

# Tools for Creative Urban Revitalisation (CUR tools)

CUR Tool description form (WP T2)

<b>Project group</b>	<input type="checkbox"/> Empty Floor Space <input checked="" type="checkbox"/> Revitalisation of Retail and Small Businesses <input type="checkbox"/> Establishment of a CI Support Centre
<b>Pilot location</b>	Gabrovo (Bulgaria)
<b>Editor</b>	Studio Komplekt

<b>1. Name of the tool</b>	<b>Share, Experience, Imagine: Mobilisation of Culture and Arts Cooperation</b>
<b>2. Aim of the tool</b>	<p>To turn an untended space into a vibrant and lively one by establishing a culture and arts program with different culture producers to take part in a series of events.</p> <p><b>Further goals that will be addressed:</b></p> <ul style="list-style-type: none"> <li>• Establishing a coordination team for the project - ideally run by a municipality structure and/or by an independent culture institute</li> <li>• Mapping of culture producers to be invited to take part in a series of cultural events. Gather in one place the potential participants (cultural organisations, institutions, individual artists) + get in contact with them. Participants and their creative contents/platforms/programs are evaluated on the basis of the context of the task - enliven abandoned urban spaces.</li> <li>• Establishing long term partnerships of co-creation, based on interdisciplinary integration. Experimentation of arts, science and social studies; rich and engaging cultural program addressing pertinent issues and speaking to various public; engaging retail and small businesses.</li> <li>• Turn an untended space into a vibrant and lively one offering various experiences, knowledge and entertainment; sustainable community building; supporting the existing retail and small businesses and opening opportunities for new ones; create awareness and a shared sense of belonging and care to the place.</li> </ul>

	<p><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>• attracting local, national and international cultural representatives for co-creation</li> <li>• mobilisation of interdisciplinary partnerships</li> <li>• building a sustainable interest in the location</li> </ul> <p><b>Challenges:</b></p> <ul style="list-style-type: none"> <li>• enlivening an untended central city location through various cultural initiatives</li> <li>• steady flow of creative interventions for a long period of time</li> <li>• establish a shared sense of ownership of the districts</li> </ul>
<p><b>3. Tool description</b></p>	<p><b>Short description:</b></p> <p>Facing the challenge of enlivening an untended central city location through various cultural initiatives and a steady flow of creative interventions for a long period of time. The established coordination team for the tool has the potential to develop a series of cultural events for the district. By attracting local, national and international cultural representatives to co-create in a central but empty city area, new opportunities are opened for retailers and small businesses to profit from the flow of public through these streets. The tool will mobilise interdisciplinary partnerships and through the positive impact of the arts will assist in building a sustainable interest in the location. Harnessing the power of activities centered around arts and culture that brings communities together, the tool has the potential to transform empty floor spaces and develop a shared sense of ownership of the districts. With the cultural cooperation tool one can create an incentive for a sustainable interest in the designated area and assist small businesses to profit, grow and attract new ones as part of an important district revitalisation.</p> <p><b>Main activities:</b></p> <p>To reach this goal there are several important steps to be undertaken - establishing a coordination team, preparing a list with local, national and international potential partners and stakeholders, and mobilizing a network of services and products in order to enliven the central city district.</p> <p>The focus is on active, prominent and innovative cultural organisations, institutions and creatives ready to be involved in co-</p>

creation of content or to offer an already developed and applicable to the context of the city district one. A special attention is paid to the mix between creativity and emblematic territorial regeneration, combining sustainability, aesthetics and inclusion.

The cultural cooperation tool can be adopted by a specially designated Municipality structure and/or implemented in their culture program. But it is necessary to establish a special organisation (coordination team) overseeing the execution and facilitating the management process. Its activities will be supported by an external monitoring/consultancy body (curators, cultural managers, experts in various cultural spheres).

Different types of creative content (events, festivals, performances, interventions) shall be available with the tool in order to address a rich variety of audiences. The information will be published on the CINEMA website and in the partner's media outlets.

