Tools for Creative Urban Revitalisation (CUR tools)

CUR Tool description (WP T2)

Project group	☒ Empty Floor Space ☐ Revitalisation of Retail and Small Businesses ☐ Establishment of a CI Support Centre
Pilot location	Resita (Romania), Košice (Slovakia), Herrenberg (Germany)
Editor	all PP of the 3 pilot locations

1. Name of the tool	Storytelling for New Floor Space Concepts
2. Aim of the tool	To prepare and simplify information on the potentials and key characteristics of the pilot projects in an appealing way by creating identity and promoting emotional co-experience. Opportunities: • story gets spread voluntarily by the enthusiactic listeners • image of the pilot location is uplifted • awareness and visibility of all positive aspects of the pilot location among locals, tourists, Creative Industries etc. Challenges: • awareness raising for further interested promoters, users, supporters, cooperation partners of the project • finding the right balance between suitable stories and a certain degree of abstraction • convincing the city government to support the initiative through promotion and further (legal) requirements
3. Tool description	Short description: It is difficult to attract creatives and businesses to floor spaces that have been empty for a longer period. The situation is even more difficult, if there a several such spaces in the location or district (downward circles). Representatives of the Creative Industries (CI) are essential for the revitalisation of city centres, but municipalities often lack instruments to promote the potentials and competencies of their local creatives as well as the opportunities that result through the collaboration with regional/ local creatives.

The use of the storytelling approach in urban revitalisation projects is intended to counteract this problem. The methodology helps to draw attention to the potentials and possibilities of the future creative location as well as their talented users from the CI by impressively telling and visualising a story.

Main activitities:
Storytelling is now used in many contexts - stories are sometimes told about companies, projects, representative people or even places. Especially founders and startups from the CI prefer the storytelling approach for everyday communication of their brand and vision.

Even though a variety of definitions exist, every story has certain characteristics that make it a story. As a rule, the **following characteristics** are found in every story:

- ene or more protagonist(s)
- an event or problem
- the solution to or workaround of a problem
- a transformation within the story from initial to final situation

Across different usage scenarios, it is also possible to identify some **functions** that every good story brings in terms of storytelling. The narrative...

... **activates:** A good story makes the recipient listen and engage with the topic at hand.
... **emotionalises:** A good story charges the recipient emotionally. Which emotions these are depends on the story, the topic and the purpose.
... **inspires:** A good story inspires recipients for an idea, a process, a brand or a product. In the best case, they are so enthusiastic that they voluntarily spread the story.
... **binds:** People like stories, this is why a lot of events and processes have always been packaged in narratives such as fairy tales or legends. An entertaining and informative website can therefore encourage recipients to become regular visitors. If you can tell good stories, you can retain your audience.

There are several approaches to developing a good story. The following brief description represents a recommendation of the application of the methodology in the context of the own urban revitalisation pilot project:

1. initial meeting with all relevant stakeholders
focus: brainstorm on a potential story
recommended Design Thinking (DT) tools: Empathy Map, Persona Board
recommended collaborative tools: Miro, Mural

2. (optional step) conduction, transcription & evaluation of interviews:
focus on: protagonists of story (creatives but also representatives from other branches)
recommended tools: questionnaire, easy transcription template
recommendes collabortive tools: Miro, Mural

3. development of common story
focus: pay attention to key characteristics & functions
recommended tools (DT): Storytelling Canvas, Hero´s Journey Canvas (focus on one creative/ business)
recommendes collabortive tools: Miro, Mural

4. media production
focus: way of visualiazing or telling a story (e.g. video, audio, advertising material, website, promotional goodies)
recommendes online tools: StoryboardThat, Wisemapping, Storyline Creator, Keeeb Collections

HERRENBERG - individual application
In order to be able to start the communication of our pilot project at an early stage, we have already started using the storytelling approach. For this purpose, we got in exchange with our closest stakeholders in a meeting. The development of one or more stories through the cooperation with students of Stuttgart Media University was very well received. Thus, the project was advertised to students of Faculty 3 (Information & Communication) and met with sufficient interest. With 10 students - divided into three groups - from two B.A. degree courses (Information

Design, Business Informatics), three potential stories for the project were developed in the period from mid-March to the beginning of July, in 3.5 months.

After intensive coaching on the storytelling method and important supporting tools (incl. Persona Board, Storyboard, Storytelling, Hero's Journey Canvas), the students conducted a total of seven qualitative user interviews with representatives from the fields of art & culture, retail and gastronomy. A simple transcription sheet helped to speed up the evaluation of the interview contents. Afterwards, the transcriptions were examined for similarities, differences and important passages with story potential. The aim was for each group to develop one story and a suitable shop window design to be exhibited locally in Herrenberg. The implementation of this shop window idea took place at the end of the project, at the same time as the start of a local cultural festival in Herrenberg, which temporarily increased the attention on the designed shop windows.

To implement the three shop window ideas, the following media and communication tools were used or created:
Team A - hand-drawn comic on shop window glass, small object installations (behind shop window), bench with experience book to document own city experiences
Team B - Lego building sets for scenes of the story, flyer with text, cardboard figure
Team C - posters, object installation & large cardboard display (behind shop window)

Based on the results of the students´ project, further smaller stories about the local heroes in Herrenberg will be developed, specifically about our users of the "Chamäleon Spaces". For example, we can borrow from the selected focus topics such as autobiographical transformation or special experiences in the stationary retail trade/ restaurants. The concept boards developed by the students with collected ideas for translating the stories into images, media and installations also represent an important fund for further media productions.

