

Workshop: Cultural Heritage and Creative City / Regional Development

A workshop on how to combine cultural heritage and creative strategies to support sustainable development of cities and regions.

How can cultural heritage and cultural businesses contribute to city/regional development and creative “place making”? How to go beyond shallow cultural “branding” and instead create attractive cities/regions for investing, living and working?

The workshop is organised in a collaboration of CreativeCH with the Institute for Social and European Studies (ISES), Kőszeg, Hungary – UNESCO Chair in Cultural Heritage Management and Sustainability (<http://www.ises.hu>).

About CreativeCH

CreativeCH offers regions, municipalities and other agencies the opportunity to develop new ways and initiatives to communicate and promote cultural heritage for purposes such as regional development, tourism and citizen cultural participation. The focus is on innovative cooperation among Cultural Heritage, Cultural & Creative Industries, and Science & Technology.

Main goals

- **Demonstrate** the benefits of combining cultural content, knowledge, creativity and technology
- **Develop and promote** local showcases of creative cooperation in four partner regions
- **Involve and train** students in the understanding and communication of cultural diversity and heritage
- **Provide** a virtual forum for young researchers, artists and practitioners from around Europe for discussing topics of interest and presenting own projects
- **Set up** an open peer-learning network of organisations and experts to share knowledge and experiences from initiatives across Europe

13:00 – 13:15

Welcome

Guntram GESER, CreativeCH, Salzburg Research, Austria

Tamás FEJÉRDY, ISES, Honorary Member of ICOMOS International, Hungary

13:15 – 14:45

Session 1: Creative Spin

Creative Spillovers for Innovation

Denise BARRETT, Creative SpIN project manager, Business Development & Innovation, Birmingham City Council, United Kingdom

Creativity between the walls – new tendencies in the urban development of Budapest

Tamás EGEDY, Metropolitan and Urbanisation Research Group, Institute of Geography, Hungarian Academy of Sciences, Budapest, Hungary

Embodied creativity: cultural heritage and creative city development

Tamás FEJÉRDY, Honorary Member of ICOMOS International, Budapest, Hungary

Discussion

Cultural heritage and creativity for sustainable development

14:45 – 15:15

Coffee break

15:15 – 17:00

Session 2: Creative Transformation

Cultural heritage neighbourhoods in urban transformation - citizens' perspectives

Ági PAP, PhD, University of Szeged, Department of Economic and Social Geography, Szeged, Hungary

Outsized expectations, partial results – The ECoC Pécs 2010 experience

András TRÓCSÁNYI and Gábor PIRISI, Institute of Geography, Department of Human Geography and Urban Studies, University of Pécs, Hungary

Cultural and Creative Industries in Košice

Marián MATUSÁK, project manager, Kosice - European Capital of Culture 2013, Slovakia

Discussion

Creative “place making” – the role of cultural heritage and cultural businesses

Workshop summary / key takeaways

Guntram GESER, CreativeCH, Salzburg Research, Austria