



United Nations  
Educational, Scientific and  
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Culture  
Sector



Sustainable  
Development  
Goals



# UNESCO CREATIVE CITIES PROGRAMME

for sustainable development

Crafts and Folk Art / Design / Film / Gastronomy / Literature / Media Arts / Music



# UNESCO CREATIVE CITIES PROGRAMME

for sustainable development

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Crafts and Folk Art / Design / Film / Gastronomy / Literature / Media Arts / Music

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# FOREWORD



Today, creativity is emerging as one of the most promising avenues for changing how we see cities. Whether by revitalizing the local economy, rethinking transport or housing policies, reclaiming urban spaces, or opening up new horizons for young people, creativity is one of the driving forces behind urban policies and initiatives. Cities worldwide are focusing their attention on the cultural and creative industries as an inspiration for their future. This vision is promoted by elected representatives and city policy-makers, who see it as a strategic lever for innovation when it comes to tackling contemporary urban issues, whether on an economic, social or environmental front. More importantly, however, it is a vision shared by professionals and citizens, who are taking action in their own neighbourhoods and communities to build more sustainable and more human cities.

This vision of creative urban governance is the driving force behind the UNESCO Creative Cities Programme and Network. Since its creation in 2004, the Network has established itself as a strategic platform for promoting and sharing this new approach to sustainable cities. Through its standard-setting and operational actions, UNESCO has paved the way for demonstrating the essential role of creativity in urban sustainability, assisting national and local authorities and advocating this vision at an international level. It is precisely this profound restructuring of our approach to cities that is called for in the 2030 Agenda for Sustainable Development and the New Urban Agenda. Through their actions on the ground and the cooperative relations they forge, Creative Cities are resolutely committed to placing creativity at the heart of their territorial development. Rallying a diverse array of cities – from metropolises to small urban settlements – the Creative Cities Network is above all a forum for collaboration and experimentation to help invent the city of tomorrow.

This publication, produced thanks to the generous support of the Beijing Municipal Government – designated a Creative City of Design in 2012 – provides an overview of the actions put in place by the Network's 180 member cities, which represent 72 countries. The diverse array of experiments conducted have revealed the multitude of ways in which creativity can permeate local action. Drawing on the seven creative fields that underpin their involvement in the Network – Crafts and Folk Art, Media Arts, Film, Design, Gastronomy, Literature and Music – UNESCO Creative Cities impact various components of public action, from social inclusion to urban regeneration and environmental sustainability. The publication is designed as a practical tool to allow cities to gain a better understanding of the work undertaken by their counterparts and to explore opportunities for cross-cutting cooperation, and also as a call for collective advocacy on the power of creativity for reinventing our cities.

Ernesto Ottone R.  
Assistant Director-General for Culture of UNESCO

# UNESCO CREATIVE CITIES NETWORK

## CONTEXT

Culture and creativity play a key role in sustainable urban development. They contribute to diversifying the economy and generating jobs but they also enhance the quality of life of citizens by participating to a city's social fabric and cultural diversity. Similarly, by boosting cultural participation and by regenerating public spaces, creativity also becomes an enabler of inclusion and well-being.

Cities are at the heart of these development processes based on the potential of culture and creativity. Today, more than half of the world's population live in urban areas and three quarters of economic activity is concentrated here, including a large share of the creative economy. Drivers for growth, innovation and inter-cultural dialogue, cities also polarize many challenges. Urban development strategies must be periodically re-assessed and re-designed, in light of the contemporary issues be they economic, environmental, demographic or social.

## THE UNESCO CREATIVE CITIES NETWORK

Launched in 2004, the UNESCO Creative Cities Network (UCCN) strengthens cooperation with and among cities that have recognized creativity as a strategic factor of sustainable development on an economic, social, cultural and environmental level. By joining the Network, cities commit to sharing best practices, developing partnerships that support creativity and cultural industries, strengthening participation in cultural life and integrating culture in urban development plans.

Building on this commitment, the 180 member cities from 72 countries that currently form this network, work together towards a common mission: placing creativity and cultural industries at the core of their development plans at the local level and actively cooperating at the international level, in line with the 2030 Agenda for Sustainable Development and the New Urban Agenda.

The UNESCO Creative Cities Network covers seven creative fields: Crafts and Folk Art, Design, Film, Gastronomy, Literature, Media Arts and Music. While cities from a same creative field collaborate intensely to develop joint partnerships, all member cities are also working transversally, in particular at common gatherings such as international meetings or the Network's Annual Conferences.

## OBJECTIVES

The UNESCO Creative Cities Network aims to:

- strengthen international cooperation between cities that have recognized creativity as a strategic factor of their sustainable development;
- stimulate and enhance initiatives led by member cities to make creativity an essential component of urban development, notably through partnerships involving the public and private sectors and civil society;
- strengthen the creation, production, distribution and dissemination of cultural activities, goods and services;
- develop hubs of creativity and innovation and broaden opportunities for creators and professionals in the cultural sector;
- improve access to and participation in cultural life, as well as the enjoyment of cultural goods and services, notably for marginalized or vulnerable groups and individuals;
- fully integrate culture and creativity into local development strategies and plans.

## AREAS OF ACTION

The objectives of the UNESCO Creative Cities Network are implemented both at the level of the cities and at the international level, notably through the following areas of action:

- sharing experiences, knowledge and best practices;
- pilot projects, partnerships and initiatives associating the public and private sectors, and civil society;
- professional and artistic exchange programmes and networks;
- studies, research and evaluations on the experience of the Creative Cities;
- policies and measures for sustainable urban development;
- communication and awareness-raising activities.

# CREATIVE CITIES OF CRAFTS AND FOLK ART

Al-Ahsa  
Aswan  
Baguio City  
Bamiyan  
Barcelos  
Cairo  
Carrara  
Chiang Mai  
Chordeleg  
Durán  
Fabriano  
Gabrovo  
Hangzhou  
Icheon  
Isfahan  
Jacmel  
Jaipur  
Jingdezhen  
João Pessoa  
Kanazawa  
Kütahya  
Limoges  
Lubumbashi  
Madaba  
Nassau  
Ouagadougou  
Paducah  
Pekalongan  
Porto-Novo  
San Cristóbal de las Casas  
Santa Fe  
Sasayama  
Sheki  
Sokodé  
Suzhou  
Tétouan  
Tunis

# AL-AHSA (SAUDI ARABIA)

## DESCRIPTION

Located in the southeast of Saudi Arabia, Al-Ahsa is one of the largest palm tree oases in the world, with an area of 379 kilometres and a population of 1.3 million inhabitants. The city has an ancient tradition of handicrafts, considered as both cultural and social practices passed on from one generation to the next. Around fifty expressions of crafts and folk art have remained through out the city's history and bear witness to its wealth of know-how, including textiles from palm trees, pottery, weaving and joinery.

Crafts and folk art make a considerable contribution to the city's economic development, with growth highlighted by the 36 weekly open markets, as well as by cultural festivals with growing reputation. The National Festival for Heritage and Culture Janadriya, reaches more than 68,000 visitors in total per year. Other popular festivals, such as the We all are Producers Festival, Harjer Market and the Okaz Market for Innovation and Creativity, also contribute to boost the creative sector.

To sustain growth of the crafts and folk art, the city has implemented a specific National Project for Artisans and Handicrafts as well as a Human Resources Development Fund aimed at reshaping the field. In cooperation with the Centre for Social Development in Al-Ahsa, the Palm Centre for Crafts Industries notably emphasizes on capacity building and job creation for young women and men by training more than 450 people since its creation.



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Designated  
UNESCO Creative City  
in 2015

## CONTRIBUTION TO THE NETWORK

As a Creative City of Crafts and Folk Art, Al-Ahsa envisages:

- improving the working environment for craftsmen and craftswomen through training activities and by fostering market opportunities through the creation of a new market place dedicated to the sector;
- strengthening the role of crafts and folk art and their impact in promoting sustainable development and reducing unemployment rates, by supporting youth artisans while emphasizing on gender equality; and
- enhancing cooperation and exchanging best practices with the Creative Cities of Crafts and Folk Art.

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## ASWAN (EGYPT)



United Nations  
Educational, Scientific and  
Cultural Organization



Designated  
UNESCO Creative City  
in 2005

### DESCRIPTION

Flowing through the golden desert and the emerald islands, the Nile forms the lifeline of the city of Aswan and its archipelago. In Ancient Egypt, Aswan, known as 'Sono' meaning 'the market', was a commercial centre for convoys to and from Nubia. Aswan has remarkable heritage in crafts and folk art, creative exchange, arts education, and civic engagement. Its traditional crafts include beadwork, tablecloth production, palm branch and leaf creations, and clay and needle-work products.

Aswan is famous for its traditional dances. About fifty of them are still practiced, especially at weddings, funerals and other local ceremonies. Steeped in contemporary local culture, these dances are perpetuated by renowned troupes, such as the Aswan Folklore Troupe, which performs throughout the country.

To safeguard these cultural practices in crafts and folk art, Aswan also has several institutions such as the Aswan Museum and the Nubia Museum, which houses an anthropology department focusing on the preservation of the folk art from Aswan. The city also organizes numerous events celebrating the local culture drawing artists from around the world, such as the International Symposium of Sculpture which focuses on reviving the Egyptian art of carving on the hard stone of Aswan.

Aswan's museums, International Symposium of Sculpture and the Aswan Folk Troupe illustrate the local community's efforts to support sustainable development, mutual understanding, the fight against poverty and illiteracy through culture and creativity.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Crafts and Folk Art, Aswan envisages:

- promoting the sustainable development of local communities;
- organizing cultural events;
- developing capacity building initiatives for artisans; and
- engaging in exchange and cooperative initiatives within the crafts field and with the UCCN as a whole.

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## BAGUIO CITY (PHILIPPINES)



### DESCRIPTION

Nestled in the mountains of Northern Luzon, Baguio City (pop. 350,000) is a multicultural city. Its artistic culture ranges from crafts and folk art expressions to woodcarving, silver craft, weaving and tattooing. Today, 56 local institutions are directly devoted to the sector, totalling a gross receipt of US\$1,113,258 million. Crafts and folk art represent an essential cornerstone of the city's local trade and creative and tourism economy. Baguio City works towards developing the sector's sustainability through intergenerational transfer of knowledge and skills.

The Panagbenga Flower Festival is the main creative platform of the city, engaging artisans from different linguistic groups such as the Tualis of Ifugao for woodcarving and Benguet for weaving. This Festival is a joint initiative organised by the Municipality and the creative sector, aiming to enhance international exposure of the local crafts industry. With a view to further promote and protect the traditional know-how of the Cordillera crafts, Baguio City has set up a series of villages and centres that serve as spaces for creation, production and training, targeting young people in particular.

The Baguio City Government and its partner organisations are actively supporting the creative sector, with a particular focus on crafts and folk art, through capacity building, incentivizing innovation, and providing market opportunities both locally and internationally. The Rev-Bloom Urban Redevelopment Campaign illustrates the city's commitment to culture-led development and to multi-sectoral collaboration. By engaging with its communities and propelling creativity for urban renewal and economic vitality, the City intends to foster a more sustainable and responsible creative tourism.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Crafts and Folk Art, Baguio City envisages:

- initiating the development of Creative Centres dedicated to supporting crafts and folk art, offering workshops, studios, design laboratories, exhibit areas as well as open collaborative spaces for creators and the general public, thus strengthening Baguio's creative ecosystem;
- setting up the Baguio City Creative Circuit (BCCC) that will physically link existing buildings and venues to showcase Baguio City's creativity, directing the general public towards creativity as an essential element for sustainable urban development;
- involving Creative Cities of Crafts and Folk Arts, as well as members from the Association of Southeast Asian Nations (or ASEAN), to take part in the festivals and activities, and providing them dedicated spaces to display crafts and folk artworks; and
- developing partnerships with members of the Network in order to share best practices and promote mutual understanding.

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## BAMIYAN (AFGHANISTAN)



### DESCRIPTION

Situated at an altitude of 2,500 meters, Bamiyan, also called the 'Land of Shining Light', is the largest city of the central region of Afghanistan. Declared as a UNESCO World Heritage Site in 2003, the cultural landscapes and archaeological remains of the city – especially of carved monumental Buddha statues – continue to testify to its rich history. Known for being crossed by the ancient Silk Road, the city's cultural assets have benefited from a diversity of cross-cultural influences and features that are particularly reflected in the field of crafts and folk art.

Bamiyan nurtures creativity and culture as key levers for urban renewal and for the improvement of social conditions, with special attention given to the involvement of women. Envisioned as a trailblazer in developing crafts and folk art, the Department of Rural Rehabilitation and Development has conducted a project through the AREZO NGO and the Afghanistan Rural Enterprise Development Programme (AREDP) on carpet weaving which largely employs women and people from vulnerable communities.

Recognized as the 2015 capital of the South Asian Association for Regional Cooperation (SAARC), Bamiyan asserts its commitment in collaborating on an international level, in promoting collective self-reliance and in fostering socio-cultural development. At the local level, the municipality has adopted the Bamiyan Cultural Master Plan as a central policy whose main purpose is to enhance inclusive and sustainable urban development through cultural and creative industries.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Crafts and Folk Art, Bamiyan envisages:

- establishing the Bamiyan Cultural Centre which aims to build capacities of the local youth through training programmes and to foster the dissemination of cultural activities and expressions;
- mapping the creative industries in Bamiyan as a first step in the process of identifying the best ways of offering opportunities and facilities to the local creators;
- positioning the city as a creative hub in the field of Crafts and Folk Art, at the national and international levels; and
- enhancing cooperation and exchange with other Creative Cities of Crafts and Folk Art.

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## BARCELOS (PORTUGAL)



### DESCRIPTION

A city of artisans, and most of all, of ceramists, Barcelos is known for being the cradle of the Rooster of Barcelos (Galo de Barcelos); the Portuguese emblem and symbol of good faith and justice. County town with just under 120,000 inhabitants, Barcelos creates a strong bond between the local residents and the crafts community, paving the way for a sustainable creative sector. Today, it represents 40 enterprises and employs roughly 8 % of the county's active population. The city strives to support the vitality of the sector and encourage a new generation of artisans.

Barcelos hosts an annual Craftsmanship and Ceramics Exhibition, designed to promote local and national traditional arts and crafts. This popular event has welcomed over 100,000 visitors for its last edition. Barcelos also undertakes a series of initiatives to encourage young people to engage in the creative sector. Artistic Project, organised by the Municipality, aims to reduce school dropout rates by supporting culture-oriented education and professionalization. The city has also restored the Pottery Museum and the Medieval Tower, converting them into creative spaces for cultural activities, with a view to craft knowledge transfer to continue through the generations.

In order to effectively strengthen the creative sector, the council implemented the Creative Attract Programme with aims to support the professionalization of the field, certify local productions, promote local arts and crafts in national and international events, and support creative tourism initiatives. As part of its Strategic Plan for Urban Sustainable Development, Barcelos is renovating a series of important historic buildings and sites in the medieval city centre in order to provide additional spaces for the creation and promotion of culture within the area.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Crafts and Folk Art, Barcelos envisages:

- creating a Centre for Art Expression and revitalising the José Novais Square – two spaces for the community dedicated to learning, entertainment, scientific knowledge and creativity, and connecting with other UCCN members throughout the design and development process;
- strengthening the Education Through Art Programme; a municipal initiative to tackle school dropout rates through the placement of artistic projects in educational programmes, notably through new perspectives brought by cooperation and exchange with other Creative Cities of Crafts and Folk Art;
- implementing the Crafts and Folk Art Internationalization Project; a municipal strategy for local creators, aimed at supporting the sector to develop a sustainable creative economy;
- organising an International Meeting of Crafts & Folk Art and Creative Buyers to encourage cultural and economic exchanges between Creative Cities and creators; and
- cooperating with cities from the Global South to foster mobility, creative development, facilitating intercultural exchanges and best practices.

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# CAIRO (EGYPT)



## DESCRIPTION

Capital city of Egypt with 19 million inhabitants, Cairo (in Arabic al-Qāhirah, the Victorious) is the largest metropolitan area in the Middle East and Arab region. For centuries, the city has been a major centre of cultural life, retaining to this day, its historic prominence with major cultural sites, including the Giza pyramid complex. Historically known as a hub of refined craftsmanship, Cairo celebrates this heritage within its historic centre by calling the neighbourhoods after different craft practices. The local creative economy mainly relies on the vitality of the crafts and folk art sector which represent 80 % of the city's cultural activities.

Communities living in the historic centre are key in the support of crafts and folk art within the city. Throughout the years, they initiated craftsmen guilds specializing in pottery, glassblowing, coppersmith, ceramic and jewellery. To promote their artworks and know-how, the City organises a wide range of fairs such as the Diarna Fair or the Youm fi Misr (A day in Egypt); the first fair dedicated to promoting the craft heritage of Cairo. The City also hosts the Heritage Forum, aimed at increasing awareness around the creative sector. The International Festival of Drums and Traditional Arts is also a flagship event linking traditional folk art and music practices.

