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 Hala Minda, Romania
Editor	Ildiko Pataki/ City of Resita

1. Name of the tool	Heros of Creative Installations
2. Aim of the tool	To develop impressive stories of local heroes from Creative Industries and to provide role models that make the regional and local potential more visible. Further goals that will be addressed: • to offer interesting and relevant information to the public about the pilot project, especially the innovative residence program for Creative Industries (CI) • to inform further partners about the extension of this pilot experience, especially: artists, managers of artists • to encourage local representatives of industries to enter similar pilot projects for CI, in cooperation with artists and/ or their representative entities Opportunities: • build monumental sculptures as expression of local branding • close cooperation with local artists • public awareness through residencies & installations Challenges: • management of distributed roles between actors • translation of artist work into technical projects • ideal communiaction measures for promotion of outcomes

3. Tool description	Short description:
	The development of a residency program with regional/ local heros from CI focussing on art installations. This tool will help to make the regional/ local creative power more visible and will offer interesting and relevant information to the public about creative activities in the physical space (here: Hala Minda).
	Main activitities:
	Field works, preparing the exhibition space
	The Hala Minda, is a former industrial space proposed for the revitalisation to get used by actors of the CI. In order to prepare this change of work among local industries, there are two steps to be respected:

Step 1: to contact directly the local companies, willing to be involved in the process of building a community
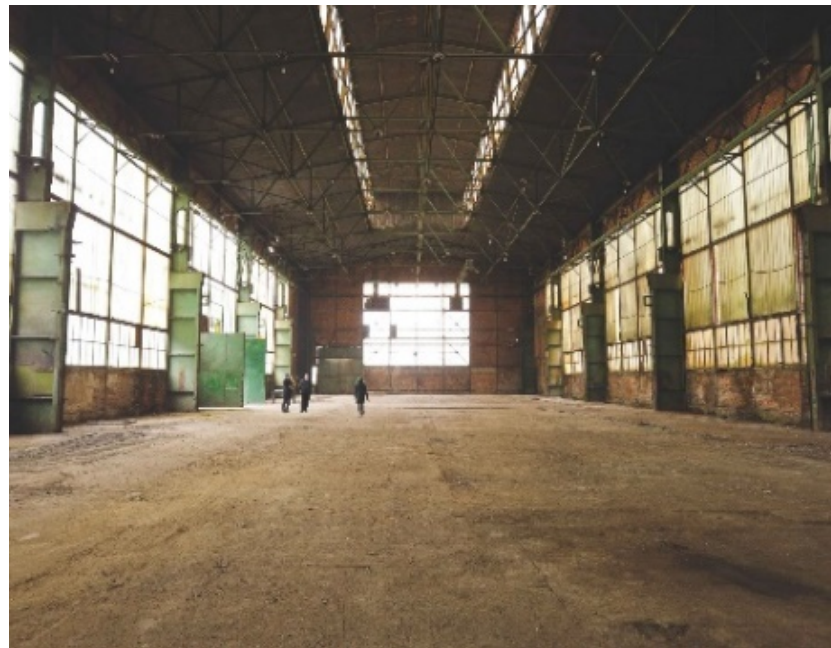
Step 2: to invite local and international artists, with relevant expertise, for the creative residential camp

From idea to achievement it takes creativity, flexibility, innovation, determination to face countless obstacles.
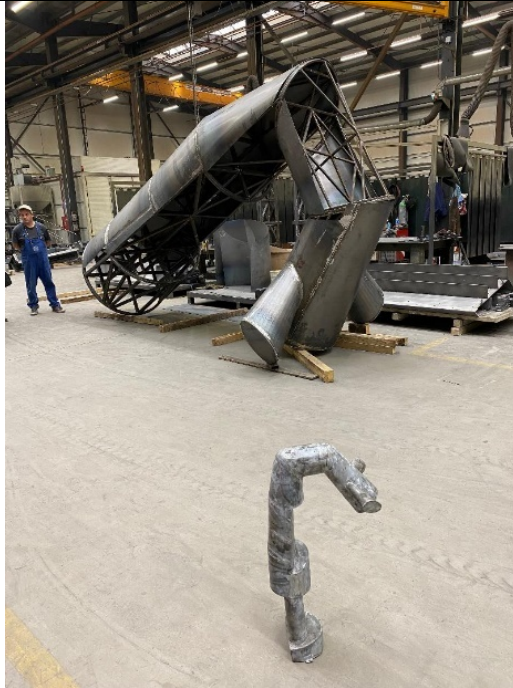
The main ingredients for a creative camp, include at least:

