

# Tools for Creative Urban Revitalisation (CUR tools)

CUR Tool description (WP T2)

<b>Project group</b>	<input checked="" type="checkbox"/> Empty Floorspace <input type="checkbox"/> Revitalisation of Retail and Small Businesses <input type="checkbox"/> Establishment of a CI Support Centre
<b>Pilot location</b>	Herrenberg, Germany
<b>Editor</b>	Margit Wolf/ WRS, Viktoria Heinzl/ HdM

<b>1. Name of the tool</b>	Shop Window Designs
<b>2. Aim of the tool</b>	<p>To take advantage of empty floor space windows in the inner city areas and display stories about local "heroes" especially from the Creative Industries, but also retail, gastronomy and cultural initiatives to promote their visibility.</p> <p><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>• simple but effective communication tool for raising awareness for projects, partners, local heroes, etc.</li> <li>• very pandemic-friendly format</li> <li>• involvement of the citizens right from the beginning</li> </ul> <p><b>Challenges:</b></p> <ul style="list-style-type: none"> <li>• finding the right balance between suitable stories and a certain degree of abstraction</li> <li>• convincing shop owners and landlords to use their shop windows</li> <li>• convincing the city government to support the initiative through promotion and further (legal) requirements</li> </ul>
<b>3. Tool description</b>	<p><b>Short description:</b></p> <p>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. the Creative Industries (CI), cultural institutions, retail or gastronomy. The visualisation of these stories should promote the scope and further development of the project through different media production such as posters, flyer,</p>

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.

**Main activities:**

In order to enable the development of creative shop window designs in vacant spaces, there are many different approaches and possibilities for cooperation. Possible approaches could be:

- direct cooperation and elaboration of ideas with the "local heroes" from CI, culture, retail trade, gastro, ...
- carrying out a smaller funding project with the city to apply for the development of the shop window ideas (addressed to local creatives, founders, start-ups, but also interested citizens).
- award a contract to creative media designers or studios for design/ media/ communication
- cooperate with institutions for young people to create the shop window designs via creative workshops
- cooperate with an educational institution as part of a (semester) project (e.g. universities, schools).

The following is an example of the process for the development of shop window designs in four successive stages:

*Part 1: Storytelling*

- getting into the theory of the methodology: approach, objectives, potentials, application and fields of application
- best practice examples
- use of supporting DT tools: persona board, story board, interviews, storytelling canvas, hero's journey canvas

*Part 2: Qualitative user survey*

- development of a qualitative questionnaire
- identifying suitable interview partners
- planning and conduction of interviews
- evaluation and transfer to story development

*Part 3: Story & windowshop design*

- story development: based on interview analysis
- application of supporting tools
- visualisation of key scenes

	<ul style="list-style-type: none"> <li>interim presentation: selection of best ideas (with local supporters and stakeholders)</li> </ul> <p><i>Part 4: Piloting Media production</i></p> <ul style="list-style-type: none"> <li>planning and implementation of window shop designs</li> <li>final presentation: window shop tour with local supporters and stakeholders, event character</li> </ul>
<p><b>4. Expected results</b></p>	<p><b>Direct effects:</b></p> <ul style="list-style-type: none"> <li>raising awareness for local issues – challenges, problems, solutions</li> <li>getting connected – citizens become interested in the activities and the subjects they address</li> <li>new look for inner city – colourful windows attract bypassers to take a break and have a look or get into a discussion with others</li> </ul> <p><b>Side effects:</b></p> <ul style="list-style-type: none"> <li>communication and promotion of the main project and it's further activities</li> <li>awareness raising for the funding institutions as well as citizens and visitors</li> <li>bringing the European Union down on a local level and to the citizens, making it more attainable and reachable</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>1-2 project managers, familiar with the underlying methods as well as the specific requirements for the location</li> <li>within the Project teams: clear distribution of roles and responsibilities according to their specific expertise</li> <li>ideally 1 external coach/ advisor with deep knowledge of the pilot location and contacts to local stakeholders etc.</li> <li>piloting partners and their organisations</li> <li>citizens as interview partners and idea givers</li> <li>shop owners as "landlords" for windows displays</li> <li>local government as general partner (experts in local laws)</li> </ul>
<p><b>6. Timelines</b></p>	<p><b>Duration of key activities in total (estimation)</b> Depending on the frequency of preparation and organisation meetings as well as the amount of displays/ shop windows this tool will need approx. 3 months for implementation:</p> <ul style="list-style-type: none"> <li>Part 1: Storytelling - 3 coachings (~ 90 min) on method</li> </ul>

	<ul style="list-style-type: none"> <li>• Part 2: Qualitative user survey – 1 coaching (~90 min) on creating a qual. questionnaire and 3-4 weeks for finding interviews partners as well as conducting + evaluating of interviews</li> <li>• Part 3: Story &amp; shop window designs – 1 coaching (~90 min) on story development from interview analysis, 2 weeks for story visualisation, 1 interim presentation (~ 60 min)</li> <li>• Part 4: Piloting Media production – 2-3 weeks for planning + implementation, 1 final presentation (~ 60 min)</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></p> <p><i>Combination: "Storytelling for New Floor Space Concepts"</i></p> <p>Representatives of the cultural and creative industries 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 revitalization 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 visualizing a story.</p>
<p><b>8. Good practices</b></p>	<p><b>References to comparable practical experiences:</b></p> <p><i>Creative Retail – student project at HdM</i></p> <p>In consultation with the closest stakeholders, the window shop designs were implemented through a student's project called "Creative Retail - a new story for Herrenberg" as part of the EU Interreg project CINEMA at the HdM. This was carried out and completed from March-July 2021. The project was supported by the City of Herrenberg, the local heroes and WRS. The students developed three stories for Herrenberg using the "storytelling" method. For this purpose, they entered into conversation with local actors from CI, retail and gastronomy. Individual components of the developed stories were visualised on a multimedia level and were exhibited in three shop windows in Herrenberg for a couple of months.</p> <p><i>KomKuk Windows</i></p> <p>Since September 2015, the KomKuK - Competence Centre for the Cultural &amp; Creative Industries of the Düsseldorf Economic Development Agency has been working to network the many players in the</p>

	<p>CI in Düsseldorf, to give them more space to develop and to communicate with them/ about them in order to create economic added value for everyone. The implementation of creative window shop designs to promote the visibility of local representatives from the CI was carried out among others in the projects "Loretto9", "Friedrich2468" and "Arkadia".</p> <p><a href="https://komkuk-fenster.de/">https://komkuk-fenster.de/</a></p>
<p><b>9. Cost factors &amp; recommendations</b></p>	<p><b>Cost factors:</b> media production (e.g. image video, website, posters/ flyers), communication/ information design (e.g. agency), possible rent of empty window shops</p> <p><b>Recommendations for piloting the CUR tool:</b></p> <ul style="list-style-type: none"> <li>• no matter in which of the above mentioned formats the development of the shop window designs is carried out, it will always be crucial to be in close cooperation with the local heroes for this</li> <li>• if conducting professional, scientific interviews with the local heroes would take a lot of effort or be too time-consuming (due to the time needed for transcription and evaluation), small workshops can be held to brainstorm together for content with story potential</li> </ul>

## 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
- x Storytelling Canvas
- x Hero's Journey Canvas
- (Sustainable) Business Model Canvas
- x Interviews: users, stakeholders, etc.
- Assumption grid
- x Persona