In the early XX<sup>th</sup> century, Cairo bore witness to a rapid urbanization due to rural exodus. Many residents then left the historic centre to settle in peri-urban areas. To revive the historic centre, the Urban Regeneration Project for Historic Cairo has identified culture and creativity as key enablers in restoring the heritage and culture of the once prestigious area. Alongside this, the Creative Cairo strategy focuses on establishing participatory mechanisms to engage citizens in all steps of the regeneration process of the historic centre.

## CONTRIBUTION TO THE NETWORK

As a Creative City of Crafts and Folk Art, Cairo envisages:

- organising a series of training sessions designed to strengthen artisans capacities and quality of crafts products;
- developing a design for a multipurpose urban square, offering periodical markets for exhibitions and selling of craft products;
- restoring and repurposing public buildings for Community Craft Centres;
- advocating and promoting the importance and value of cultural centres initiated by citizens and artists as open spaces for creation; and
- engaging in partnerships with other UCCN members through the Creative Cairo strategy, providing professional development and international exchanges within Cairo's cultural sector.

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## CARRARA (ITALY)



### DESCRIPTION

Located at the foot of the Apuan Alps in northern Tuscany, Carrara (pop. 64,000) is known throughout the world for its white marble quarries. Used since the time of Ancient Rome, the prestigious marble of Carrara has appeared in many famous works of art and has been crafted by the likes of Michelangelo, Canova, Bernini and the contemporary artists, Cattelan and Fabre. Although the marble industry remains the backbone of the local creative economy and historic identity, the city is currently rethinking the supply chain through innovative extraction, processing and sculpting techniques to improve working conditions while reducing the environmental impact.

Carrara boasts a rich cultural offering of crafts and folk art. Ten international events are held each year including the Carrara International Biennale. Dedicated to sculpture, over the years this Festival has hosted a number of prominent figures including Pablo Picasso, Joan Miró, Henry Moore and Ossip Zadkine. The city undertakes a large number of initiatives focused on generating innovative and sustainable approaches within the crafts sector. The revival of the Start-up Arena Award in 2018 grants financial support to creative projects best re-using off-cuts marble, and the International Fair Carrara Marmotec offers training activities on the use of state-of-art technologies for stone processing.

The Municipality of Carrara demonstrates a strong commitment to strengthening and promoting the role of culture and creativity by engaging both the public and private sector, as well as civil society. This includes participatory projects aiming to vitalise public spaces for the use of cultural activities. Community-based action reflects the vision of Carrara to foster inclusive and sustainable urban planning, as well as intercultural and intergenerational dialogue.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Crafts and Folk Art, Carrara envisages:

- renewing the commitment towards the Studi Aperti (Open Workshops) initiative, offering young artists and the general public the opportunity to learn from master marble-workers, as well as expanding the programme to other Creative Cities, thus promoting new creative ways of integrating the marble industry with other artistic forms;
- extending the International Forum of Young Marble Sculptor to other UNESCO Creative Cities, with the objective of embedding culture in the education of young creators;
- intensifying and consolidating the cooperation with the region province of Guangdong, China, especially in the sector of marble craft;
- reinforcing the already existing international cooperation with Egypt, notably by designing a specific project with the Creative City of Aswan to share best practices and foster capacity building; and
- co-designing with the Creative City of Dakar a cross-cutting initiative combining media arts with crafts and folk art.

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## CHIANG MAI (THAILAND)



### DESCRIPTION

Located in Northern Thailand, Chiang Mai (pop. 131,000), the 'Rose of the North', was erected in 1296 as the capital city of the Lanna Kingdom. Craftspeople played an essential role in building the kingdom's reputation as a wealthy trade centre, derived from its close proximity to the Ping River and major trading routes. Throughout the years, craftsmen settled in the villages around the city and continued contributing to the crafts industry. The sector represents the major source of employment with 159 established enterprises.

The transmission of crafts practices, including pottery, silverwork, wood carving, silk embroidery and lacquerware, has been ensured by dedicated programmes within public primary and secondary schools, such as the 'Museum to School' and 'Our Area' projects, both aimed at raising children's awareness about the history of Chiang Mai's crafts and folk arts. The city also fosters cross-cutting approaches within the field, illustrated by the Lanna Expo which combines crafts, gastronomy and design.

The Chiang Mai Provincial Administrative Organisation demonstrates a strong commitment to strengthen further educational and cultural institutions to protect and promote the city's crafts heritage. It has also launched an entrepreneurship programme, the 'One Sub-District, One Product' initiative, which aims to support locally produced craft products on the global market. A large number of small-scale producers, including from vulnerable communities, have already benefitted from this programme through marketing and communication capacity-building workshops.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Crafts and Folk Art, Chiang Mai envisages:

- encouraging young people to develop skills in crafts and folk art, innovation and creativity;
- supporting the distribution of Chiang Mai's crafts products on the international market to enhance the working conditions and quality of life of small-scale producers;
- organising the Chiang Mai Forum on Crafts and Folk Art; a platform for local and international experts, academics and practitioners to exchange ideas about protecting and promoting traditional skills and practices;
- creating opportunities for young artists and entrepreneurs, to exchange and network with international stakeholders notably through the Chiang Mai Design Week; and
- strengthening international recognition of Chiang Mai craft products in new markets.

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## CHORDELEG (ECUADOR)

### DESCRIPTION

A small-sized city in South Ecuador, Chordeleg (pop. 14,568) exemplifies itself in precious metal work, pottery, footwear manufacturing and toquilla straw weaving. Those four sectors alone employ 66 % of the total active population, of which 58 % are represented by artisans. Chordeleg's craft know-how has been carried out through confidentiality within families and communities, with ancient techniques being mainly taught through oral tradition. To ensure sustainability of the field, the City actively supports craftsmen to establish cooperatives and engage in knowledge transfer.

Initiated in 2011, the annual Candonga Festival has become instrumental in promoting local crafts and fostering knowledge sharing between artisans. The city also collaborates with the Inter-American Centre for Crafts and Popular Arts (CIDAP), aimed at fostering the safeguarding and knowledge transfer of traditional craft methods, as well as to improve working conditions of craftsmen. In addition to the CIDAP, the District Programme has been providing technical assistance and training in design, production and innovation to families of craftsmen.

In recent years, the Municipality has undertaken the implementation, monitoring and follow-up of the National Plan to safeguard the traditional weaving of toquilla. The plan focuses on revitalizing the craft sector through communication and promotion actions, actively involving the organisations of toquilla workers. A broad Development and Territorial Planning strategy is also aligned with protecting and promoting the craft sector and has already supported the creation of 12 new businesses.



### CONTRIBUTION TO THE NETWORK

As a Creative City of Crafts and Folk Art, Chordeleg envisages:

- supporting research and action to guide the future of the craft communities through a regional review;
- creating a training and knowledge centre, guaranteeing the transfer of craft knowledge and know-how to new generations of artisans;
- safeguarding and promoting design patterns of traditional craftsmanship by supporting creation, production and distribution;
- implementing the Twin Cities Programme aimed at strengthening international cooperation among UCCN cities through exchange of knowledge and skills, as well as development of new entrepreneurship initiatives;
- developing homestay exchanges with other member cities, inviting young artists and entrepreneurs, of various creative fields, to meet Chordeleg's craftsmen; and
- supporting the production of a documentary film entitled 'The Search for the Lost Gold Patecte of Ecuador' involving a director from another Creative City.

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# DURÁN (ECUADOR)



## DESCRIPTION

Durán, a city of an approximate 500,000 inhabitants, is known as the 'Railway Town of Ecuador' thanks to its history as the first railroad hub of the country. As the main meeting point between the highlands and the coast of Ecuador, Durán has retained its heritage through the localised exchange of cultural practices and knowledge, which has impacted several of its current forms of folk art, especially urban art. Deeply rooted in this historical legacy, the city considers culture and creativity as mediums for collective memory, urban well-being, and social cohesion.

Since 2007, the Festival Memories of the Railroad has been held annually in honour of the former railway workers of the ancient Eloy Alfaro Railroad. The event has given rise to an ongoing two-year project undertaken by the municipality called History on Frontages. This scheme gives free rein to the local artists and allows them to paint one hundred murals on house frontages illustrating the history of the city. With strong participation from the youth, the city sees urban art as a tool for civic awareness. In this perspective, the municipality has launched Youth for Human Rights involving more than 150 young artists.

Through a variety of artistic forms, Durán hosts many cultural events to establish links between modern creative fields and historical customs and folk art. With the aim of sustaining the city's cultural heritage and nurturing its rich history, Cultural Nights is a flagship project supported by the municipality which showcases works by local artists. The Durán Convention Centre Luis Sánchez Borja also plays a prominent part in fostering the city's cultural life, turning this once industrial city into a lively place for creativity to thrive.

## CONTRIBUTION TO THE NETWORK

As a Creative City of Crafts and Folk Art, Durán envisages:

- increasing the number of cultural events to foster the diversity and quality of the cultural offerings and the capacity to participate in cultural creation;
- nurturing the city's identity, history and heritage through the implementation of the projects 'Memories of the Railway' and 'History of frontages', notably aimed at providing creative spaces to local artists;
- encouraging youth and people from vulnerable and disadvantaged groups to participate in the city's cultural life and to nurture social inclusion and civic awareness; and
- enhancing cooperation both at the local and the international levels by exchanging best practices with other Creative Cities of Crafts and Folk Art.

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## LINK

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## FABRIANO (ITALY)



### DESCRIPTION

Located in the heart of the Apennines in the Marche Region, Fabriano (pop. 31 000) is known as a city of blacksmiths, painters and master papermakers. The historical roots of creativity date back to the XIII<sup>th</sup> century with the beginnings of paper making, based on the watermark technique in particular.

The city's paper industry is deeply linked to historic and modern creativity; both for its production and for its use. Over the centuries, the accomplished and qualified artisans become renowned for their talents and elevated the city's paper manufacturing sector to a leading international position within the industry.

In modern times, due to the evolution of markets, a new strategy was needed in order to successfully integrate traditional manufacturing with the new developing cultural and creative industries. Based on its tradition's resources, Fabriano began the progressive and profound transformation from industrial city to creative city. With support from international forums, events, exhibitions and Festival, such as Poiesis, the city was able to successfully promote its creative sector and art products.

With the need to adapt, the artisanal manufacturing sector adopted new technologies and become closer to the digital world, developing a profound connection with the digital industry. New urban policies are focused of the sustainable development, cohesion of the local community, social inclusion, new types of work focused on a digital, and a circular and sharing-based economy.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Crafts and Folk Art, Fabriano envisages:

- collaborating with the other Italian Creative Cities to create a National Coordinating Body, aimed at developing effective and holistic strategies and actions in the Network, on national and international level;
- organising the Fabriano Forum and the 'Luogo Comune' Forum, in order to promote creativity, politics, philosophy, literature, art and music as driver for the urban regeneration and hosting the 'Rinasco: Creative Cities for Apennines', to support cities hit by the earthquake in the Apennine Region; and
- supporting three research programs: 'Rinasco: innovation of the know-how', 'the Antifragile City' and a study about the valuation of the economic impact of the cultural industries.

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## GABROVO (BULGARIA)



### DESCRIPTION

Situated in central northern Bulgaria, Gabrovo (pop. 70,775) was one of the country's largest craft centres in the XIX<sup>th</sup> century. The lack of arable land has motivated a rapid development of crafts production and trade, particularly of woodcarving and wool weaving. The Ethnographic Open-Air Museum (ETAR), established in the 1960s, features the vitality and diversity of Gabrovo's craft culture, which focuses not only on protecting practices but also on improving the status and living conditions for artisans. Today, the sector is represented by 33 crafts enterprises and 111 independent artisans.

The International Crafts Fair held annually in the ETAR Museum is the largest event dedicated to crafts in the region. Artisans from all over the country and abroad display their artworks and exchange skills on traditional techniques. The fair also features a master competition as well as an international scientific conference reviewing the current global trends in the field of crafts and folk art. Gabrovo also hosts a large-scale carnival, bringing an audience of 30,000 to the city. It is popular for its use of traditional Balkan songs, folklore choreography, and a rich display of Gabrovo's humour and folk culture.

A culture programme was implemented by the Municipality in 2011 and has stimulated active multi-sectorial partnerships to support the creative sector. The Culture Development Strategy of Gabrovo Municipality 2014-2024 strives to make Gabrovo an attractive centre for young artists from all over the world and a privileged place for creative residencies and international co-productions. Gabrovo is engaged in promoting its cultural and creative industries as key factors for enhancing local and regional competitiveness and sustainable development.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Crafts and Folk Art, Gabrovo envisages:

- raising awareness about the local cultural specificities, notably crafts practices and Gabrovian humour through the 'I Love the Carnival' programme;
- implementing creativity-based educational workshops such as the Children's Animation Workshop targeting children aged 6 to 14;
- setting up the educational 'Woollen Braid from the Past Until Nowadays' programme, aimed at promoting crafts as a lever for development;
- facilitating opportunities for artists and professionals in the cultural sector, notably through the Carving Festival of Laughter;
- stimulating cross-cutting linkages between crafts and design through the Tradition Meets Modernization – Crafts/Design Challenge programme; and
- creating the Crafts Movements and Sounds for New Inspirations; an interactive audio-visual database to promote intangible cultural heritage by capturing the movements of craftsmen using 3D motion techniques.

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## HANGZHOU (CHINA)



United Nations  
Educational, Scientific and  
Cultural Organization



City of Crafts and Folk Art  
Designated UNESCO  
Creative City in 2012

### DESCRIPTION

With a history stretching back 5,000 years, Hangzhou is one of China's seven ancient capitals. In recent years, the city has undergone a process of transformation focused on the development of its cultural and creative industries. Hangzhou's rich history and culture have proven to be particularly vital in this progress, notably regarding craft industries. The expansion of the creative sector, especially crafts and folk art, was based on a long cultural tradition. As the host city of the G20 in 2016, Hangzhou asserts itself as a hub for major international events. Recognized by the Chinese Government as a 'National Cultural and Creative Centre', Hangzhou is in a strategic position in the country's overall development. In 2017, the creative industries made up 24.2 % of the city's GDP, with about 647,000 people employed in the sector.

The city is renowned in particular for silk and tea production, and porcelain and bronze sculptures. Having long been the historic design, production and trade centre of Chinese silk, Hangzhou has safeguarded this traditional craft heritage. The city is one of the country's most renowned tea production areas, particularly concerning the production of the West Lake Longjing Green Tea. Furthermore, the stone carvings by the Xiling Seal Engraver's Society are particularly remarkable.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Crafts and Folk Art, Hangzhou envisages:

- further formulating and implementing targeted development policies intended to optimize the framework for the cultural and creative industries;
- fostering local human resources and expertise and extending exchanges within the UCCN; and
- improving the transmission, protection and innovative utilization of crafts and folk art, thereby enhancing the global competitiveness of Hangzhou's creative industries.

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# ICHEON (REPUBLIC OF KOREA)



## DESCRIPTION

Since its designation as UNESCO City of Crafts and Folk Art, Icheon has established itself as a model of the Korean crafts industry. Icheon plays a key role in developing modern ceramics and in handing down traditional Korean ceramics, an ancient art going back over 1,000 years, from one generation to the next.

Housing all of the necessary infrastructures in the ceramics process – industrial enterprises, educational institutes and craft-related support facilities – Icheon has been designated as the only crafts specialized zone in the Republic of Korea. The ceramic belt around Icheon accounts for 55% of the national ceramic industry. The 320 ceramic studios located in the area make Icheon, the country's largest centre of the craft industry.

Events such as the Icheon Ceramic Festival and the Icheon International Sculpture Symposium illustrate the city's status as a place of exchange, mutual understanding and creative activities. Today the city of Icheon is developing creative policies and programmes that are destined to put its people at the centre of the city's transformation as a UNESCO Creative City. Icheon aims to preserve its creative and cultural resources and share these values with other cities around the world.

## CONTRIBUTION TO THE NETWORK

As a Creative City of Crafts and Folk Art, Icheon envisages:

- revitalizing its ceramic industry and enhancing the international image of Icheon ceramics through holding large-scale, craft-related exhibitions around the world; and
- developing cooperative projects with the member cities of the UCCN, especially among cities from the crafts and folk art field.

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# ISFAHAN (IRAN [ISLAMIC REPUBLIC OF])



## DESCRIPTION

Isfahan is the third biggest city in Iran with 2 million inhabitants. It is considered as a hub for crafts and folk art. Its creative sector comprises the country's highest number of specialized stakeholders in 167 different disciplines including carpet weaving, metalwork, woodwork, ceramics, painting and inlay works of various kinds. According to Isfahan Territorial Planning, at least 20,000 crafts and folk art workshops and enterprises contribute to the Isfahan economy, the majority of which can be located in the historical Naqsh-e Jahan Square, inscribed as a UNESCO World Heritage Site in 1979 and dedicated to the sector.

While the Naqsh-e Jahan Square remains the major centre for showcasing high-grade works through permanent exhibitions, other events give both a local and international focus to the city's dynamism in the field of crafts and folk art, such as the International Cultural Heritage Festival, which attracts the annual participation of 26 countries worldwide. The highlight of this event is the workshop dedicated to female artisans emphasizing Isfahan's commitment to valuing female artworks to perpetuate traditional know-how.