- an inspirational context and materials for the creation of works of art (raw materials: paper, wood, stone, metal)
- friendly context encouraging socialization, art creation
- special equipment and machinery as well as a high level of flexibility and creativity while respecting strictly the standards, depending of the type of artistic work
- in different stages clearly distributed roles between actors need to be managed

During the residency one should delimit the stage in which the artist conceives the work at the level of idea, sketch and small-scale model, after which they are taken over to be translated into technical projects of metal constructions, unique, with the most developed technology. Due to the monumental dimensions of proposed works, it is a special task to identify adequate partners, with suitable industrial capacities, to build the work, and later for transport an installation.

Hala Minda Space – aimed to accommodate CI

From the idea, small-scale model to monumental work

https://youtu.be/3bXXa7lvlgg
https://www.facebook.com/HalaMindaCInema
https://www.facebook.com/HalaMindaCInema/vid-
eos/625501571969767

The works are transported to the exhibition space

4. Expected results	**Direct effects:** • concrete exhibition of monumental works, exposed at the premises of the pilot location, as a strong signal for the revitalisation and regeneration of the city through CI • this space is the most suitable location for events with future stakeholders to put in practice the CUR tools developed within CINEMA project • the whole story of artistic residency is worth to be documented by a set of videos, including declarations of artists and participants involved in these journeys • dedicated documentary film will be launched in order to promote the opportunity for CI, as an excellent solution for the urban regeneration of the region • this space will offer visitors a first contact with 6 works, after which for each of them the final location will be identified
5. Key roles	**People/ organisations that should be involved (incl. roles):** • **partner companies of local City Hall**, in this innovative exercise of piloting in Resita these are: → **S.C. PAB Romania S.R.L., Arad,** a company in metal constructions https://www.pab.ro/en/pab-romania-en/ → **S.C. Plastomet S.A., Reșița,** a local company, producing metal structures https://www.plastomet.ro/scurt-istoric/ și

	→ **Spaleck S.R.L, Reșița,** with thei logo „Forward thinling since 1869„, demonstrated in practice bu their involvement and creativity https://www.spaleck.de/
6. Timelines	**Duration of key activities in total (estimation):** We propose the following timeline for the processes, with a strong monitoring of the possible delays (M= month): M1-M2: conceptual delimitation of the project and identification of main partner, for artistic aspects M3: budget design and identification of financial recources M4: start of project, project teams definition, contracts signed, implementation plan adopted M5-M8: creative work and process monitoring M5-M10: documentation and promotion of results M9-M10: results validated and final event delivery, for the visibility of the results and for the innovation process M11-M12: planning the sustainability of results and the multiplication of the process Estimated **number of persons** involved: 5 working teams, and a min. of 50 persons Estimated **number of workshops**: 6 **Public events**: the final expo followed by small promotional events
7. Link to other tools	**Integration in a leading tool concept and/ or recommendations for combinations with other CUR tools:** This tool can be combined with the CUR tools "Defining Governance Model", "Building Networking Activities" and "Competence Center for Entrepreneurs". One of the main results of this experience, is the confirmation that the innovation brought in our reality through the CI needs a very strong and new form of cooperation among different actors. Also, it is absolutely necessary to develop new tools for common projects. In this respect, especially the "Defining Governance Model" is considered as very important.
8. Good practices	**References to comparable practical experiences:** None to be named.
9. Cost factors & recommendations	**Possible cost factors:** Residency space & infrastructure, media production

	Recommendations for piloting the tool:
	For the piloting exercices it is recommended to document the processes through video documentation of the different phases and to realise short and in deep interviews with the participants. All these registrations will offer, later, a broader view and a better understanding of the intrinsic phenomenons and will provide the opportunity to discover new solutions for the encountered problems.

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