



**CREATIVE  
INDUSTRY**

# CULTURAL AND CREATIVE INDUSTRIES IN KOŠICE

**KOŠICE2013**  
EUROPEAN CAPITAL OF CULTURE

KOŠICE

SLOVAKIA





**KOŠICE2008**





**KOŠICE2013**

# KOŠICE INTERFACE 2013

The background image shows a modern urban courtyard at dusk. In the foreground, there are several large, white, cylindrical planters arranged in a row. Behind them, a modern building with large windows and a flat roof is visible. The sky is a deep blue, and some trees are visible in the background. The overall atmosphere is calm and contemporary.

European Capital of Culture 2013 winning project

Impulse for the city and the region

Strategy to attract, retain and generate talent

Two main areas of development:

Creative Industries as one of the economic driving forces

Community development as a basic social driver



# EUROPEAN CAPITAL OF CULTURE 2013

The background image shows a modern, multi-story white building at dusk. In the foreground, there is a courtyard with several large, white, conical planters. To the right, there is a wooden deck and a small, illuminated structure. The sky is a deep blue, and the building's windows are lit up.

1. Infrastructure

2. European – Wide Program

3. International Partnerships and Projects

4. Stakeholders on Board

5. Creative Economy Master Plan

# 1. INFRASTRUCTURE



20

INVESTMENT  
PROJECTS

Kunsthalle  
- The Hall of Arts



# 1. INFRASTRUCTURE

**SPOTS**

**7 centres in the city quarters connecting SOCIAL  
and CULTURAL at one place**



# 1. INFRASTRUCTURE

**Kasárne/  
Kulturpark**





## 2. EUROPEAN-WIDE PROGRAM

600  
PROJECTS

100  
FESTIVALS

470

280  
LITERARY EVENTS

270  
THEATRE AND DANCE  
PERFORMANCES

360  
FILMS

VISUAL ARTS  
EXHIBITIONS AND  
PERFORMANCES

770  
WORKSHOPS

250  
MULTIGENRE  
EVENTS

50  
SUPPORTED  
BOOKS, AND  
PUBLICATIONS

270  
CONFERENCES,  
SEMINARS,  
LECTURES

### 3. CREATIVE INDUSTRIES 2010-2013

60 artistic residencies in the K.A.I.R. project

40 residencies were sent out in the Creative Industries Toolkit

24 supported artists & creatives in the ESCALATOR

73 Supporting events, trainings, seminars, workshops

Shaping the Future (2010), Policies for Social Era (2011)

Place! (2013)





## 4. INTERNATIONAL PARTNERSHIPS

European Creative Business Network - ECBN

N.I.C.E.

- Network for Innovations in Culture and Creativity in Europe

URBACT II – Creative Spillovers for Innovation



## 5. STAKEHOLDERS ON BOARD

**IT Valley Košice:** 6 000 -> 10 000 IT sector jobs in 2018

**Visit Košice:** Re-branding City of Košice to “Creative City”

**Coalition 2013+:** U.S. Steel Košice and T-Systems Slovakia

**Universities:** Technical University Košice, UPJŠ

**URBACT Local Support Group:** “Spillovers”

American Chamber of Commerce, Tabačka Culturfabrik – Cultural Centre, DIG Gallery, private companies, and more.



# 6. CREATIVE ECONOMY MASTERPLAN (2012)

Steel city -> Creative city by 2020

Wide range of partners

Strategy for the change

40-project Action plan



# REQUIREMENTS FOR SUCCESS

The background image shows a modern, multi-story building with a light-colored facade, possibly white or light grey, under a clear blue sky at dusk. In the foreground, there are several large, white, conical planters arranged in a row. The ground is paved with light-colored tiles. To the right, there's a small, illuminated structure, possibly a kiosk or a small building, with a warm glow emanating from it. The overall scene is a well-maintained urban or campus environment.

A fit-for-purpose learning and skills offer

An excellent arts and cultural sector

Appropriate workspace and high-speed broadband

Access to markets

Availability of high-skilled workers

Business support, Access to finance and supportive legal framework



# THE STRATEGY FOR CHANGE

A photograph of a modern, multi-story white building at dusk. The building has a clean, minimalist design with many windows. In the foreground, there is a paved courtyard area with several large, white, conical planters. A glowing, stylized graphic of two arrows pointing in opposite directions is embedded in the pavement. To the right, there is a wooden platform and some trees. The sky is a deep blue, and the building's lights are on, creating a warm glow.

Talent & skills development

Business support

Infrastructure

Marketing

Partnerships

Research & Development

# PROJECTS 2013-2015

**ESCALATOR**

Information Services

Central Database

**Creative Industries Toolkit**

**Creative Industries Conference**

Regional CCI Studies

Cross Faculties Collaboration

**Culture Network**

**Creative Spin**

Mapping Creative Economy

Culture Management

**Audience Development**

**Arts for Business**

**K.A.I.R**



# CREATIVE SPIN IN KOŠICE

## CHALLENGES

The Brain Drain


A lack of integrated approach



# CREATIVE SPIN IN KOŠICE



## GOALS

1. Generate and retain talented people
  2. Inovate and develop new attractive products and services in public domain
  3. To embed creativity and cross-sectoral practices in to everyday culture
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# 1.A Cross-Sectoral Education

Using creative skills and design thinking in ICT and Tourism

Training program for businesses

Training program for creatives and cultural organizations

Helping sectors grow in capacities and competitiveness



# 1.B Cross-Sectoral Interventions

Creative residency program in business

TILLT, Sweden – Pia Areblad (Ale Municipality since 08/2014)

In Košice 2 residencies already running

Airport Košice

T-Systems Slovakia





# **GOALS 2 and 3**

**Innovate and develop new products and services**

Urban Game / platform

Small version of the Game at WHITE NIGHT 2014

**Creativity and cross-sectoral practices in everyday culture**

Regular cross-sectoral meeting and presentation platform

# Legacy after 2013

The background image shows a modern, multi-story building with a white facade and dark window frames. In the foreground, there is a paved courtyard area with several large, white, bowl-shaped planters. To the right, a small, illuminated structure with a glass facade is visible, and a few people can be seen walking in the distance. The sky is a deep blue, suggesting dusk or dawn.

In transition

K13 - Košice Cultural Centres

Košice 2013 – CCI development agency

Core activities remain

Creative Centre – Media Arts and IT

New marketing strategy plan in 2015



# THANK YOU!

[www.creativeindustry.sk](http://www.creativeindustry.sk)

[www.kair.sk](http://www.kair.sk)

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