As Isfahan primarily considers crafts and folk art as key levers to foster social reintegration and cohesion, employment growth, as well as for preserving vanishing traditions and knowledge, the Municipality's programmes reflect these objectives by working in close collaboration with creators. A wide range of training workshops and financial support mechanisms have been developed, notably in the framework of the Handicrafts Cooperative Societies, gathering both public and private entrepreneurs to formulate innovative projects and policies to enhance the status of creators and the contribution of crafts and folk art for sustainable urban development.

## CONTRIBUTION TO THE NETWORK

As a Creative City of Crafts and Folk Art, Isfahan envisages:

- developing capacities of artists and creative entrepreneurs by providing financial support and training in management and marketing through the Creative Isfahan Plan, launched by the Municipality in 2014;
- encouraging gender equality in the crafts and folk art's production through the Closet Remodel Plan, aimed at valuing women with traditional know-how in the field and turning them into producers to carry on their knowledge and stimulate the local economy;
- enhancing the visibility of crafts and folk art through the web information platform of the Creative City of Isfahan which identifies existing opportunities in terms of training, employment, entrepreneurship; and
- fostering international cooperation and exchange of expertise with other Creative Cities through joint projects in the line with the city's Innovative Craft Programme highlighting innovation based on interdisciplinary approaches.

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## JACMEL (HAITI)



### DESCRIPTION

Port city located in the south of Haiti, Jacmel is famous especially for its built heritage, a reflection of the commercial history of the city, and for its annual carnival. The name of the city is associated with many artistic personalities that have emerged, including the painter Préfète Duffaut and the writer René Depestre. The cultural vitality of Jacmel is also reflected through several schools dedicated to the creative industries, including the Essaix-Baptiste School of Music, the Ciné Institute Film School, the Audio Institute and the École Atelier, which train young people from all over the country.

Founder of the image and international recognition of the city, the carnival of Jacmel is the convergence point of craftsmanship, where the social memory of the city is showcased. Papier-mâché, practiced by many craftsmen, is the most famous know-how, used to produce the animal masks or spectacular mythological figures of the carnival, but also everyday objects. Ironwork, basketry or mosaics are also among the artisanal practices. The city and the surrounding villages have many workshops and artisans' associations.

Deeply affected by the earthquake of 12 January 2010, which damaged part of its historic centre, the city has placed particular emphasis on heritage safeguarding and cultural revitalization in its recovery strategy. Several initiatives have been launched to support artisans, many of whom have lost their shops. A programme supported by the Ministry of Tourism and Creative Industries has helped to restore and regenerate the coastal zone by promoting craftsmanship and laying the foundations for tourism development. Every year, the École Atelier trains disadvantaged young people to learn about craftsmanship and heritage restoration while creating market opportunities.

### CONTRIBUTION TO THE NETWORK

As Creative City of Crafts and Folk Art, Jacmel envisages:

- extending the range of artistic creation, especially through vocational training in the arts-related professions;
- promoting the creation schools in the fields of Cinema (Ciné Institute), Sound (Audio Institute), and Music (Dessaix-Baptiste Institute); and
- supporting dance groups and schools, visual artists and artisans of Jacmel and their links with professionals from other member cities in order to develop the creative potential of the Caribbean.

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## JAIPUR (INDIA)



### DESCRIPTION

Capital of the State of Rajasthan in India, Jaipur comprises a population of 3 million inhabitants. In the early XVIII<sup>th</sup> century, the city was called the House of the 36 industries (Chattis Karkhanas) for being an historical trade centre mainly supported by crafts and folk art including painting, carving and jewellery. This period has shaped the city and is honoured through the dedication of specific streets or markets to each of these industries. Today, this legacy continues to bear witness to the diversity and vitality of the field of crafts and folk art, which employs about 175,000 people working in around 53,500 workshops.

Jaipur views creative industries as a means to sustain its rich cultural heritage, passing on many traditions through local festivals and fairs which have always been embedded in the city's cultural life. The Jaipur International Heritage Festival is the best-known event showcasing traditional works of crafts and folk art, as well as contemporary works. This event puts particular emphasis on fostering partnerships between the public and private sectors and civil society, as well as developing interdisciplinary approaches between crafts and folk art and design. Jaipur is also home to the Indian Institute of Crafts and Design (IICD), the largest resource centre in the country, which is currently undertaking cross-cutting research and offering residencies.

To further protect and promote crafts and folk art, the Municipality is developing many initiatives, including the Heritage Walks. This project aims to give new life to the ancient streets and markets, thereby improving artisans' working conditions and supporting direct selling. In addition, a Global Art Square in the heart of the city will be established to create a hub for new generations of craftspeople to sustain Jaipur's artistic traditions.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Crafts and Folk Art, Jaipur envisages:

- enhancing the working conditions and status of craftspeople through the Citizens Outreach Cell and the Heritage Walks, to foster a sustainable urban and socio-economic development based on direct selling and workers' well-being;
- establishing the onsite and online museum Jaipur Haat, as well as the Crafts and Folk Art Gallery at the Jaipur International Airport, to facilitate international showcasing of local works of crafts and folk art; and
- encouraging exchange of knowledge and know-how with other Creative Cities of Crafts and Folk Art, notably through local and international festivals and fairs.

### CONTACT

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## JINGDEZHEN (CHINA)

### DESCRIPTION

Often called the 'Porcelain Capital' for its important role in the national and international ceramic industry, Jingdezhen is renowned for its ancient porcelain production that stretches back more than 1,700 years. The most important ceramic production centre in China, Jingdezhen produces high quality porcelain that is highly appreciated both in China and around the world. For hundreds of years, porcelain travelled over land and by sea along the Silk Road to different parts of the world, acting as a medium to facilitate the cultural and commercial exchange between the East and the West.

In recent years, by making use of its cultural assets and advantages, Jingdezhen has organized renowned activities on ceramic arts. These include exchanges and partnership projects promoting cultural heritage and diversity in line with UNESCO's priorities. Special attention has been paid to capacity building, development and exchange between China, Africa and the Arab States. Furthermore, the World Summit of Mayors from Ceramic Cities and the Jingdezhen International Ceramic Fair were held in the city. These activities and celebrations have established a platform for diversified cooperation and communication, transforming Jingdezhen into a creative ceramic city full of potential.



United Nations  
Educational, Scientific and  
Cultural Organization



Designated  
UNESCO Creative City  
in 2014

### CONTRIBUTION TO THE NETWORK

As a Creative City of Crafts and Folk Art, Jingdezhen envisages:

- organizing exchanges and cooperation initiatives among different member cities;
- promoting industrial and technological cooperation;
- exchanging creative production processes;
- holding summits, forums and seminars focusing on the protection and promotion of intangible heritage and crafts, to facilitate knowledge sharing between member cities.

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## JOÃO PESSOA (BRAZIL)



### DESCRIPTION

Major port city and capital of the state of Paraíba, João Pessoa (pop. 900,000) is known as the 'Sun Gate', being located at the most eastern point of Brazil. João Pessoa is the main regional trade centre for crafts production, including pottery, embroidery and crochet. In recent years, a new range of organic cotton with brown shades has been discovered there, enabling the production of a unique fabric. Crafts in João Pessoa have been carried by 5,000 craftsmen families mainly living in the rural areas surrounding the city.

João Pessoa hosts the major regional fair dedicated to crafts, Salão de Artesanato da Paraíba (Paraíba Crafts Fair). Welcoming over 8,000 participants, this event is themed in support of 'Cultural Roots of a People'. As a flagship event in João Pessoa's calendar, the fair promotes local artisans and aims to strengthen the links between craftsmen, communities and local cultural identity. Established in 2017, the Rota dos Ateliês (Road of Workshops) offers an alternative approach to promoting artisans works through interactive workshops.

The Municipality has implemented a series of programmes to develop the craft sector. The João Pessoa Artisans Programme aims to support all activities of the craft production chain through direct actions in the communities, while the Paraíba Crafts Programme (PAP) promotes the development of Paraíba's crafts and its recognition at the national and international level. The city is actively engaged to improve the living conditions of artisans, as well as to preserve and promote regional cultural identity through knowledge transfer and capacity-building processes to new generations of craftsmen.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Crafts and Folk Art, João Pessoa envisages:

- setting-up a Design and Innovation Laboratory for Crafts and Small Enterprises, providing technical assistance for artisan groups and communities;
- mapping cultural singularities through a survey which methodology and results will be shared with other UCCN cities;
- creating employment for vulnerable and marginalised groups in the crafts labour market through the Social Crafts Factory initiatives;
- engaging other Creative Cities of Crafts and Folk Art to participate in the International Exhibition of Crafts while broadening the market and creating new international cooperation and exchange;
- implementing Knowledge and Flavours of Brazil Northeast, a transversal project aiming to promote traditional gastronomy, design and crafts; and
- developing a Forum of Municipalities for Urban Planning with other Creative Cities to plan joint-initiatives for supporting creative economies and maximizing resources and results sharing.

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# KANAZAWA (JAPAN)

## DESCRIPTION

Linked to the history of the samurai, Kanazawa is recognized for its many artisan workshops. Crafts and the samurai-influenced culture continue to play an important part of daily life. In the past, the feudal lords invited skilled artisans from Kyoto and Edo (now Tokyo) to introduce craft techniques that combined dynamism with the elegance of the samurai culture. This combination is what characterises Kanazawa's crafts.

Many know-how have continued to this day and have significantly contributed to improving communities' daily lives. Thus, the Kaga-yuzen silk dyeing technique is still used for making kimonos or gold leaf and lacquer ware.

Local artisans are today looking to build synergies with other creative fields in order to associate traditional crafts with innovation and new technologies. Kanazawa's creative economy is driven by a highly sensitive consumer market, cultural investments, and the citizens' taste for craftwork.

The Kanazawa Citizens' Art Center, founded in 1996 a, offers free areas for artistic activities. Inaugurated in 2004, the XXI<sup>st</sup> Century Museum for Contemporary Art makes modern art and craft collections available to over 1.5 million visitors per year.



United Nations  
Educational, Scientific and  
Cultural Organization



City of Crafts  
and Folk Art  
**KANAZAWA**

Designated  
UNESCO Creative City  
in 2009

## CONTRIBUTION TO THE NETWORK

As a Creative City of Crafts and Folk Art, Kanazawa envisages:

- safeguarding know-how and traditional techniques as well as developing and innovating in new technology;
- developing cultural exchanges between Creative Cities involving the exchange of experiences, visions, knowledge, and skills;
- promoting craft tourism and creative tourism;
- further strengthening international exchanges within each region and promoting cooperation with cities in different fields; and
- contributing to the expansion of the UCCN by supporting candidate cities.

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## KÜTAHYA (TURKEY)



### DESCRIPTION

Located in western Turkey, Kütahya has a population of 573,642. It is well known that its history is not only written with letters but also with tiles. Kütahya is indeed the centre of çini making – a ceramic ware using glass powder, quartz and clay. Çini is everywhere in the city's landscape, covering public fountains, civic buildings and railroad stations. A centuries-old celebrated artistic tradition, çini has both a cultural and social function. As of 2016, there are nearly 435 crafts workshops employing 15,000 craftsmen, of which 95 % are related to çini production.

Kütahya hosts several national and international events to promote çini. This includes the International Çini Contest focuses on the promotion and development of this know-how. It recorded a participation of 33 different countries during its last edition. The Advanced Technology Center and Çini and the Ceramic Research and Implementation Centre are two institutions which predominantly concentrate on the research and development aspect of the çini's raw materials. They also focus on further enhancing the technological components of its production in order to sustain resource efficiency and quality criteria.

The City of Kütahya is undertaking a three-pronged development approach for cultural activities. Firstly, in order to promote greater access to cultural spaces, as well as capacity building, Kütahya's Municipality allocates restored historical houses to craftspeople. Secondly, the Directorate of Culture and Tourism has started designating Kütahya's artisans as candidates for Living Human Treasure recognition with a view to enhance their status within the creative sector. Thirdly, aimed at raising visibility and awareness, new spaces are being created to allow a major dissemination of artworks, while important city areas are being decorated by local craftspeople.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Crafts and Folk Art, Kütahya envisages:

- undertaking detailed research on Çini design production in Kütahya with a view to passing this know-how to younger generations;
- increasing awareness and encouraging young people to undertake professional career paths in the crafts and folk art industries;
- developing a certification for Çini production by defining standards and production stages to increase resource efficiency and environmental responsiveness;
- supporting the expansion of the Network in under-represented regions and strengthen international cooperation through the sharing of experiences and knowledge, notably by providing technical assistance to African cities;
- bringing both public and private sectors, as well as the civil society, together to create spaces for research, certification and marketing in order to strengthen creation, production and dissemination of cultural goods and services; and
- supporting artists and craftspeople through dissemination of crafts and folk art products on different markets.

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# LIMOGES (FRANCE)

## DESCRIPTION

A city of 135,000 inhabitants, Limoges is internationally recognised as the French capital of ceramic arts. Limoges' history boasts nine centuries of creativity in the crafts of ceramics, enamel and glass-making. Over time, these crafts have modernised their production tools and have always been a driver of economic growth. The discovery of kaolin in the XVIII<sup>th</sup> century close to Limoges established its renown in the porcelain industry. The sector accounts for around 60 % of the national income, amounting to US\$132 million annually with almost 1,200 individuals employed in the sector. Fifteen companies within the sector post revenues in excess of US\$2.4 million.

Ceramics, enamel and glass-making are important strongholds in Limoges through its many artisan's workshops, collectives, associations, factories, research and development centres, schools and museums. This rich ecosystem is reflected by an extensive schedule of events, including the Toques & Porcelaine ['Chefs and Porcelain'] Festival, held every two years and combining cuisine and porcelain through live cookery demonstrations and talks with debates. At the beginning of 2017, in partnership with the city council, the École nationale supérieure d'art organised research days seeking to explore connections between ceramics, glass, and the transformation of these materials into digital data.

The City of Limoges promotes the inclusion of contemporary art in public spaces, as is attested to by its street furniture and numerous art projects. The City Council's goal of is to turn public spaces into places of experimentation for ceramic arts and to showcase artisan creators and establish inclusive spaces that promote social interaction. Educational activities linked to ceramic arts will also be developed through active, cross-cutting policies, with a view to promoting cultural expressions within civil society and inculcating 'ways of seeing'.

## CONTRIBUTION TO THE NETWORK

As a Creative City of Crafts and Folk Art, Limoges envisages:

- transforming its public spaces into areas of experimentation for its artisan creators (demonstrations, performances and public-sector artistic commissions);
- supporting its artisan creators by establishing a creative market and developing affordable rent workshops;
- creating, for every other year between its two-yearly ceramics and cuisine event, an international craft fair with priority access for creators from other cities within the Network;
- promoting artisan and craft know-how among young people (public workshops, internships, talks and extracurricular activities);
- developing a residency programme for international artists and artisans from other Creative Cities in order to mix different creative spheres and promote exchanges between member cities; and
- promoting North-South cooperation by offering its expertise, thereby enabling cities that so desire to identify their assets and develop these through decentralised cooperation agreements.

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# LUBUMBASHI (DEMOCRATIC REPUBLIC OF THE CONGO)



## DESCRIPTION

The second largest city of the Democratic Republic of the Congo with 1.7 million inhabitants, Lubumbashi is situated along the mining region of the Copperbelt. As copper and malachite industries have long been backbones of the local economy, Lubumbashi is committed to give new impetus to the city's development by using creativity to highlight its industrial legacy. With more than 50 workshops are dedicated to malachite carving, city policies reflect the trade's stature as a key lever to stimulate employment.

Workers of the copper mines have anchored many artistic expressions in the city's cultural identity, from street performance to popular theatre and music including karindula and brakka. This vast amount of creativity has led to the creation of the Copper Eaters Festival, which for the last fifteen years has celebrated artisan work. This event is central to the city's strategy to foster urban vitality, cultural participation and social cohesion. In addition, the city hosts the Picha Encounters, also referred to as the Lubumbashi Biennale for Visual Arts, which is known to be one of the most innovative and experimental cultural events in Africa for showcasing urban-related works of art.

So far, culture and creativity within the city has been developing in the informal sphere. However, the Municipality, together with civil society, is keen to work towards developing a comprehensive policy framework for culture. Current measures facilitate the establishment of cultural organizations and creative industries, as well as increase the number of training programmes and job opportunities for artists and artisans. Lubumbashi wishes to develop its networks further with the aim of allowing this post-industrial city to advance with a sustainable urban renewal and development path, using culture and creativity as a driver.

## CONTRIBUTION TO THE NETWORK

As a Creative City of Crafts and Folk Art, Lubumbashi envisages:

- undertaking research on the production and dissemination, as well as social impact of crafts and folk art by valorising the city's mining legacy and the status of artisans;
- developing local, regional and international networks of crafts persons to increase employment opportunities and training offered for young people;
- involving other Creative Cities of Crafts and Folk Art to undertake research on contemporary approaches on the notion of folk art, as well as on collective memory in post-industrial cities; and
- supporting fair trade of works of crafts and folk art in the global market.