*1. Preparation of the cultural cooperation tool:*

- Nomination and selection of a coordination team. Defining its mission, obligations and work structure. Setting up a label - an umbrella - under which all activities will be promoted.
- Selection of organisations / cultural operators / participants in the program. Offering ready and adapted content or one co-created for the place in cooperation with local stakeholders. These could be the following:
  - small scale urban interventions / for example - artistic murals, urban furniture and sculptures.
  - pop-up events - gallery, retail, more
  - traveling exhibitions
  - a temporary art scene with concerts, readings, performances, discussions, etc.
  - open air cinema / screenings
  - culinary festival or regular local crafts markets / local produce markets

	<ul style="list-style-type: none"> <li>• Building a tentative program with cultural activities with cultural activities for the place. Mapping potential partners (businesses, hosts, creatives, etc.) in the central district.</li> <li>• Coordination team and local stakeholders construct a business model for realizing the designated activities. Secure budget for content and promotion. Setting up legal responsibilities (contracts).</li> <li>• Setting up all promotional tools - new cultural label, visual identity, website, social media, print materials in cooperation with the local information and tourist centre or other stakeholders.</li> <li>• Working on a financial plan to realise planned activities:             <ul style="list-style-type: none"> <li>○ integrating the planned activities in the cultural calendar of the municipality</li> <li>○ attracting local businesses as partners / sponsors for the project</li> <li>○ cooperating with small businesses from the district as host locations for some of the activities</li> <li>○ applying for various national and international funds</li> <li>○ partnering with local and national cultural institutions</li> <li>○ partnering with hotels and restaurants from the region</li> </ul> </li> <li>• Criteria for cultural cooperation participation:             <ul style="list-style-type: none"> <li>○ coming from a country of the EU</li> <li>○ commit to co-finance the realization of the content in exchange for exposure and reaching new audiences</li> <li>○ preference will be given to projects, which envision long term partnerships, are based on interdisciplinary integration / experimentation of arts, science and social studies, address pertinent issues and speak to various public;</li> <li>○ in some form engage retail and small businesses</li> <li>○ innovativeness &amp; contribution to the revitalisation of the city centre</li> </ul> </li> </ul>
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	<ul style="list-style-type: none"> <li>○ clear idea how to adapt the existing content or how they will co-create on a site specific level with a local partner</li> <li>● Drafting of the invitation for participation: <ul style="list-style-type: none"> <li>○ attractive concept and offer for participation</li> <li>○ a preliminary agreement and distribution of responsibilities</li> <li>○ conditions for participation</li> <li>○ financial contribution</li> <li>○ promotional exposure</li> </ul> </li> </ul> <p><i>2. Implementation of the culture cooperation tool:</i></p> <ul style="list-style-type: none"> <li>● Joint work between the coordination team and the consulting team on a diverse program for the new cultural label.</li> <li>● Negotiating the details (dates, content, production, location, transport and accommodation, and budget) with all selected partners.</li> <li>● Strong PR campaign integrating all partner' media channels. (website, social media, posters, outdoor)</li> <li>● Realization of the cultural program by elements: <ul style="list-style-type: none"> <li>○ responsible team: <ul style="list-style-type: none"> <li>▪ Artistic director responsible for the content</li> <li>▪ A coordinator who will communicate with the participants</li> <li>▪ A production team to manage the locations and the building and dismantling of for example installations, exhibitions, technical support etc.</li> <li>▪ Graphic design studio</li> <li>▪ Coordinator volunteers, who will start a volunteers' team, train them and coordinate them</li> <li>▪ PR team</li> <li>▪ Photographer</li> <li>▪ Financial experts</li> </ul> </li> <li>○ production details (materials needed, technical check, etc)</li> </ul> </li> </ul>
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	<ul style="list-style-type: none"> <li>○ partnering organisation on a local level working together with the visiting partner (e.g. restaurant hosting a culinary performance)</li> <li>• Short survey with local partners on the results of the event and their impact (direct and indirect) on their businesses.</li> </ul> <p><i>3. Evaluation of the tool:re</i></p> <ul style="list-style-type: none"> <li>• Final report on success of the initiatives, lessons learnt, etc.</li> </ul> <p><i>4. Presentation of best practices / success stories</i></p>
<p><b>4. Expected results</b></p>	<p><b>Direct effects:</b></p> <ul style="list-style-type: none"> <li>• new and attractive cultural / creative events and activities in spaces without such activities before</li> <li>• reinvented spaces to meet and share through culture</li> <li>• building a platform for cultural and interdisciplinary cooperation with long term effects</li> <li>• capacity building in municipalities, among community managers and other actors on culture management</li> </ul> <p><b>Side effects:</b></p> <ul style="list-style-type: none"> <li>• Increasing the attractiveness of the locations for new businesses</li> <li>• Positive effect for other empty floor spaces in the locations</li> <li>• Increasing the attractiveness of the locations for visitors and locals.</li> <li>• Revitalisation of the city centre and inspiring follow-up actions</li> <li>• Fostering cultural cooperation models and methods for engaging the public with innovative creative content based on sustainability, inclusion and aesthetics.</li> </ul>
<p><b>5. Key roles</b></p>	<p><b>People/ organisations that should be involved (incl. roles):</b></p> <ul style="list-style-type: none"> <li>• each country takes full responsibility for the coordination team, the cultural mapping preparation and implementation (support from municipality, its structures)</li> <li>• municipality, other relevant public partners</li> <li>• cultural institutions and cultural producers</li> <li>• businesses/ representatives of Creative Industries (CI)</li> </ul>

