We know that our goal with the Budafabriek is an ambitious one. We also know that this collaboration is unique and that it will certainly evolve.

However, we strongly believe in the model's merits and invite everyone to join us on 14 September 2012 for the opening of the project!

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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