## CONTACT

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## LINK

Lubumarts  
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## MADABA (JORDAN)



### DESCRIPTION

Located near the Jordan capital city, Madaba (180,000 inhabitants) is also referred to as the city of mosaics. Known for its Byzantine and Umayyad mosaics, it is where the largest number of mosaics has been discovered in their original location in the world, including the oldest surviving depiction of the Holy Land. The protection, restoration and maintenance of these mosaics have become important to both the citizens and the local authorities, stimulating the revival of mosaic handicraft and a large mobilization of local craftsmen. Mosaic craft is one of the main local economic resources and has created 800 employment opportunities and 150 workshops.

The archaeological excavation in Madaba contributed to the discovery of hundreds of mosaics. In this framework, the city established the Madaba Institute for Mosaic Art and Restoration; the only institute in the Middle East specialised in teaching mosaic conservation and production techniques. Through the support of the Municipality, mosaics have become an important economic enabler and the basis for agreements and twinning projects with cities around the world, through the organisation of several events and exhibitions. The Mosaic Festival for example, launched in 2014 in partnership with Middle East University, aims to promote the mosaic industry and tessellation work of local craftsmen. In 2016 Madaba was bestowed the title of Mosaic City by the World Crafts Council.

As part of a partnership between the Municipality of Madaba, the Ministry of Tourism and Antiquities and the Department of Antiquities of Jordan, the Mosaic Workshops Instructions have been established to raise awareness and train craftsmen and stakeholders in responsible and sustainable approaches of the mosaic industry. The workshops focus notably at preventing illegal exportation of mosaic antiquities by labelling them as modern artworks, as well as at strengthening artisans' rights and working conditions through safe work environment, health insurance and social security systems.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Crafts and Folk Art, Madaba envisages:

- establishing a committee for preserving mosaics and handicrafts in Madaba and strengthening craftsmen rights and working environments;
- launching the Madaba Creative Festival for Handicrafts and Mosaics, inviting other Creative Cities of Crafts and Folk Art to share best practices and experiences in production techniques and design;
- creating a comprehensive database for Madaba ancient mosaic artworks, to facilitate their management, monitoring, safeguarding and transfer of them to the next generation;
- renovating the AlQeser Wheat Milling heritage building to become a museum that will showcase the story of wheat milling in Jordanian heritage and Madaba's folk art; and
- launching a local radio station for Madaba Municipality called 'Hawa Madaba', to raise awareness on cultural heritage and promote mosaic artworks.

### CONTACT

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## NASSAU (BAHAMAS)

### DESCRIPTION

Capital city of the Bahamas located on the island of New Providence, Nassau is one of the oldest cities of the Americas. At the crossroads between North America and the Caribbean, Nassau has long been a hub for waves of migration between the Antilles and the continent, as well as a meeting platform for disparate groups from the African diaspora.

The crafts and folk art of Nassau reflect this history of migration, contributing a distinct culture, whilst showing clear kinship with their countries of origin. Bahamian cultural forms may thus be viewed as a bridge between the cultural complexes of the two regions.

Junkanoo and straw art are among the most outstanding Bahamians creative and cultural traditions. Firmly grounded in Bahamian history and heritage, the Junkanoo masquerade tradition, has had a significant positive impact on the development and preservation of the country's indigenous arts and crafts. At the same time, it has privileged creativity and resourcefulness in the use of available materials and has provided an avenue for greater economic independence for generations of Bahamians. Through the development of the local creative economy and exchange with other Creative Cities, Nassau plans to diversify its economy and increase participation in cultural life.



### CONTRIBUTION TO THE NETWORK

As a Creative City of Crafts and Folk Art, Nassau envisages:

- forging stronger relationships with UCCN cities via electronic media;
- sharing historical and educational information on the Bahamian straw and Junkanoo traditions in addition to fostering educational exchange programmes on this topic;
- strengthening the city's relationship with Santa Fe, fellow Creative City of Crafts and Folk Art, with which it has already developed an active partnership; and
- acting as a conduit for the promotion of the UCCN and the creative tourism model throughout the Caribbean region.

### CONTACT

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## OUAGADOUGOU (BURKINA FASO)



### DESCRIPTION

Capital of Burkina Faso, Ouagadougou is a political, administrative and cultural centre and home to over 80 % of the population of the central region, with 2,000,000 inhabitants. Bronze-working originated in Nionsin, a neighbourhood initially home to three major families who specialised in the lost wax casting of copper and bronze. Over time, many other groups developed an interest in the craft, which has become the chief source of income for many families. The sector has a considerable impact on the local economy, with service-based craftsmanship employing 13 % of workers in the informal sector and comprises 375 businesses and organisations.

Currently, various training centres set up by the State, the municipality and professional guilds transmit artisanship. For example, the National Centre for Arts and Crafts, the Craft Village, the Bronze Display and the Lukaré Centre offer young people training programmes to ensure continuity in a dynamic dialogue between heritage and creativity. The city hosts two major two-yearly cultural events: the Ouagadougou International Craft Fair (SIAO) and the Ouagadougou Pan-African Cinema and Television Festival (FESPACO).

To support local cultural industries, the Ouagadougou city council places an emphasis on the professional accreditation of young artists through the organisation of technical training, and on improving their working conditions with the building of multi-use cultural complexes including production facilities, an auditorium, and training spaces (Reemdoogo 1, Palais JP Guingané, Maison du Peuple). The municipal government is aware of the importance of bronze-working and has created the Bronze Display to permanently establish and promote the craft and to encourage the sale of its products on markets. As an important driver of the local creative economy, the municipality has pursued a craft revitalisation policy that establishes Nionsin as an iconic neighbourhood in this respect.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Crafts and Folk Art, Ouagadougou envisages:

- implementing a cultural development programme including the creation in the suburbs of a music development centre, Reemdoogo 2 in Dassasgho, and a social-cultural centre to develop artistic practices in Sig-Noghin;
- refurbishing the first group of bronze workshops and cultural development of the shores of dam No.2 in Nionsin, an historic bronze-workers' neighbourhood in partnership with national and international companies as part of their social responsibility programmes;
- devising a strategy for the international promotion of local craft, art and design production and developing exchange residencies; and
- transforming Ouagadougou International Bronze and Design Fair (SIAO), which will offer international workshops on 'Culture, the Environment and Urban Planning'.

### CONTACT

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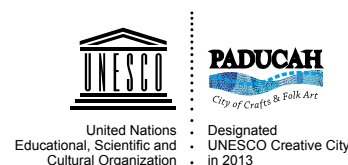
### LINK

Ouagadougou craft village  
[www.villageartisanal-ouaga.com](http://www.villageartisanal-ouaga.com)





## PADUCAH (UNITED STATES OF AMERICA)



### DESCRIPTION

A national heritage destination located at the heart of America's inland waterways, Paducah, Kentucky, is distinguished by a longstanding tradition in the fine craft of quilting. Known as 'Quilt City' for its depth of present-day quilt and fibre art-related assets, Paducah is home to the American Quilter's Society (AQS) and the celebrated National Quilt Museum of the United States. The arts and cultural industries are a significant driver for the urban and economic revitalisation, with non-profit arts organisations and their audiences alone generating nearly US\$27.5 million every year.

Fabric and craft-related industries, supported by a steady stream of visitors seeking creative inspiration in Paducah's artistic landscape, provide a favourable impact on the local economy year-round. Host to the original AQS QuiltWeek Barbecue on the River, Lower Town Arts and Music Festival and the River's Edge International Film Festival, Paducah offers authentic cultural events and experiences in all creative fields, reflecting the artistic nature of this historic river city.

The City of Paducah's award-winning Artist Relocation Programme attracted working artists of all types to participate in creative energy and reside in its oldest residential neighbourhood. The campus of Paducah School of Art and Design represents the future of the Arts District and sustainability of the local creative economy. Paducah's heritage is reflected and preserved in architecture and wall-to-wall murals. The 50 life-sized murals by internationally recognised artist Robert Dafford, depict pivotal moments from Paducah's past and are a testament to the transformative power of creativity and public art to augment sense of place.

### CONTRIBUTION TO THE NETWORK

As Creative City of Crafts and Folk Art, Paducah envisages:

- providing a platform for UCCN members to showcase their creativity in the United States of America;
- fostering national and international awareness of the UCCN through Paducah's branding, public relations, marketing, speaking engagements and social media campaigns;
- utilising the UNESCO Creative Cities platform to take a leadership role in educating the tourism industry, the national arts community and government officials on the value of creativity, creative tourism and the UCCN;
- emphasising the role of Crafts and Folk Art, notably of fibre arts, in creative expression; and
- championing partnerships with UCCN members in the United States of America to strengthen the Network's collaborative impact.

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## PEKALONGAN (INDONESIA)



### DESCRIPTION

Pekalongan, also known as the 'Batik City' is home to 300,000 people. In this multicultural city, different communities live together and share each other's cultural expressions in the many exhibitions, parades and events held throughout the year.

Handcrafts, such as hand-drawn and hand-stamped batik, are the main pillars of the city's economy. Closely tied to art, culture and the economy, batik design and production are an essential part of Pekalongan's identity. Integrated into the city's educational system, Batik culture also is enshrined in the creative economy development plans.

Safeguarding and further developing Batik culture and the surrounding craft villages is a priority for Pekalongan. The Batik Museum and the adjacent workshops for students form an important arts centre. They have been recognized as a best safeguarding practice of intangible heritage.

Pekalongan is an excellent example of how culture-based development can support citizens, particularly women, in developing viable income generating activities and improving their quality of life.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Crafts and Folk Art, Pekalongan envisages:

- safeguarding the Batik tradition and its unique combination of art, craft and income generation for citizens;
- developing the social, cultural and economic infrastructures linked to the Batik-making process;
- strengthening relevant institutions and supporting scientific and technological advancement, in order to stimulate education on Batik, and to safeguard and develop Batik culture;
- fostering the creative economy through supporting clusters and centres specialized in Batik as well as increasing efforts to promote Batik on local, national and global levels;
- creating collaborative networks with academic, governmental and civil society stakeholders in the Batik industry;
- promoting an environmentally friendly Batik industry; and
- developing information and communication technologies to support the development of the Batik sector.

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## PORTO-NOVO (BENIN)

### DESCRIPTION

Porto-Novo (pop. 300,000) is the capital of Benin and one of the oldest cities in the country. Building on its colonial past and migratory flows recorded over the centuries, Porto-Novo possesses a unique cultural identity and a creative social dynamic based on sharing and peaceful coexistence. Artisanry in the city of Porto-Novo is highly diverse and organised, with 42 craft guilds. Moreover, families have specialised in specific crafts such as blacksmithing, pottery, wickerwork and the manufacture of musical instruments. The participation of artists and artisans and women in reflection on the city is vital in order to develop a sustainable city project. Through their creativity, they help anchor cultural values, togetherness and cohesion in urban development projects.

The city has organised the first International Festival of Arts and Culture of Porto-Novo. It has also hosted and supported a number of cultural events such as the Urban Outbreak Festival-Workshops, a public forum for the expression and exhibition of contemporary art in Porto-Novo. The Festival brought together several artists to work on renovating and upgrading the city's traditional squares. The 4<sup>th</sup> Porto-Novo West-African Urban Planning Workshops Event had also united architects, geographers, landscape gardeners, sociologists and artists, working jointly on the theme 'Porto-Novo, Green City'.

As a prelude to the roll-out of its 2015-2019 Municipal Development Plan, Porto-Novo Municipality organised the Forum on the City's Vital Forces to develop Porto-Novo based on the theme of 'Porto-Novo, City of the Future'. The 2015-2019 Municipal Plan identifies, among the chief restrictions associated with developing the art and craft sectors, the lack of training of craftsmen and women and the lack of resources for the development of arts and crafts, along with the absence of a municipal policy to promote arts and crafts. In this regard, the city is seeking to increase the ways in which culture can play a role to make it an engine for human and urban development.



### CONTRIBUTION TO THE NETWORK

As a Creative City of Crafts and Folk Art, Porto-Novo envisages:

- implementing a strategy to revitalise art, culture and tourism, working jointly with cultural actors to foster the emergence of a mechanism for the participation of artists in regional promotion and development, and to support local foundational artistic creation projects in the area of crafts and folk art;
- developing youth training programmes for crafts, and capacity-building for artists notably through the use of new technologies;
- consolidating the Porto-Novo International Festival and making it an event that promotes local arts and crafts with the participation of other Creative Cities;
- developing cooperation with other cities in the Network within a framework of concrete, inclusive projects that foster a dynamic of togetherness among peoples and South-South and North-South cooperation;
- enhancing the visibility of UNESCO and promoting actions in the field of crafts and folk art; and
- creating links between Beninese and international actors in crafts and folk art.

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# SAN CRISTÓBAL DE LAS CASAS (MEXICO)

## DESCRIPTION

Located in the Mexican state of Chiapas, San Cristóbal de las Casas comprises a population of 186,000 with a high proportion of indigenous peoples who make a significant contribution to the thriving sector of crafts and folk art. While being the main driver of the local economy, crafts and folk art are embodied throughout ten neighbourhoods of the city, showcasing a diversity of traditional know-how in blacksmithing, pottery, woodcarving, amber jewellery making and embroidery. Crafts and folk art are part of everyday life and play a key role in interconnecting urban and rural areas, as well as fostering intercultural dialogue and social cohesion.

The city's most popular cultural event is the Spring Fair and Peace, which takes place every April, and has done so for more than a century. The fair celebrates the start of spring and involves all the artists within the city. While fostering access and participation to cultural life, the event pays particular attention to empowering women from indigenous communities. In addition, the square of Santo Domingo Church is often alive with cultural activities, and hosting the traditional tianguis (open-air markets) for crafts and folk art.

Committed to giving a new impetus to the crafts sector, in 2012, the city launched the Maya World Textile AC Centre. This hub has enabled the city to foster the crafts sector by providing creative spaces for research, protection and promotion of local crafts, in particular Maya textile. Thanks to a tight cooperation between public and private institutions, as well as civil society, this centre has benefitted nearly 800 artisans from 30 different indigenous communities in a three-year period. It has now become a nationally ranked reference for the protection and promotion of crafts and folk art.

## CONTRIBUTION TO THE NETWORK

As a Creative City of Crafts and Folk Art, San Cristóbal de las Casas envisages:

- mapping the creative sector under the methodology of Participatory Action Research of Fals Borda to support and orient creativity-related policy development at the local, regional and national levels;
- implementing the Creative Design and Crafts and Folk Art Center, a multidisciplinary creative hub to foster exchanges among and between local and regional artisans and design creative entrepreneurs;
- strengthening cooperation between local governments, academia, civil society and the private sector to fully integrate culture and creativity within integrated and sustainable policies and plans;
- positioning the city as an international reference point in crafts of folk art by consolidating international cooperation with other Creative Cities; and
- multiplying artistic residencies to nurture the mobility of artists within the Network, and to encourage research, development and innovation of crafts products.

## CONTACT

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United Nations  
Educational, Scientific and  
Cultural Organization



San Cristóbal de las Casas  
CITY OF CRAFTS AND FOLK ART  
Designated  
UNESCO Creative City  
in 2015





## SANTA FE (UNITED STATES OF AMERICA)



### DESCRIPTION

Culture has been an integral part of the city's history and cityscape of Santa Fe. The exchange of goods and ideas is deeply rooted in the city's history, with the trade fairs attended by Native Americans and Mexico's indigenous peoples – such as El Camino Real and the Santa Fe Trail – to the markets and art fairs of today.

The cultural diversity of Santa Fe has helped build the city into what it is today. Native American traditions, including weaving, pottery, jewelry and dance remain an important part of contemporary Native culture and are present throughout the urban space. Spanish colonial art forms also continue to thrive today including folkloric dances, straw applique and tinwork. Santa Fe, where one in 10 jobs are tied to arts and cultural industries, is also home to more than 250 galleries, a vibrant performing arts community and a wide range of museums.

Three major annual art markets are organized each year: the Santa Fe International Folk Art Market; the Traditional Spanish Colonial Market and the Indian Market. Santa Fe is also proud to have a great percentage of writers and authors in the labor force of the national level.

Local tax supports the artistic vitality of the city. 1% of the hotel taxation is invested in local arts organizations, helping to maintain a flourishing arts community, while contributing to tourism attractiveness. Furthermore, two percent of the cost of city buildings and infrastructure support site-specific public artworks. The Railyard, for example, is home to galleries, restaurants and the Santa Fe Farmers' Market, one of the most recognized farmers' markets in the United States. The Santa Fe University of Art and Design also contributes to the city's vibrant creative economy by bringing creative young people to the city.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Crafts and Folk Art, Santa Fe envisages:

- developing partnerships and pilot programmes that contribute to the development of creative tourism;
- bringing together UCCN members to exchange on areas of common interest in order to strengthen the creation and production of cultural goods and participation in cultural life;
- participating in meetings and conferences that promote the sharing of research, studies and practical experience on the integration of culture and the creative industries in local development; and
- facilitating and participating in exchanges providing training and capacity building for artists, administrators and officials.