<p><b>6. Timelines</b></p>	<p><b>Duration of key activities in total (estimation):</b> <i>Possible timeline:</i></p> <ul style="list-style-type: none"> <li>• preparation of the organisational set up (coordination team) and cultural mapping - 15 December 2021</li> <li>• establishing partnerships with cultural organisations and local hosts January - March 2022, could be shortened to 1 month</li> <li>• program preparation - April - June 2022, could be shortened to 1 month</li> <li>• implementation of the program (pop-up event/ series of pop-up events) June 2022, the implementation of the program could be also concentrated in only 1-2 weeks, e.g. turn the initiative into a multilayered festival</li> <li>• final evaluation of the initiative - between October and November 2022</li> <li>• production of success stories - November 2022</li> </ul>
<p><b>7. Link to other tools</b></p>	<p><b>Integration in a leading tool concept and/ or recommendations for combinations with other CUR tools:</b> <i>Open Call for City Business Starter</i></p> <p>This tool works together with the tool "Open Call" for entrepreneurs starting a business in specific city center locations". The "Open Call" tool tries to attract entrepreneurs starting a business in the central city locations by offering them empty floor spaces that have been long empty. The tool supports them in settling in these challenging locations and building a sustainable business operation through a tailor-made set of consultations. Ultimately the entrepreneurs are committed to these spaces for at least 1 year. Combination with the Storytelling tool is also envisioned, especially in the initial phase. It is important to show the rich heritage of the location and include the locals through a personal account of their stories. They can be displayed as a pop-up intervention throughout the vitrines of the empty spaces or used in another context for augmenting the impact of the communication.</p>
<p><b>8. Good practices</b></p>	<p><b>References to comparable practical experiences:</b> <i>Visit Kapana</i></p> <p>Until 2013 the central Plovdiv location used to be a destination for parking with a lot of dilapidated old houses and empty floor spaces. A public-private partnership launched in 2014 a series of culture initiatives in order to enliven the neighborhood and attract visitors. Along with an open call inviting creatives to take</p>

	<p>upon 10 empty spaces in Kapana, the image of the neighborhood was transformed for good and nowadays it is one of the best recognized places in Bulgaria for having a good time, with lots of bars and restaurants and craft spots.</p> <p>Link: <a href="https://visitkapana.bg/en/">https://visitkapana.bg/en/</a></p>
<p><b>9. Cost factors &amp; recommendations</b></p>	<p><b>Possible cost factors:</b> Communication material/ design, coordinator of the process, event costs (e.g. space, equipment, catering), documentation</p> <p><b>Recommendations for piloting the tool:</b> -</p>