

2021

# FACTSHEET



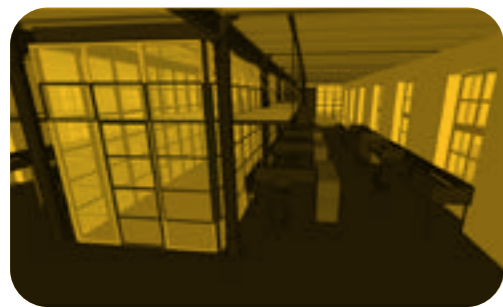
## CINEMA (CREATIVE INDUSTRIES FOR NEW URBAN ECONOMIES IN THE DANUBE REGION)



# THE REVITALISATION OF EMPTY FLOOR SPACE FOR CREATIVE INDUSTRIES

## DIFFERENT TYPES OF FLOORSPACE CONCEPTS:

- Collaborative spaces
- Coworking spaces
- Makerspaces / Fab Labs
- Meetup and Community spaces
- Open creative labs
- Start-up focus spaces
- Pop-up spaces
- Hybrid models



### COWORKING SPACE

The part of the empty floor space of the former tobacco factory in the city of Košice will be transformed into the Creative Center of Košice Region. The coworking space in the Creative Center will be the centre of associating professionals with a similar focus and will be used for their interconnection. Coworking as a place of concentration of professionals from the creative industry naturally enables and supports mutual cooperation. The space will be as well open for start-ups and students in a form of internships to support the employment and development of the creative industry. The coworking space members will interact inward and outward also through activities such as professional lectures, workshops, certified courses, internal meetings, and hosting international meetings.

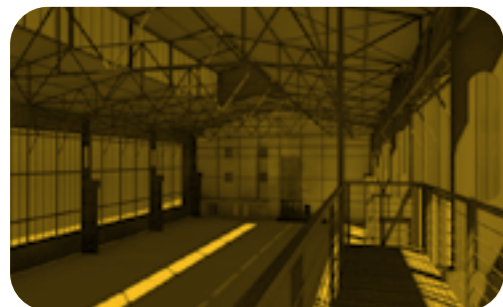
### POP-UP / FLEXIBLE SPACE

The City of Herrenberg realises a flexible and adaptable concept for temporary and low-threshold use of vacant spaces. One space serves several purposes, a coworking space or popup store can easily become a bar at the weekend and can also be depending e.g. on the season or local activities. It is important to make use of existing initiatives for arts and culture and to include the locals in the organisation and creation of the spaces. As a door opener, a poster campaign in shop windows will showcase the cultural and creative scene.



### MAKERSPACE / METAL WORKSHOP

A former industrial warehouse **Hala Minda** in **Resita** is being revitalized by enhancing the local creative and cultural industries. Resita Municipality is the owner of the building and is fully engaged in the rehabilitation process. The building along with the 1.3 ha site will be transformed into a multifunctional facility for entrepreneurs, students and researchers and the local community. The location will host customized spaces for start-ups in the cultural and creative industries, a makerspace, kitchen lab and metal sculptors residencies.



# HOW TO BUILD A SPACE FOR CREATIVES?

#### MANAGEMENT OF THE SPACE:

define different roles such as the initiator, community manager, further coordinators and mediators, set up the governance model and internal communication strategy.

#### DECIDE ABOUT THE FORM OF ORGANIZATION:

define the business model, financing plan and sustainable development plan.

#### TARGET GROUP:

define who will be a user of your space. Which sectors of CI? Do you involve users from complementary branches outside the CI?

#### ANALYSIS OF THE TARGET GROUP AND STAKEHOLDERS NEEDS:

prepare a detailed mapping of the existing potential and needs analysis when defining the focus area.

#### COLLABORATIVE DEVELOPMENT:

engaging the target group to the overall concept, establish a space for and together with CI and representatives from politics, industry, sponsors, associations, educators, etc.

#### MISSION, VISION, CORE VALUES:

think about the culture of the space and what is the desired spirit of the space.

#### COMMUNICATION STRATEGY:

develop adjusted communication concept with users, public, stakeholders & management. Create (digital) platform and provide visibility of all members & their competencies.

#### DIFFERENT WORK ZONES:

to collaborate, focus, socialize, learn, present.

#### FLEXIBILITY & MULTIFUNCTIONALITY:

floorpace concepts that allow quick change to different settings, flexibility in renting (temporal use models).

#### LOCATION:

city centre, good connection to public transport, park facilities, path duration.

#### CREATE FURTHER TRAINING OPPORTUNITIES:

focus on user needs, possible recruitment of field experts, workshops on marketing, finance, innovation/creativity tools, crafts etc.

# BENEFITS OF USING EMPTY SPACES FOR CREATIVES:

#### Building

- Create good visibility of the building
- Building maintenance
- Receive financial support for the building renovation
- Possibility to create something completely new

#### City and region:

- Being the front runner for the city development
- Create positive energy for the building, whole street or city area
- Using the attractiveness of the topic of CI
- The bottom-up approach of the creative industry in the city and region development
- Keep the citizen's purchasing power locally and attract visitors
- Foster social interaction and cohesion

#### Industry

- Creating space for an innovative and fast-growing industry
- Using the existing potential
- Creating space for new talents as well as arts, crafts & culture
- Space for inter-sectoral collaborations and economic growth
- Fostering cross-fertilisation & interdisciplinary exchange
- Promotion of CI as a regional economic factor

#### Space owners:

- Investment in local creativity
- Be part of a larger movement to make the urban environment more attractive
- Possible shared use of space with creatives as cooperation partners
- Prestige to support the arts and creatives