### CONTACT

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Santa Fe Arts Commission  
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## SASAYAMA (JAPAN)

### DESCRIPTION

Located in the Hyōgo region of Japan, Sasayama bears witness to a rich diversity of over 4,700 different expressions of crafts and folk art. The best known is the tanba-yaki pottery, which skillset has been passed down from one generation to the next for over eight centuries, and is considered as one of the six most ancient potteries in Japan called the 'Six Old Kilns'. It is a genuine symbol of the local pride.

Every year, the best works of tanba-yaki are showcased at the Tanba-yaki Pottery Festival held in the Museum of Ceramic Art. This event annually attracts more than 140,000 visitors from Japan and all over the world. In addition, Sasayama is also known for its Dekancho Festival, which takes place at the former site of Sasayama Castle, and is dedicated to the popular folk dance bon-odori, which originated from the city.

To sustain the crafts and folk art sector, the city has implemented several training schemes and cooperative associations. Sasayama fosters a comprehensive and integrated policy framework by involving different stakeholders of the creative sector in the decision-making process. The city is firmly committed to invest in creativity for moving along a sustainable urban development path; a pledge recently supported by the rehabilitation of about fifty ancient houses into creative spaces.



### CONTRIBUTION TO THE NETWORK

As a Creative City of Crafts and Folk Art, Sasayama envisages:

- transmitting and perpetuating the traditional know-how of tanba-yaki pottery within the next generations of artisans;
- establishing a school of artisans focusing on research and innovation, and involving multi-stakeholder cooperation;
- cooperating actively with other Creative Cities, notably on exploring fruitful linkages between the creative fields of crafts and folk art and gastronomy;
- fostering artistic exchanges through the Tanba International Residency programme aimed at investing in youth creativity for revitalizing abandoned houses and using environment-friendly materials and methods; and
- positioning the city as a successful model of creativity-led sustainable urban development.

### CONTACT

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### LINK

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## SHEKI (AZERBAIJAN)



### DESCRIPTION

One of the most ancient cities in Azerbaijan, Sheki (pop. 172,000) is known as a city of fine architecture, sericulture and traditional crafts. Sheki was one of the strongholds of Azerbaijani segment of the ancient Silk Roads. Its well-preserved urban heritage reflects the development of crafts, such as shebeke (wooden-framed stained glass) and pottery. Sheki was also an important centre of silk production in the Caucasus. Crafts production today represents 14.4% of the incomes, supported by 253 masters-craftsmen, out of whom 59 are women, specialised in 18 types of craft.

In the framework of World Bank's Azerbaijan Cultural Heritage Project, several activities were implemented to sustain Sheki's crafts sector. A key result was the creation of the Sheki Crafts Association, which has, since 2006, been the main organiser of craft fairs, conferences and trainings. The association has implemented various programmes with the aim of improving working conditions for craftsmen, creating high-quality crafts products, developing entrepreneurial skills among craftsmen and increasing awareness surrounding tradition crafts within the youth community.

In recent years, the Sheki Municipality and its Executive Power organised training sessions with members of craft associations to promote employment opportunities and improve social security for artists and craftsmen. From 2013 to 2014, the number of people employed in the craft sector has increased by 22.3%. With the support of a national programme on protecting intellectual property implemented between 2012 and 2014, the municipality has established a new policy-framework on intellectual property for creative works linked to crafts and folk art.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Crafts and Folk Art, Sheki envisages:

- initiating a programme to enhance local creation, production, distribution and dissemination of crafts and folk art;
- establishing the Institute for Arts and Crafts of Sheki; a hub of vocational education in crafts techniques, as well as entrepreneurial, management and marketing skills in creativity and innovation;
- developing a multi-stakeholder strategy on cultural tourism, aimed at improving access to artistic workshops, especially for people with disabilities;
- organising the biannual Sheki International Crafts and Folk Art Fair, aimed at strengthening partnerships with other Creative Cities;
- participating in regional network of cities from Turkic-speaking countries to stimulate the integration of crafts and folk art sectors into local development plans; and
- carrying out a feasibility study on projects that explore new potential cultural tourism routes that link Sheki with other cities of the Network in the fields of crafts and folk art, gastronomy and music.

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## SOKODÉ (TOGO)



### DESCRIPTION

As the second largest city after the capital Lomé, Sokodé, a city of 95,070 inhabitants, is renowned for the art of weaving, an activity that is highly regarded among craftsmen and women. Although intended to produce the day-to-day clothing of the city's inhabitants, the weavers' wrappers are also used to sow the tunics and large embroidered boubous that Tem knights wear on Festival days. Weaving accounts for over 35 % of all activity among the many guilds within the craft sector of Sokodé. The strength and dynamism of the craft sector are major drivers of the local economy and contribute significantly to the income of both the city and the country.

Sokodé hosts major events that play a role in promoting the crafts and folk art sector, including the Togo Sokodé International Fair, the Togo Craft Fair and annual events such as the Gadao-Adossa Festival. The name Gadao-Adossa is the common term designating two major festivals, namely Gadao for the Tem, and Adossa for the community of Didaouré. Sokodé also hosts the Inter-Professional Grouping of Craftsmen and Women of Togo (GIPATO), a national weavers' training centre, which is currently training in new methods for weaving wrappers and traditional clothing.

The Sokodé municipality, through its 2015-2019 Communal Development Plan, has established culture as a priority for sustainable urban development through two programmes. The first seeks to promote local tourism, crafts and the historical values of the commune through the organisation of a number of training workshops supporting craftsmen and women in the development of their businesses and a feasibility study for the setting in place of food-processing and semi-traditional crafts units. The second programme envisages the building of a communal museum, supporting the organisation of cultural festivals and building a large capacity auditorium.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Crafts and Folk Art, Sokodé envisages:

- implementing the Projet SOS Artisanat [SOS Crafts Project] to promote the know-how and craft trades and to encourage younger generations and excluded women to become involved in the sector to make it a strategic socio-economic sustainable development tool;
- helping to revitalise and promote the works of craftsmen and women and artists through the creation of a crafts and folk art farm in the Central Region;
- fostering the participation of other Creative Cities in the Foire Artisanale et Culturelle de Sokodé [Crafts and Culture Fair], organised annually to promote socio-economic development based on crafts and culture, skills-promotion and capacity-building; and
- implementing a joint-working framework, to enable dialogue among craftsmen and women on current and future issues facing the crafts and folk art sector, sharing experience, presenting and promoting concepts and stimulating research.

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## SUZHOU (CHINA)

### DESCRIPTION

Suzhou is situated in the Yangtze River Delta on the west shore of the Pacific Ocean. The first evidence of settlement dates back more than 2,500 years. Suzhou is home to a number of impressive historical sites, including the city's numerous temples and its Classical Gardens, which have been inscribed on the World Heritage List.

Pilot city of the Chinese Ethnic and Folk Culture Protection Project, Suzhou is known for its traditional handicrafts involving paintings and calligraphic art. Recognized for their elegance and beauty, calligraphy, carving and embroidery are of particular importance to the local communities.

Building on these traditions, Suzhou is focusing on fostering creativity and promoting the integration of its renowned history and culture together with tourism, innovative businesses, technology, fashion and other creative domains. An innovative metropolis and an important business centre, Suzhou is committed to establish itself as a hub of international talents, industries and information.



### CONTRIBUTION TO THE NETWORK

As a Creative City of Crafts and Folk Art, Suzhou envisages:

- proposing a wide range of pilot projects which increase the accessibility to cultural life and cultural products;
- fostering innovation in the manufacturing, distribution and sharing of cultural products;
- strengthening the whole creative industry production chain;
- improving the visibility of creative projects in the city's urban spaces; and
- strengthening the creative industries and further incorporating them into Suzhou's development plans.

### CONTACT

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### LINK

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# TÉTOUAN (MOROCCO)

## DESCRIPTION

City of 400,000 inhabitants, Tétouan is the second largest economic hub in the Tanger-Tétouan-Al Hoceima region in Morocco. Craft activities date back to the foundation of the city in the XV<sup>th</sup> century. They still have an influence in the city itself through urban planning that establishes craft neighbourhoods encompassing Zellige, Taajira embroidery, encrusted and painted wood and wrought ironwork. Building on its Arab-Andalusian heritage, the arts and craftwork of Tétouan is set apart by a unique know-how perpetuated by its master-craftsmen and women. With nearly 6,000 craft units and over 150 young artisans joining the job market each year, the craft sector in Tétouan has an undeniable vitality.

Crafts are a unifying activity for communities, as well as being established as an active tertiary sector that has shown itself capable of renewal through the interest of artists and researchers. A number of local events in Tétouan, namely the craft forum Rencontres des artisans, offer a platform for public discussion on development of the sector. Each year on the fringes of the Women's Voices International Music Festival, local crafts led by women are showcased at the pop-up event Marché au fil du temps.

As part of Tétouan's Urban Development Programme, which seeks to restructure and upgrade under-equipped neighbourhoods, 8 libraries and three 3 local community spaces have been built, thereby providing unique venues to promote access to culture for all, notably for young people. In 2016, in the craft sector, Tétouan's Municipality fostered and supported the creation of the federation of craft guilds, which provided considerable support to structure the sector and enable networking among its various actors. As part of the Regional Development Plan for Crafts, Tétouan benefited from a number of actions targeting infrastructure renewal, modernisation of production techniques in the weaving industry, and the consolidation of training bodies for craftwork.



## CONTRIBUTION TO THE NETWORK

As a Creative City of Crafts and Folk Art, Tétouan envisages:

- combining traditional know-how and conceptual capacity to energise research and development and promote creativity and innovation in craftwork through the creation of the Club des 3A, a training programme in architecture, craftwork and art;
- working towards the dissemination of know-how for the craft professions of Tétouan;
- consolidating cultural outreach through the organisation of a number of events such as Tétouan Craftwork Spring Festival, the Artistic Creativity Prize and the Tétouan Architecture Week;
- supporting the structuring of the local craft sector to improve contribution to the development of the social and solidarity economy through private-public sector partnerships, notably through the project to revitalise the leather work crafts of Tétouan; and
- organising a summer workshop around the theme of 'Traditional Building in all its Dimensions' to promote and disseminate craftwork professions linked to the restoration of old buildings, and open to students of other Creative Cities within the Network.

## CONTACT

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## LINK

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## TUNIS (TUNISIA)



### DESCRIPTION

Tunis has been the country's capital since the XIII<sup>th</sup> century and is currently home to 638,850 inhabitants. The city stands in an exceptional location at the heart of the Mediterranean and at the crossroads between the major trans-Saharan trade routes, and has established itself as a trade hub and a natural point of exchange with Europe. As a centre of cultural outreach, it is also one of the greatest seats of learning in the Arab world. Granted UNESCO World Heritage status in 1979, the Medina of Tunis is a living testimony to XVIII<sup>th</sup> century urban planning and a major hub for craft creation. Around forty souks form a network of little covered alleyways lined with traders' and artisans' stores that are grouped by type of craftwork.

The Salon de l'Artisanat [Crafts Fair] in Kram, which is organised each year by the National Handicrafts Office (ONAT), is the most visited exhibition at national level. This major event brings together artisans from all regions of the country and hosted 140,000 visitors in 2017. The Medina Festival, launched in 1982, is also a flagship event that invites a broad public to rediscover through cultural evenings the history of the Medina, and its architectural, musical and craft heritage.

Since 2000, the Municipality and the Association de sauvegarde de la Médina de Tunis - ASM [Association for the Protection of the Tunis Medina] have been committed to an ambitious programme to reclaim slum housing and renovate and restore historic buildings. Between 2008 and 2016, as an ongoing part of this programme, the two institutions have carried out two successive urban rehabilitation operations that sought to revitalise the traditional urban landscape and showcase the façades of several neighbourhoods within the Medina, including the Andalous neighbourhood. Run in close collaboration with residents and artisans, these participatory projects have provided food for thought on how to approach the restoration of old buildings and have helped to promote craft professions, whilst fostering the dissemination of know-how.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Crafts and Folk Art, Tunis envisages:

- restoring buildings within the city's ancient fabric to host craft and folk art associations and a Mediterranean Centre for Applied Arts;
- mapping the spaces in which craftworks are sold and produced and conducting an inventory of the crafts and master craftsmen and women of the city in order to make the sector a central feature of the Tunis Development Plan;
- organising thematic craft days in the Medina to promote craft professions that are in decline and promote the sharing of new techniques and the perpetuate traditional know-how;
- building up international cooperation and exchange of expertise with other Creative Cities through the development of joint projects; and
- drawing upon the experience of other Creative Cities to guide the carrying out of reforms in professional training for traditional crafts.

### CONTACT

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### LINK

Commune of Tunis  
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# CREATIVE CITIES OF DESIGN

Bandung  
Beijing  
Berlin  
Bilbao  
Brasilia  
Budapest  
Buenos Aires  
Cape Town  
Curitiba  
Detroit  
Dubai  
Dundee  
Geelong  
Graz  
Helsinki  
Istanbul  
Kaunas  
Kobe  
Kolding  
Kortrijk  
Mexico City  
Montréal  
Nagoya  
Puebla  
Saint-Étienne  
Seoul  
Shanghai  
Shenzhen  
Singapore  
Turin  
Wuhan



## BANDUNG (INDONESIA)



United Nations  
Educational, Scientific and  
Cultural Organization



Bandung - City of Design  
Designated UNESCO  
Creative City in 2015

### DESCRIPTION

Capital city of West Java Province in Indonesia, Bandung is home to 2.5 million inhabitants. The city has established itself as an innovative hub for creativity and entrepreneurship. 56% of the economic activities are design-related, with fashion, graphic design and digital media being the top three subsectors in the local creative economy. Many creative initiatives are driven by the city's young population. Bandung hosts a wide range of workshops, conferences and festivals, all encouraging the development of creativity, particularly prototypes and product design.

Drawing in its experience of 8 urban villages designated as creative villages, Bandung has secured an expertise in the development of creativity. This know-how is demonstrated by the variety of programmes and events organised by the city, such as Helarfest – one of the Bandung Creative City Forum (BCCF) signature programmes aimed at fostering networks among creative cities. Through the DesignAction.bdg workshop, Bandung hopes to find concrete solutions to urban issues, through civic engagement by improving inclusive public space with design.

The Bandung Municipal Government is committed to stimulating the creative economy through the implementation of new centres, industry areas, R&D support and events. Examples include a Regional Development Acceleration Innovation Program (PIPPK) and Melati credit system, which provides financial support to actors and incubates new creative industries. Launched in 2015, the Bandung Creative Centre (BCC) also functions as an essential platform for stakeholders at both the national and the international level for fostering the exchange of creative experiences and ideas.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Design, Bandung envisages:

- establishing a thematic public park dedicated to the UCCN, which will represent the Creative Cities in various artistic forms, as well as showcasing the diversity of urban cultures;
- enhancing collaboration with other Creative Cities through creative festivals, joint events and workshops, notably by organizing an annual Asian-African Carnival with the aim of promoting under-represented cities and South-South cooperation; and
- establishing 30 Creative Hubs and supporting 100,000 new creative entrepreneurs over 5 years to enhance the local creative economy, notably through the Little Bandung Initiative, which will have a dedicated corner for exchange of joint products, workshops and events with other cities in the Network.

### CONTACT

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#### LINK

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# BEIJING (CHINA)



## DESCRIPTION

Capital of China, Beijing bears witness to a 3,000 years cultural history. Since it joined the Network in 2012, the Creative City of Design has gradually become a driver of sustainable development. As a Creative City, Beijing has been nurtured by its deep cultural heritage and its abundant science and technology (S&T) resources. The city has more than 400 S&T research institutes and 15,975 national high-tech enterprises, ranking first in China. In 2017, the added value of the cultural and creative industries reached US\$31.5 billion, accounting for 12.3% of the city's GDP.

Beijing actively supports its sustainable development with design. In 2017, the revenue of design industry exceeded US\$36 billion, with a total of 23,000 professional design agencies (legal person corporations), employing more than 250,000 people. From 2014 to 2016, the revenue of design industry increased by an average of 11%, 5% higher than the city's GDP growth rate.

In 2012, Beijing established the Beijing City of Design Coordination and Promotion Committee and released the Outline of Construction and Development Plan of Beijing City of Design (2013-2020). Beijing has also been carrying out international projects to integrate into the global network of innovative design. Beijing holds annually the China Red Star Design Award, organized two sessions of the UNESCO Creative Cities Beijing Summit in 2013 and 2016, and held the 'Experience China·Design Beijing' exhibition at UNESCO headquarters in 2014. The International Center for Creativity and Sustainable Development (ICCSA) was designated as a Category 2 Center under the auspices of UNESCO in Beijing by the General Conference of UNESCO at its 38<sup>th</sup> session in November 2015.

## CONTRIBUTION TO THE NETWORK

As a Creative City of Design, Beijing envisages:

- developing ICCSD into a global 'Laboratory of Thoughts' with a focus on creativity, innovation, sustainable development and creative cities by supporting research, promotion, training, practices sharing and decision-making;
- carrying out the Design Promotion Plan at the city level to promote the development of the design industry and its linkages with other industries;
- holding the China Red Star Design Award annually to recognize outstanding design, encourage the creation of new high-quality products to benefit people's life, and promote more sustainable patterns of consumption and production;
- implementing projects promoting urban quality of life that use design to promote the protection of historic and cultural cities, and the transformation and revival of the Old City; and
- organizing various international design events on a regular basis including the UNESCO Creative Cities Beijing Summit, the Beijing Design Week, and the China Fashion Week, to promote exchange and cooperation with other UCCN member cities especially of the design field.