For the targeted communication of the first pilot of our "Chamäleon Space" concept, we will produce (or have produced) further media shortly some weeks before the opening of the hybrid space (planned: end of October '21) such as flyers, programme sheets, pictures, website. First posters, postcards and a brand logo for the "Chamäleon Space" have already been developed. Appropriate promotional materials will also be produced for further pilots in 2022. The creation of a short image film based on the events around the first pilot is aspired. The regular use of storytelling elements in the pilot project will be aimed at until the CINEMA project is completed.

RESITA - individual application

In the pilot project of Resita, the storytelling approach is applied in particular through the implementation of the CUR tool "Heroe's of Creative Installations". This tool is especially inspired from the concept of the "Heroes Journey" and addresses the exciting and challenging journey of a hero. In the context of Resita's pilot project, these heroes are regional representatives of the CI (installation artists) whose story is to be told and visualized in conjunction with a residency program. This tool will help to make the regional creative power more visible and will offer interesting and relevant information to the public about creative activities in the physical space (here: Hala Minda).

The whole story of artistic residency will be documented by a set of videos, including declarations of artists and participants involved in these journeys. All these registrations will offer, later, a broader view and a better understanding of the intrinsic phenomenons and will provide the opportunity to share the story of regional creative power.

KOSICE - individual application

In the pilot project of Košice, the storytelling approach is applied in particular through the implementation of the CUR tool "Building Space for Creative Learning Communities". Here, the aim is to create diverse and representative biographies and profiles of users and selected stakeholders (mainly from CI). These biographies and profiles should refelect their needs in connection to the micro-location and its influence in a broader socio-spatial

	context, which means, they should be used for raising aware-ness, communication and negotiation with public institutions and professionals. In order to be able to establish these representative biographies and profiles the storytelling approach and rigorous qualitative data analysis will be combined. In connection to this, a collective visual representation - maps of users and selected stakeholders – will be created focussing on their needs, relationships, spaces, materials, city and potentially the region.
4. Expected results	Direct effects: • communication and promotion of the pilot project/ brand and it's hybrid concept as a solution to revitalise empty spaces and revive inner cities • awareness raising for local heroes especially from CI, but also gastronomy, retail or futher branches • further communication of developed stories as well as the pilot concept on a regional to supra-regional level through locals and visitors Side effects: • communication and promotion of the CINEMA project and it's objectives and values • awareness raising for possible funding partners • awareness raising for further interested users, supporters and cooperation partners of the project
5. Key roles	People/ organisations that should be involved (incl. roles): • 1-2 project manager (coordinator & communicator) of storytelling development • all relevant stakeholders (city, industry, education) as idea providers and supporter of development • local heroes from CI, retail, gastronomy etc. as interview partners and promoters of the story • city government as general partner/ experts in local laws • optional: creative agency, design bureau for media development • optional: cooperation with university students for idea development, media production and implementation • optional: external expert with deep knowledge on the "Storytelling" method

6. Timelines	Duration of key activities in total (estimation): **Month 1** (2-4 weeks) - kick-off meeting with all relevant stakeholders, brainstorming on ideas (optional) conduction, transcription & evaluation of interviews **Month 2** - development of common story - idea collection (concept board) for visualising story elements **Month 3** - media production, distribution and/ or implementation In total: 2-3 months
7. Link to other tools	**Integration in a leading tool concept and/ or recommendations for combinations with other CUR tools** *Window Shop Designs* The development of creative shop window designs is seen as a great chance and a very flexible and low-threshold communication measure to draw attention for e.g. upcoming projects or other specific subjects. The aim is to take advantage of empty floor space windows in the inner city areas and display stories about real or illusionary "local heroes" from e.g. CI, cultural institutions, retail or gastronomy. The visualization of these stories should promote the scope and further development of the project through different media production such as posters, flyer, creative installations or short image films. The design of empty shop windows is also a very pandemic-friendly way of attracting citizens and visitors and turn their awareness towards urban development measures.
8. Good practices	References to comparable practical experiences: *Emotive project* Emotive is an EU-funded heritage project that aims to use emotional storytelling to dramatically change how we experience heritage sites. For heritage professionals, the Emotive application will provide a powerful storytelling engine and a set of rich digital media assets that can be used to create detailed characters and narratives featuring archaeological sites or collections of artefacts. For visitors, Emotive will offer dramatic, emotionally engaging stories that can be experienced while at a cultural site or remotely. Wherever visitors are, they can follow

	characters, look for clues and explore environments alone or with family and friends. Link: https://emotiveproject.eu
9. Cost factors & rec-ommendations	Possible cost factors: Media production/design, documentation, event cost, external expert in Storytelling, optional: researcher Recommendations for piloting the tool • initial meeting should be held with all relevant stakehold-ers (e.g. city, BSO, local SME/ entrepreneurs, engaged citizens)

Add-on: Which Design Thinking tools could support this CUR tool?

☒ Empathy Map Canvas
☐ Value Proposition Canvas
☐ Team Charter Canvas
☐ Golden Circle
☐ Context Map Canvas
☐ Coverstory Canvas
☒ Storytelling Canvas
☒ Hero´s Journey Canvas
☐ (Sustainable) Business Model Canvas
☒ Interviews: users, stakeholders, etc.
☐ Assumption grid
☒ Persona