## CONTACT

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## BERLIN (GERMANY)



United Nations  
Educational, Scientific and  
Cultural Organization



City of Design  
Designated UNESCO  
Creative City in 2005

### DESCRIPTION

A hub for cultural Industries – for both amateurs and established designers – Berlin is renowned for its design tradition and commitment to contemporary creation, reflected in many social, economic and cultural achievements

The Projekt Zukunft, developed by the Department for Economics, Technology and Research of the Berlin Senate, has had a key role in promoting the creative economy. It provides a platform for developing strategies for the city – including a centre for the arts – and facilitating dialogue between creative actors, notably by creating cultural exchange platforms, initiating networks for the digital and creative economy, organizing exchanges with businesses or developing new communication tools. Projekt Zukunft also undertakes studies and implements innovative projects for the economy and the society as a whole.

There are five Arts Universities and numerous privately funded institutions in Berlin which offer a wide range of design-oriented educational opportunities. Thanks to these infrastructures, the city is home to more than 5,000 design students every year. Close relations with other institutions from around the world have created an excellent basis for exchange programs and international collaboration.

There are also numerous regional and international networks for design and fashion in Berlin. A wide range of them are based in the city, including Create Berlin Network, the International Design Center Berlin, designpool and berlindesign.net.

The open-minded environment that characterises Berlin provides the ideal framework for internationally recognized trade fairs, festivals and platforms such as Design Mai, Update, the Berlin Photography Festival and the Walk of Fashion, all of which promote international exchange and support Berlin's design.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Design, Berlin envisages:

- actively contributing to and participating in UCCN activities;
- disseminating and sharing knowledge and lessons learnt in the field of design; and
- exchanging and collaborating with both Cities of Design and the UCCN as a whole.

### CONTACT

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### LINK

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## BILBAO (SPAIN)

### DESCRIPTION

Renowned for its industrial past, Bilbao has experienced over the past decades sweeping social, cultural and economic transformations. Creativity, design and culture are central to the city's development strategy, owing to their important role for the development of the local communities, but also as a driver of the economic and social transformation.

Thanks to public and private support and extensive social involvement, Bilbao has become a reference in fields such as architecture, industrial and interior design, new technologies, fashion, audio-visual, video games and crafts. All these sectors are represented in the Bilbao Bizkaia Design and Creativity Council (BiDC), a public and private body comprising more than 150 members who share a common goal; fostering design and creativity to lead the new economy.

These joint efforts have resulted in the transformation of Bilbao into a vibrant and dynamic city with major cultural facilities contributing to the economy in terms of wealth creation, employment and social well-being.



### CONTRIBUTION TO THE NETWORK

As a Creative City of Design, Bilbao envisages:

- promoting design-orientated urban policies;
- integrating goals related to cultural and creative industries into local development plans;
- promoting educational programmes;
- hosting international design events;
- organizing and taking part in international events; and
- cooperating with other UCCN members (pilot projects, studies and meetings).

### CONTACT

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### LINK

Bilbao Bizkaia Design and Creativity Council

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## BRASILIA (BRAZIL)

### DESCRIPTION

Design and innovation are rooted in Brasília's history. Founded as the capital of Brazil, the city was transformed through a national project of economic and urban development. These changes reflected the will to equip the country with a significant economic centre, now spanning on an area of 5,779 km<sup>2</sup> and home to 2,570,160 inhabitants. Classified as the country's most creative city, it houses a flourishing arts scene. Its creative economy sector accounts for 3.7% of the local GDP, or an annual US\$1.8 billion, and holds the top spot in the national ranking of cities that attract and retain creative talents.

Brasília hosts dozens of active start-up labs and incubators with the aim of developing the creative economy in the fields of design, fashion, crafts and graffiti. Design in Brasília features events such as the Salão Brasil Criativo – Design & Negócios, the Capital Fashion Week and the Senai Brazil Festival, which provides training to young professionals with renowned creators. The Brazilian Graphic Design Biennial and the JAM Nerd Festival, both focus on design for electronic and media arts, as well as promoting new technologies.

Alongside The City, Citizen, Citizenry Programme 2016-2019, the Creative Tourism Plan and the Organic Cultural Law are key instruments to harmonise and make cohabit modern and classic living. In launching these projects, the City foresees to maintain sustainable and integrated development that strengthens local vocations and promote a decentralise and diverse creative economy, optimising its innovative flare. Boosted by the potential of design; be it service design, design thinking or destination design, these sectors collaborate on solutions to further social and creative development through the valorisation of local production, creative tourism and proposals of urban acupuncture brought by its community.



### CONTRIBUTION TO THE NETWORK

As a Creative City of Design, Brasilia envisages:

- strengthening the city's design sector through breakthroughs such as the Organic Law of Culture, thus expanding the dialogue between different stakeholders;
- reinforcing the Federal District's Culture Plan as well as its strategies and priority initiatives for the next 10 years, including positioning culture and creativity as strategic pillars for the integrated territorial development, considering creative potentialities;
- creating opportunities for designers and building a favourable scene for the next generation and the creative industry's supply chain;
- executing initiatives within the Government of the Federal District's Multi-Annual Plan, aimed at providing sustainable economic and territorial development through the strengthening of supply chains related to creative economy, thus branding Brasilia as a benchmark for innovation, creativity, culture, and tourism; and
- engaging other Creative Cities of Design in projects, such as technical cooperation with Detroit for the rationalization of processes aimed at increasing sustainability and linking with Buenos Aires, boosting innovation among Portuguese speaking countries with the intent of sharing best practices and experiences.

### CONTACT

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# BUDAPEST (HUNGARY)

## DESCRIPTION

Budapest, capital of Hungary with 1.7 million inhabitants, invests a growing share in its creative industries which employment rate has been annually increasing by 18% since 2007. The field of design is the fastest growing sector of the local creative economy with a threefold increase of its gross added value in the last decade. Budapest has a comprehensive vision of design, which is considered as a driving force for sustainable urban development.

While the city holds many events dedicated to design, such as the Design Week Budapest and the AjándékTerminál fair, the city mainly functions as a laboratory for innovations using design as a lever for fostering awareness towards urbanity and improving the quality of public spaces. The Design Terminal, the Hungarian University of Creative Arts (MKE) and the Moholy-Nagy University of Arts (MOME) are the most active in conducting programmes in this field with MOME implementing several transversal laboratories and research groups including Eco-Lab – sustainability, SocioLab – social construction, Design – tech and media, and Design – social sensitivity. In recent years, the city has also undertaken several research and mapping initiatives related to cultural industries.

The municipality works in close collaboration with the civil society to better foster a good quality of urban life. Among other multi-stakeholder initiatives, the 'Your place, your success!' campaign, the 'I'll be right back' project and the Culburbproject demonstrate the particular dynamism of the city in terms of reshaping neighbourhoods and suburbs in difficulties through cultural facilities and creative industries.



United Nations  
Educational, Scientific and  
Cultural Organization

## BUDAPEST

Designated  
UNESCO Creative City  
in 2015

## CONTRIBUTION TO THE NETWORK

As a Creative City of Design, Budapest envisages:

- implementing an incubation programme for small and medium enterprises (SMEs) in the field of design, opened to creative entrepreneurs from Budapest and other Creative Cities of Design;
- fostering networking through the 'Made in the City' initiative, aimed at establishing cross-cutting activities between creative fields covered by the Network;
- involving other Creative Cities in Budapest's major events such as the Design Week Budapest, the Brain Bar Budapest and the Budapest 3D Printing Days, to share innovative ideas and experiences in connecting creativity, new technologies, and sustainable development; and
- increasing the quality of urban life through the Smart City Lab, served as a platform between the civil society and public institutions for the systematic improvement of the municipal urban planning.

## CONTACT

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# BUENOS AIRES (ARGENTINA)



## DESCRIPTION

In Buenos Aires, creativity is seen as a key factor in economic and social development. The city's creative sector has grown rapidly in recent years; between 2004 and 2012 it grew 89.1% in real terms.

The Ministry of Modernization, Innovation and Technology of Buenos Aires promotes the growth of the creative industries through a district development policy. It incorporates economic incentives to promote the establishment of creative industries in specific districts; undertakes major public works projects to redress inequalities in infrastructure and transport connectivity; and fosters the recovery of public areas for recreation and socialization. This policy is implemented in four underdeveloped neighbourhoods, each devoted to a specific sector: technology, audiovisual, arts and design.

The Design District was created in 2014 to concentrate the city's design industry and services in a specific territory and thus create a design intensive manufacturing cluster. The Metropolitan Design Centre (CMD), established in the heart of this district, is the major design and industrial institution of the city. It encourages private and public design-related initiatives, supports the sector's internationalization and contributes to turning Buenos Aires into a benchmark of design in Latin America. Additionally, the CMD hosts the International Festival of Design, an event which showcases sustainable and socially inclusive design.

Through public-private partnerships, Buenos Aires has been able to harness the energy of its design sector for the development of innovative initiatives on the local, regional and international levels. Spanning the fields of fashion, architecture, industrial, interior and urban design, and with a keen focus on incorporating the latest technology and know-how, Buenos Aires is a city that provides a conducive environment for design.

## CONTRIBUTION TO THE NETWORK

As a Creative City of Design, Buenos Aires envisages:

- positioning the city as an international reference for design and fostering the internationalization of the design sector;
- promoting the creation and development of local creative industries and enhancing private and public initiatives related to the city's design sector;
- promoting creativity and creative expressions, especially among vulnerable groups and local communities; and
- enhancing cooperation with other cities from the design subnetwork in particular and with the UCCN in general, to foster sustainable and inclusive development.

## CONTACT

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## LINK

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## CAPE TOWN (SOUTH AFRICA)



### DESCRIPTION

A city of nearly 4 million inhabitants, Cape Town is endowed with abundant creative talent, a diverse and vibrant population, and a rich and complex history. Since the democratization process initiated in 1994, Cape Town has used creativity and design as tools in the ongoing process of rebuilding and repositioning the city to transform lives and to build a better, more resilient city for all. It is estimated that the creative industries contributed US\$1 billion gross value added and provided approximately 27,760 jobs in Cape Town, amounting to 2.2 % of the total formal employment in the city in 2014.

Cape Town's growing reputation in the field of design is supported by nine major annual design-related events and a spectrum of smaller, more focused design events held throughout the year. The Open Design Festival links design to innovation, education and community. Since 2013, this 12-day Festival attracts around 8,000 people each year. Complementing this, the globally acclaimed Design Indaba Festival empowers people to create a better future through design and creativity, and attracts an audience in excess of 10,000 people.

As the first World Design Capital from the developing world, focus was placed in Cape Town on applying transformative design to create solutions to address urban challenges. Currently, there is greater emphasis placed on creativity and culture as critical components in the development of an active citizenry, environmental sustainability, social cohesion, economic growth, and community building. Cape Town is committed to democratising design, strengthening the local and international design-ecosystem, embedding design-led innovation into the city administration, and using design as a problem-solving tool for urban challenges to improve the lives of its inhabitants.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Design, Cape Town envisages:

- working closely with cities in The Network to share ideas, challenges and successes related to the use of design in building sustainable and resilient cities, notably to support the development of a design-led innovation strategy for Cape Town;
- using local events as powerful engines to share experiences, knowledge and best practice with diverse local and international audiences and design practitioners;
- enhancing the position of Cape Town as an ideas and innovation capital for Africa;
- establishing the Cape Town Global Academy, resulting from a public-private partnership with the City of Atlanta, and focusing on urban future and creative cities;
- building a more inclusive, integrated and vibrant city through the Transit Design Programme focusing on transport and mobility initiatives; and
- implementing the Integrated Community Programme aimed at using culture, creativity, design and design thinking principles to improve the lives of the communities in Cape Town.

### CONTACT

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### LINK

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# CURITIBA (BRAZIL)



## DESCRIPTION

With a population of approximately 1,8 million inhabitants, Curitiba is the eighth most populous city in Brazil, and the largest in the country's Southern Region. A cultural platform, the city gathers a great number of venues, events and artists in areas such as music, gastronomy, theater and design. The local creative industries support the tourism industry, generate innovation clusters and contribute to sustainable growth and development.

Curitiba has diversified its economic development through strategic investments in the creative industries and has also engaged a broad network of stakeholders in building one of the most dynamic design scenarios in Brazil. Recognizing design as an agent for urban transformation, relying on the engagement of all sectors and celebrating the accomplishments of its territory, Curitiba is reinventing itself and aims to improve the quality of life of its citizens through numerous creative economy initiatives.

Since the 1970s, Curitiba has established itself as a national and international benchmark in innovation and urban culture. The city links the frenetic pace of a metropolis with concerns for the environment, the preservation of cultural heritage and the expansion of citizenship. Curitiba is also among the cities with the highest quality of life ratings in the country. Curitiba's urban planning model combines land use and road systems and public transportation (TOD), allowing for a more humane, innovative and inclusive city centred on human beings.

## CONTRIBUTION TO THE NETWORK

As a Creative City of Design, Curitiba envisages:

- cooperating and exchanging experiences with the members of the UCCN in order to find innovative, creative solutions to address the main challenges facing cities;
- hosting UCCN events involving all member cities;
- strengthening the City Programmes 'Viva Mais Curitiba' and 'Curitiba Criativa' which contribute to achieving the UCCN's mission at the local level; and
- improving communication and raising awareness on the UCCN's achievements as well as on Curitiba's participation in the Network.

## CONTACT

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## LINK

Cultural Foundation of Curitiba

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# DETROIT (UNITED STATES OF AMERICA)



United Nations  
Educational, Scientific and  
Cultural Organization

UNESCO  
DETROIT  
CITY OF  
DESIGN

Designated  
UNESCO Creative City  
in 2015

## DESCRIPTION

A metropolis of more than 6 million inhabitants, Detroit is considered as a hub for industrial design and the beating heart of creative industries in the state of Michigan (United States of America). In the light of its industrial past, Detroit has built itself as a cradle of American modernist design and as a global center for talented designers including Eames, Knoll, Saarinen and Yamasaki. The industry of design has been a driver for the city's urban regeneration and represents today a significant lever for employment and an economic engine by employing more than 45,000 people and generating \$US 2.5 billion in wages.

In view of its rich legacy in the automotive industry, Detroit hosts the International Auto Show Industry Days, drawing 5,000 automotive and design stakeholders from no less than 60 countries. The Society of Automotive Engineers Conference is a similarly popular event which explores the connections between engineering and industrial design. Detroit is also home to the Detroit Design Festival, the largest Festival of design dedicated to freelance professionals in North America, showcasing 70 workshops and exhibitions annually attended by 500 designers worldwide.

To further nurture the vibrant sector of industrial design, the Detroit Creative Corridor Center (DC3) was opened in 2010 by the municipality. It serves ever since as the city's advocacy organization by providing leadership, resources, data and analytics necessary to sustain the economic output and social impact of the city's global creative economy. The main objective of DC3 being to give international recognition to Detroit as a global center of design, innovation and creativity.

## CONTRIBUTION TO THE NETWORK

As a Creative City of Design, Detroit envisages:

- nurturing the pivotal role of industrial design for the city by reinforcing public policies, notably with the establishment of the Detroit Council of Arts, Cultural Affairs and Creative Industries and the Michigan Design Council;
- creating new enterprises and opportunities for designers, and encouraging the next generation to follow careers in the creative industries;
- launching the DC3 Creative Industries Roundtable to foster synergy between public-private stakeholders in the field of design, in order to conduct collective research and coordinate efforts for more participatory and human-centred approaches of design;
- involving other Creative Cities of Design in the Detroit Design Festival and Industry Days, to share best practices and experiences, notably on the linkages between design, manufacturing, regeneration of past industrial cities and sustainable urban development; and
- opening competitions, including the Dlectricity, the CAMP Detroit and the Public Design Installation of the Detroit Design Festival, to emerging designers from the UCCN.

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## LINK

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# DUBAI (UNITED ARAB EMIRATES)



## DESCRIPTION

Located on the southeast coast of the Persian Gulf, Dubai (pop. 2.7 million) is a cosmopolite city and the business hub of the Middle East. First city in the United Arab Emirates, Dubai has asserted its role as the country's economic driver and technological hub. In transiting from an oil-based industry, Dubai aims to reinvent itself by harnessing creativity and innovation to develop a strong creativity-led economy. The city is engaged to build a comprehensive strategy through a systemic approach that fully acknowledges and values design, innovation and creativity, not only for economic growth, but also for social progress and urban quality of life enhancement.

Dubai has been facilitating the development of design through a wide range of events and festivals. The leading fair in the Middle East and South Asia, Downtown Design features Downtown Editions, which is dedicated to collectible and limited edition furniture design. International designers and gallerists take part to the event, providing many opportunities for Dubai's emerging design studios and young professionals. The Dubai Design Week also aims to shed the spotlight on Dubai's design community, covering multiple disciplines ranging from graphic design to urban architecture and industrial design.

Committed to place design and creativity at the heart of its policies, the Dubai Government completed the Dubai Design District (D3). The project aims to meet the needs amongst design practitioners, creative professionals and artists of the region, to formalise dedicated infrastructures supporting design and the cultural ecosystem as a whole. The D3 project plans to establish 500 creative enterprises, generating 10,000 new jobs. This initiative is part of the Dubai Design & Innovation Blueprint masterplan, built through strong partnership between the government, the private sector and institutional stakeholders, to leverage the city's creative potential.

## CONTRIBUTION TO THE NETWORK

As a Creative City of Design, Dubai envisages:

- establishing the Dubai Design and Innovation Academy, a life-long learning project aimed at preparing the future workforce in the field of design, innovation and cross-cutting approaches, by notably involving other members of the UCCN;
- encouraging cross-sectorial collaborations through workshop programmes initiated by the Dubai National Design Innovation Centre;
- using design to engage with the elderly population to address their needs and concerns through public service innovation; and
- involving Creative Cities of Design in Dubai's programmes and events, including the Dubai International Design Innovation Festival.

## CONTACT

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## LINK

Dubai Creative City  
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# DUNDEE (UNITED KINGDOM OF GREAT BRITAIN AND NORTHERN IRELAND)



## DESCRIPTION

Dundee is a remarkable city with a population of 147,000 inhabitants – small and compact, but reaching far beyond its boundaries with a thriving and innovative design heart. Just a century ago, Dundee was an economic power house – a centre for the textile trade and shipbuilding. Although now mass production is all gone, design is still an integral part of Dundee's contemporary creative scene and economy, with expertise in fashion and textile, art and jewellery as well as a wealth of digital companies making their mark on the world.

Dundee has two world class Universities: the University of Dundee boasts Duncan of Jordanstone School of Art and Design, one of the top art schools in the UK. Abertay University specialises in digital design and is a world leader in computer games teaching and research. Dundee is seen as a home of gaming by many, with Grand Theft Auto and Lemmings first created in the city. Today, Minecraft, the number one game in the world, is made for console there. Comic book graphic design has been part of what Dundee does for decades, and Dundee is the home of favourites such as OorWullie, Dennis the Menace and Desperate Dan.

With a \$US1.3 billion waterfront urban redevelopment project that will include the first Design Museum in Scotland, Dundee uses design and creativity to build and sustain economic growth, but also to change lives in the city. The City Values agreement shows Dundee's commitment to using design to improve people's lives and foster sustainable urban development. The city is now home to a cutting-edge life sciences sector, a dynamic digital media industry, respected higher education institutions, major events, including the Dundee Design Festival, and a vibrant design and creative industries sector.

## CONTRIBUTION TO THE NETWORK

As a Creative City of Design, Dundee envisages:

- sharing experiences with other Creative Cities on how it is using design to address both social inequalities and opportunities;
- sharing knowledge across the Network about digital design, including links between game design and the arts and sciences as well as contemporary art and design;
- setting up collaborative projects on interdisciplinary design, combining multiple design approaches to solve social challenges;
- focusing on social design, redesigning public service and community engagement;
- fostering public discourse on the place and contribution of design in contemporary society;
- nurturing the mobility of artists within the UCCN by inviting other Cities to Dundee to engage with our designers and to contribute to a wider understanding of design; and
- creating an annual Design Festival which will feature work from, and will engage with, Creative Cities of Design.

## CONTACT

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## GEELONG (AUSTRALIA)

### DESCRIPTION

Second city of the State of Victoria in Australia, with more than 240,000 inhabitants, Geelong has an important indigenous design heritage dating back 30,000 years and a modern industrial history of making textiles, chemicals and automotive and machinery components. Dusting off its industrial past, Geelong works towards becoming a global showcase for reinvention and clever design. The region is rapidly evolving with cutting-edge smart technology, industrial and urban design, advanced materials and a flourishing creative industries sector, accounting for 5.5 % of the overall economic output for the region and 5,200 businesses.

Geelong is enhanced with major cultural spaces and has a great number of facilities for events, entrepreneurial hubs, film production, online connectivity and intelligent systems. The International Design Technology Conference (DesTech) is a flagship multidisciplinary space which draws upon an international network of designers and researchers to exchange and explore design's intersections. The event contributes significantly to the promotion of new technologies as well as cross-cutting design and creative thinking.

Geelong has adopted clever design concept to reimagining urban places and aims to deliver a thriving city which is prosperous, liveable and socially inclusive. Adopted in 2013, the 10-year Public Art Strategy positions Geelong as the centre of innovation, leveraging the Municipality's strategies to enrich quality of life for residents, and strengthening the design aesthetic appeal of the city. Additionally, the citizen-led 30-year plan 'Our Future' greatly contributes in shaping Geelong as a clever and creative city, focussed on innovation, digital technologies, education, and importantly, artists, designers and creators.



### CONTRIBUTION TO THE NETWORK

As a Creative City of Design, Geelong envisages:

- implementing Greening the Songline, revegetating the Songline pathway with indigenous flora planted within an overarching design;
- integrating design thinking into all aspects of urban planning and development, as well as raising Geelong's international profile as a clever and creative city;
- completing the Cultural Precinct through the redevelopment of the Performing Arts Centre, the Gallery and the Cultural Precinct streetscape;
- adding Augmented Reality to the suite of the portfolio of Arts and Culture Mobile Applications;
- creating a nexus across research, education and industry to create new employment opportunities for creative professionals, through the Australian Centre for Innovation and Design (ACID);
- supporting building a global design practice guide for the culturally appropriate representation of Indigenous design; and
- strengthening partnerships and collaboration with other Creative Cities to stimulate innovation, thought-leadership and knowledge exchange, notably through the DesTech Conference.

### CONTACT

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# GRAZ (AUSTRIA)

## DESCRIPTION

With approximately 300,000 inhabitants, Graz is the 2nd largest city in Austria and is home to two UNESCO World Heritage sites: the old town in the city centre and the castle of Eggenberg. In 2003, Graz was European Capital of Culture and in March 2011, it was designated a UNESCO City of Design. Graz is known for its lively creative scene and internationally renowned educational and research institutions. There are also many innovative companies based in Graz that recognise design and creativity as unique opportunities for innovation.

Following Graz's designation as a UNESCO City of Design, the city and its surrounding area experienced major advances in the economic and tourist sector. To that effect, the networking association Creative Industries Styria (CIS) was founded to contribute to promoting international collaboration and enhancing connections with the private sector.

Recognising design as an attitude in urban culture, Graz acknowledges the pivotal role of intelligent design on the living environment and values both the aesthetic component of design as well as its ability to make daily life more liveable.



## CONTRIBUTION TO THE NETWORK

As a Creative City of Design, Graz envisages:

- strengthening cooperation with other cities from the UCCN, notably during the Graz Month of Design, the COD100 – Xchange Program for professional designers and exchange on a student level in cooperation with the University of Applied Sciences Joanneum;
- increasing the visibility of the Cities of Design by exhibiting creative works from all Cities of Design at Designforum Steiermark;
- reinforcing intra-network communication with a view to strengthening the creative community within a globalised economic context;
- developing a Design Strategy for Graz as a model for Styria and Austria;
- conducting a course in Design Management to cover the demand for experts in this field;
- establishing a Design Centre Styria, to function as a hub for knowledge transfer and a learning venue;
- launching a Design Pilot Zone as a test lab, to find and test solutions for the urban space; and
- to further enhancing knowledge exchange, communication and cooperations among Creative Cities.

## CONTACT

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## LINK

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## HELSINKI (FINLAND)

### DESCRIPTION

Using an approach that is both collaborative and practical, Helsinki uses design to improve city life. In its efforts to create a better city, it calls on the creativity of designers to imagine innovative ways of focusing on human needs. By following this approach, the city is being created through the creativity of its people.

As Creative City of Design, Helsinki will continue to develop educational opportunities related to design in the primary schools and through recreational activities.

For Helsinki, design is a strategic tool in building an open city. The availability of public information increases citizens' understanding towards their living environments. This, in turn, helps inhabitants become more involved in the city life and allows designers and developers to use this data to create services that meet users' needs. The city's belief that good design should be available to everyone is illustrated in the integration of design in the local transport system, through practical metro seats which were designed in collaboration with the users.



### CONTRIBUTION TO THE NETWORK

As a Creative City of Design, Helsinki envisages:

- sharing its experiences in public sector design services: Helsinki has been using design in public sector service development for several years and has hired three 'city designers' to help the city integrate design into its services;
- developing a more open and transparent city: Helsinki has opened more than 1,100 datasets as open data. One of the key developments in increasing transparency in the administration has been publishing the city's procurement and decision making data; and
- strengthening design-related educational opportunities: Helsinki continues enhancing educational tools that help children use design and understand how design works.

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### LINK

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# ISTANBUL (TURKEY)

## DESCRIPTION

Istanbul is Turkey's largest city and one of the world's largest metropolises with approximately 15 million inhabitants. It is a city of encounters, transitions and interactions, bridging two continents. It has been a centre of civilizations, cultures and international trade throughout its history that bequeathed a multi-layered cultural heritage, serving as an inspiration for innovative design ideas and a rich source for traditional arts and crafts. Istanbul's thriving creative sector employs 140,000 professionals and accounts for 74.5 % of the country's turnover. The city also presided as the United Cities and Local Governments (UCLG) for three terms and was designated as European Capital of Culture in 2010.

As a design hub, Istanbul has a lively event programme, hosting more than 20 internationally renowned design events every year, such as Istanbul Design Biennial, Design Week Turkey, EcoDesign Conference and Fashion Week Istanbul. The city boasts a significant number of cultural infrastructures, including 41 congress centres and 225 art galleries. Istanbul's cultural venues organised 4,315 events in 2016 alone, including international film, music and theatre festivals, art and design biennials. Istanbul is also home to 27 universities that all offer education programmes related to design.

Innovation and creativity are the main components of the city's vision and policies. Creative industries are primarily promoted by the Ministry of Science, Industry and Technology, Istanbul Development Agency and Istanbul Metropolitan Municipality. The Istanbul Development Agency (ISTKA) was also instrumental in anchoring creativity and innovation within the Istanbul 2023 Vision, as well as the Creative Industries Council (YEKON) which raises awareness about urban issues among citizens. Through the 39 Cities One Istanbul programme, support of urban strategies tailored to each of the city's 39 districts was featured as part of a broader vision for Istanbul's sustainable development.



## CONTRIBUTION TO THE NETWORK

As a Creative City of Design, Istanbul envisages:

- organising the Design City Istanbul Summit, which will create a global platform for designers and creative sectors to address current urban issues;
- linking design and crafts fields through the Usta & Designer Programme, enabling cross-cutting co-creation;
- implementing the Documentation Programme seeking to create an open, comprehensive, and regularly updated inventory of written, audio, visual work and data related to crafts, modern design, and creative industries in Istanbul;
- establishing the Istanbul Design and Innovation Centre (IDIC), which will provide a hub for the design ecosystem stakeholders;
- implementing the Design and Experience Exchange Programme aimed to promote the exchange of knowledge, experience and best practices between designers;
- supporting partnerships towards sustainable architecture, green technology, and smart cities; and
- developing the Cross Creative Learning Programme, in partnership with Mexico City, a platform for exchanging design approaches, opportunities and challenges.

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## KAUNAS (LITHUANIA)



United Nations  
Educational, Scientific and  
Cultural Organization



Designated  
UNESCO Creative City  
in 2015

### DESCRIPTION

With a population of 300,000 inhabitants, Kaunas is the second largest city of Lithuania. Known for being the temporary capital city of the independent Republic during the interwar period, Kaunas sought to become a modern European city. Lithuanian architects started to design and build houses in the style of modernism—in German called the Bauhaus – which was avant-garde in Europe at that time. Today, this legacy remains safeguarded, and design and architecture are still the main drivers of the city's creative economy.

Kaunas intends to make this rich legacy a stepping-stone to foster a modern, creative and inclusive city. A wide cultural offering is provided through the city's 60 museums and galleries, as well as festivals and fairs such as the Kaunas Architecture Festival (KAFe), the Design Week and the Kaunas Biennial. In addition, the city is home to the Architecture and Urbanism Research Centre, which supports design-driven creative hubs integrating features of traditional architecture into the modern urban life.

To enhance the architecture of buildings, and streets retaining the city's cultural identity while emphasizing collective memory, the municipality has dedicated a large area of the old town to cultural and creative events. The city has made itself an environment conducive for creativity by establishing facilities for young entrepreneurs such as the Talent Garden Kaunas and the Arts Incubator. Urban creativity, good quality of life and sustainable urban development are at the core of the on-going strategic development plan of Kaunas until 2022.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Design, Kaunas envisages:

- creating a municipal funding programme aimed to support the mobility of young artists and students through residencies and exchange programmes within the UCCN; 4nurturing collective memory with the use of information and communications technology (ICT) to develop an interactive memory storage, and new applications showcasing and revalorizing the city's artistic heritage from the interwar; and
- developing joint initiatives with other Creative Cities of Design including brainstorming sessions on how to invest the public space with works of design to improve quality of urban life.

### CONTACT

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## KOBE (JAPAN)

### DESCRIPTION

Since pre-modern times, Kobe has been at a crossroads for the exchange of goods, cultures and information. In this way, the city has formed established its own distinct culture by fusing together diverse elements and traditions from around the world.

The opening of the Kobe port in 1868 led to the development of urban resources stimulated the development of exchanges and cultural melting, which have shaped the city's image. Additionally, through the process of reconstruction following the Great Hanshin Earthquake of 1995, Kobe the city has learned the importance of strong interpersonal ties and the spirit of mutual aid, values that can be found in the city's creative sector today.

Following Kobe's designation as a Creative City of Design, the former Raw Silk Testing Centre was renovated and transformed into the Design and Creative Centre Kobe. This now serves as a hub for creativity and houses projects in line with Kobe's Creative City programme. Aspiring to be a modern design city focusing on growth and the wellbeing of its citizens, Kobe believes that design has the power to communicate both beauty and empathy. Kobe is committed to using design as a tool to address the challenges facing today's societies.



United Nations  
Educational, Scientific and  
Cultural Organization

City of Design  
**KOBE**

Designated  
UNESCO Creative City  
in 2008

### CONTRIBUTION TO THE NETWORK

As a Creative City of Design, Kobe envisages:

- developing a new cross-media event '078', a participatory Festival, to enrich city living, attract more young people and build cooperative community efforts;
- hosting the creative workshops Chibikkobe at the Design and Creative Centre (KII) with the aim of bringing together Kobe's children and creators;
- encouraging children to actively participate in design and giving them a chance to learn about economy and ecology throughout 'Kids SOZO Project' (Creative reuse project); and
- promoting design thinking of city officials in order to enhance citizen service.

### CONTACT

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### LINK

City of Kobe

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## KOLDING (DENMARK)



### DESCRIPTION

A modern city with 92,000 inhabitants, Kolding is an important high-tech centre for Denmark and Northern Europe. Historically known for textile design and fabrication, as well as silver production, Kolding has become a vibrant creative hub. Grasping the need for innovative ways of enhancing social responsibility and of moving towards inclusive and responsive socio-economic development, the city has first-hand experience in applying design-driven innovation to the public services. As a result, design-driven processes have reduced the municipality's expenses by US\$ 8 million each year from 2013 to 2015.

Kolding hosts a wide range of large-scale conferences and workshops aimed at questioning design and its role in modern society. The Social Impact Conference, which focuses on design for welfare and social innovation, and the international Design Meets Business Workshop, which discusses the value and benefits of design-led processes to businesses development and social life improvement. The city also established a business network for design companies aimed at promoting design as an innovative tool for competitiveness.

The Municipality launched a new vision for the community through the 'We Design for Life' campaign. With assistance from 900 participants in creating the vision, it specifies that concerted efforts for design-driven solutions lead to a better life, entrepreneurship, social innovation and education. This strategy is based on design thinking methodologies, viewing the involvement of the citizens as preconditions for human-centred development. The vision aims to transform Kolding into a full-scale design thinking community by 2022 and to play a decisive role in developing the Nordic welfare system version 2.0.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Design, Kolding envisages:

- organising the Social Impact 2018 Conference on 'Social Impact: Welfare Design in the Public Sector';
- expanding the area of Trolldheestien with new venues and activities, aiming to attract all citizens, including people with disabilities, as well as those from disadvantaged and vulnerable groups;
- transforming a 300-meter pedestrian area into a 3.0 sustainable green/blue destination, with solutions combining sustainability with cultural values;
- holding Kolding's Design Week 2018/2019, developed in co-creation with local and national stakeholders;
- organising the New Nordic Design Thinking 2018, a conference initiated by the University of Southern Denmark, the Design School Kolding and the Municipality of Kolding, aims to explore how Nordic design thinking may unfold its potential within strategic design and leadership; and
- holding the PPI Conference 2018/2019, which will showcase good practices and share knowledge in the field of public-private innovation.

### CONTACT

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### LINK

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# KORTRIJK (BELGIUM)

## DESCRIPTION

Located on the banks of the river Lys, Kortrijk is home to 300,000 inhabitants. The economic development of the city over the past centuries is closely associated with the flax industry, whose expansion has been driven particularly by the availability of natural resources and the vitality of the local business fabric. Wars and economic setbacks required the textile industry to reinvent itself on various occasions, thus reinforcing the role of the city as a centre of the manufacturing industry, supported by a dense network of small- and medium-sized enterprises. A result of this evolution was the inception of many internationally renowned design businesses in Kortrijk. Today, one third of the top ranked 100 manufacturing enterprises in Belgium are located in Kortrijk.

Throughout the year the city hosts a great number of design fairs and events, attracting an international audience of professionals to the Kortrijk region. The Interior Biennale, leading in contemporary design for the home and interior innovation, brought 70,000 visitors from over 50 countries for its last edition. The event also focuses on supporting young and emerging designers. The 5X5 project brings 5 companies together with a senior and junior designer to create a new product and present it at the Interior Biennial. Initiated in 2004, the annual W/O We Are the Next Generation also highlights the prominent role of design education in regional development.

To enhance further the impact of design and innovation on local development, the city has established the Designregio Kortrijk; a network of partners from the design industry, academia and local government. This network has since put into place several initiatives, ranging from matching local SMEs with national and international design companies, to turning vacant buildings in the city centre into workshops for creative start-ups, as well as launching innovative and creative projects in public spaces.



## CONTRIBUTION TO THE NETWORK

As a Creative City of Design, Kortrijk envisages:

- giving a new international impetus to existing design fairs and introducing the new Festival PLAY, filling public spaces with creative activities;
- implementing the 5X5 methodology in local administrations to rethink public services through design processes;
- establishing a training centre within the Kortrijk Weide neighbourhood, acting as a hub and incubator for design entrepreneurs;
- disseminating internationally the 5X5 methodology, teaming up SMEs with designers to develop new businesses, and promoting the concept of MyMachine, stimulating creativity and design among students from elementary school to higher education; and
- working with other Creative Cities to support international innovative initiatives within higher education systems to promote co-creation and design thinking.

## CONTACT

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## MEXICO CITY (MEXICO)



### DESCRIPTION

Mexico City has transformed into a world-renowned centre of art and a hotspot for creativity. The constantly growing and developing megalopolis, now home to 25 million inhabitants, has been celebrated for its innovative approach to design after being awarded the title of Official World Design Capital in 2018. Widely acknowledged as lever for social, economic and cultural change, design and creativity are at the heart of the city's social development strategy. Currently the design industry generates US\$ 41.93 billion of the city's total income and employs 68,254, generating career opportunities as well as US\$229,134 in turnover.

The city is world-renowned for its array of design festivals, including the Abierto Mexicano de Diseño (Mexican Open Design), Design Week Mexico and City Mextrópolis. Mexico City identifies multi-stakeholder approaches as key levers in promoting design-driven action for the city. One example is the Mapatón project; the world's first crowd-sourced public experiment to help the local government map city bus routes. Coordinated by Lab for the City, residents, academics and games creators joined forces by designing an app that encouraged citizens to win prizes whilst mapping their own routes.

In 2013, a government experimental and creative office, named Lab for the City, was established, becoming the very first programme of its kind in Latin America. It was set up with the aim of addressing social and urban issues through a creative, transdisciplinary and participatory lens. This initiative emphasises Mexico City's commitment to empower its citizens and give them an active role in shaping the city. The expected long-term mission of the Lab is to fully integrate creativity as a driver for the regeneration and development of sustainable urban living, with residents being empowered to contribute and work with the government in designing the city's future.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Design, Mexico City envisages:

- fostering the potential of creativity in all levels of the city to reinforce public policies by establishing the Mexico City Council for Urban Creativity and Contemporary Culture;
- establishing a new cartography for the creative community to strengthen their role as both citizens and contributors to the city, including through the Ventanilla Única (One-Stop Window), a tool to allow citizens to design their own public spaces through an exercise of civic technology;
- launching rooftop sessions, seminars and residencies to promote synergy between public, private and academic stakeholders in the field of design, in order to conduct collective research and coordinate efforts for more participatory approaches;
- generating dialogues through the Rehearsing the City project, aimed at expanding the use of design as a tool in the city making process through transdisciplinary and layered urban interventions;
- implementing the Urban Toys project, a public competition encouraging children to participate in the design of their play environment, with a view to re-activate underused public spaces located in proximity of high densities of young population; and
- collaborating actively with other Creative Cities to share best practices and knowledge to address common urban issues.

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# MONTREAL (CANADA)

## DESCRIPTION

Founded in 1642, Montréal is the largest metropolis in the Province of Québec, Canada, with a population of about 1.9 million. The city is also the world's 2nd largest French-speaking city. In 1991, Montreal became the first North American city to create the position of a design commissioner, dedicated exclusively to the development and promotion of design and to raise awareness among private and public sector stakeholders of the benefits of good design.

Montréal is a city of designers. With over 25,000 professionals working in this lively field, the industry is responsible for 34 % of the overall economic impact of the cultural sector. Strategies have been developed over the years to highlight Montréal's designation as a UNESCO City of Design, such as ensuring better recognition for designers, improving access to public commissions for designers, raising awareness of the talents of Montréal designers and architects, and developing their markets. Efforts to broaden the use of design and architecture competitions have resulted in multiple calls to creative practitioners, aimed at increasing design quality for buildings and public spaces.

The city also boasts a significant number of venues and organisations that provide platforms for the designers and architects of Montréal, and other regions, to showcase their work. These include the Design Centre of Université du Québec in Montréal, the Canadian Centre for Architecture, the Montréal Museum of Fine Arts and the Maison de l'architecture du Québec.

Montréal is home to a number of renowned educational institutions, including some 20 college-level teaching institutions and more than 50 research chairs, including the UNESCO Chair in Landscape and Environmental Design at Université de Montréal and 4 others with a design focus.



## CONTRIBUTION TO THE NETWORK

As a Creative City of Design, Montréal envisages:

- sharing its flagship initiatives and best practices, such as the Commerce Design awards (already adopted by 15 cities worldwide) and CODE SOUVENIR concept (implemented in four UNESCO cities of design to date), with other cities in the network;
- sharing its expertise and development of common regulations and principles for calls and projects within the network (design and architecture competitions, design awards);
- establishing design and architecture competitions and other calls for creativity aimed at network designers;
- distributing invitations and calls for participation from the network to Montréal designers, and by offering incentives to fully benefit from these opportunities for international exposure; and
- providing assistance through initiatives, such as the US\$10,000 Phyllis-Lambert grant, a financial aid awarded every two years to a young designer to carry out a professional development project in one or more cities in the UNESCO Creative Cities Network.

## CONTACT

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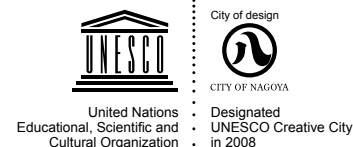
## LINK

Montréal Bureau of Design  
mtlunescodesign.com/en





# NAGOYA (JAPAN)



## DESCRIPTION

Located in the centre of Japan, Nagoya is the capital of the Aichi region. Home over 2 million inhabitants, the city is one of Japan's major ports and the birthplace of Toyota. Over 400 years ago, leading engineers from all over the country gathered in Nagoya and created advanced designs and technologies, including the mechanical dolls that are the foundation of today's Monozukuri manufacturing.

Since its designation as a UNESCO Creative City, Nagoya built a design-oriented community hub based on the issuance of the Design City Declaration in 1989. The affiliation not only provided the city with an opportunity to achieve its aim of becoming a Creative City, but also to provide a platform for sharing best practices and learning from other cities. Nagoya wants to focus further on three key development aspects; fostering the next generation of designers, creating a sustainable environment for its residents and building strong relationships with other Network cities.

By embedding creativity in the administrative plans for industrial development and cultural promotion, the Nagoya's industrial promotion vision 2020 and Nagoya's cultural promotion plan, the city pledges to support the future growth of the sector. However, in the short term, to contribute to the ongoing success of regional industry, Nagoya aims to encourage collaborations between businesses and schools, to foster vocations.

In recent years Nagoya has overcome major environmental issues through the restructuring of its garbage disposal system and raising awareness surrounding such issues through campaigns developed in cooperation with civil society. In the future, Nagoya will implement a variety of projects aiming to create a recycling society and the development of an eco-friendly city.

## CONTRIBUTION TO THE NETWORK

As a Creative City of Design, Nagoya envisages:

- creating opportunities for the next generation, notably by setting up collaborations between businesses and schools to discover and develop talented young designers in order to invigorate regional industry;
- promoting partnerships between citizens and the design sector;
- expanding the city's environmental efforts; and
- cooperating with other members of the Creative Cities Network, to share good practices in using design as a tool for sustainable living and social development.

## CONTACT

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# PUEBLA (MEXICO)

## DESCRIPTION

Fourth largest city of Mexico with an approximate 1,540,000 inhabitants, Puebla is distinguished by its steadfast creativity-led development. The local creative economy represents 7.26 % of the state GDP, generating 38,663 formal jobs, or 5.4 % of jobs in the economically active population (EAP). In line with the national commitment to rely on the immense potential of creativity for sustainable urban renewal, Puebla has, within a five-year period, invested with \$1,250 billion in 1,374 creative projects, of urban design in particular, to improve quality of life through efficient access to urban services.

Puebla fosters cross-cutting approaches as highlighted by the unique International Festival of Brilliant Minds which aims to arouse curiosity by showcasing the most innovative ideas in design, science, technology, politics, education and business. In addition, the flagship city programme, 'Puebla Capital of Innovation and Design', works toward a multi-stakeholder and multi-level approach of cooperation by involving one hundred people from businesses, academia, civil society and governments in decision-making processes. By working together, they aim to establish common ideas to further promote design as a strategic tool for participatory urban planning.

The municipality is committed to ensuring resilient, safe, human-centred urban development and social stability through creativity. Many initiatives were organised to support this such as the 'Celebraton' project in which the city commissioned local architects to design artistic warning signs on pedestrian crossings, which in turn, significantly reduced transit accidents throughout the city. Another flagship project, called 'Reciclación Puebla', asked 241 universities and 492 diverse institutions to participate in a campaign of mass recycling to raise awareness on environment sustainability.



## CONTRIBUTION TO THE NETWORK

As a Creative City of Design, Puebla envisages:

- implementing the Model City housing project aimed to foster sustainable urban design, inclusive productivity and social integration, with the overall goal of ensuring a good quality of urban life for all by 2020;
- carrying out the Puebla University Capital; a multi-stakeholder and multi-level initiative focused on local and regional mechanisms and strategies placing knowledge and education as core enablers for sustainable urban development;
- positioning Puebla as a national and international reference in the field of design with the Puebla Capital of Innovation and Design project, focusing on creative thinking, innovation and design as strategic assets for prosper competitiveness based on participatory governance;
- implementing the Smart Puebla project aimed to comprehensively respond to the needs of denizens in the areas of mobility, urban planning, government, economy, energy, environment, resilience, security, education and health; and
- cooperating actively within the UCCN through multi-disciplinary projects allowing cross-cutting approaches for achieving sustainable urban development.

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# SAINT-ÉTIENNE (FRANCE)



## DESCRIPTION

Saint-Étienne is a constantly-changing city, driven by the relationship between art and industry for more than two centuries. From the industrial city to the visionary city, Saint-Étienne makes 'living together' the common denominator of all its actions. It uses design as a developer and catalyst for the creative potential of all. Designated a UNESCO City of Design in 2010, Saint-Étienne developed a networking strategy built on the notoriety of its higher school of art and design, the success of the International Design Biennial since 1998, and the pole of excellence represented by the Cité du design since 2005.

Saint-Étienne Metropole is the first French local authority to integrate, since 2010, a design management function in the design and implementation of its public policies. This approach helped to equip the area with design innovation tools focused on practice and experimentation. The action resulted in hundreds of achievements transforming the daily lives of companies, communities and citizens; thus highlighting the plurality of the design fields: service design, product design, digital design, graphic design, design and social innovation, and industrial design. Saint-Étienne Metropole won the Design Management Europe 2013 award, which rewarded the contribution of design management to the success of strategies of companies and public services from 17 European countries. These concrete long term actions provide a clear design vision and make the Saint-Étienne area a fertile ground for innovation.

The city has many major institutions in the field of design, such as the Design City, Saint-Étienne Metropole Modern Art Museum, the Museum of Art and Industry, Le Corbusier's Firminy-Vert and even La Rotonde, centre of scientific, technical and industrial culture. Finally, many opportunities for vocational training are offered in addition to the major events organized in the field of design.

## CONTRIBUTION TO THE NETWORK

As a Creative City of Design, Saint-Étienne envisages:

- disseminating a culture of design focused on customs and new lifestyles which place the human aspect at the heart of reflection.
- sharing experiences and good design practices;
- accelerating the development of the city;
- improving the quality of life of inhabitants;
- promoting designers and companies in the area;
- creating links between creative communities; and
- forming a pole of expertise which aims to develop cooperation to make cities more human and more creative.

## CONTACT

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# SEOUL (REPUBLIC OF KOREA)



## DESCRIPTION

Seoul is the capital city of the Republic of Korea and is the social, economic and cultural centre of the country. With approximately 73% of Korean designers concentrated in Seoul, the city is at the heart of the national design scene. Seoul's design sector focuses on various IT related devices, digital home appliances, the automotive industry as well as various cultural and economic activities to serve over 10 million city residents.

Design connects industries and new value creators. The Municipality of Seoul is therefore supporting technological development through linking its design companies with the city's leading industries. In particular, the Dongdaemun Design Plaza (DDP), designed by Zaha Hadid, was created as a cultural hub at the core of the busiest and most historic district of Seoul. This mega infrastructure, dedicated to design and the creative industries, has revitalized the economy of the district. Covering 86,574m<sup>2</sup>, DDP comprises a Design Museum, an Art Hall and a Design Lab including a design library and educational design facilities.

In recent years, over 170,000 jobs have been generated within Seoul's design industry alone. Nearly a third of these jobs are in the manufacturing and design consultancy sectors; another third are in fashion design. Moreover, Seoul is home to thousands of advertising specialists, architects, game designers and digital content developers.

A city's creative output is based on its identity. Seoul's greatest strength is its ability to celebrate diversity. Achieving remarkable growth within a short period of time was made possible by people's ability to embrace diverse values and deal positively with the conflicts and compromises that emerge in such a process.

## CONTRIBUTION TO THE NETWORK

As a Creative City of Design, Seoul envisages:

- developing the goal of transitioning the Creative Cities into healthy and sustainable places through the knowledge sharing and exchange;
- promoting exchange to find common responses to the contemporary challenges;
- communicating on Seoul's urban achievements through best practices exchange; and
- fostering student exchanges to boost creativity.

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## SHANGHAI (CHINA)

### DESCRIPTION

Shanghai is located on the east coast of China near the Yangtze River Delta. Recognised as a meeting point between western and eastern cultures, the city is the largest commercial and financial centre in China, with a surface area of 6,340.5 km<sup>2</sup> and a population of 24.15 million inhabitants. Shanghai was the first city in China to have creative industry units such as the first design, film and music studios.

In February 2010, Shanghai joined the UNESCO Creative Cities Network as a City of Design, affirming its determination to put design at the core of its sustainable economic growth and development plan. In 2013, the creative industries in Shanghai reached an added value of 255.5 billion Yuan, an increase of 11.8% from the previous year. The added value of industrial design increased by 10.3% to attain 63.6 billion Yuan meanwhile the added value of architecture design increased by 10.8%, to reach 128.5 billion Yuan.

By the end of 2013, Shanghai was home to 87 creative clusters, over 4,000 innovative design related agencies and institutions, 283 art institutions, 239 art and cultural community centres, 100 museums, 25 libraries and 743 archive institutions.

Shanghai established the UNESCO Creative City Promotion Office within the framework of the Municipal Commission of Economy and Technology. This central governmental organisation is responsible for promoting the subnetwork of Cities of Design, upgrading industries through mobilizing all related sectors, promoting the planning and implementation of policies, and supporting international cooperation and exchange in the creative design industries.



### CONTRIBUTION TO THE NETWORK

As a Creative City of Design, Shanghai envisages:

- supporting the sustainable development of the UCCN and jointly launch initiatives such as the Creative Design for the Sustainable Development of Creative Cities;
- strengthening exchanges within the UCCN, the Design subnetwork in particular through exhibitions, workshops, trainings, business connections with brands and yang talents exchange programs; and
- initiating a research programme and centre concerning the *Creative Economy Report: Widening Local Development Pathways*, notably to observe economic development and good practices for the UCCN.

### CONTACT

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## SHENZHEN (CHINA)

### DESCRIPTION

Shenzhen is a major design hub and one of the leading design cities in China. Once an ordinary border town neighbouring Hong Kong, the city was designated as China's first special economic zone on 26 August 1980. As the vanguard spearheading China's reform and opening-up policy, the city has been regarded as the model for the country's economic success over the past three decades. It is in Shenzhen that the concept of modern Chinese design was gradually created and has increasingly become a part of the city and its residents.

Shenzhen has more than 6,000 design firms, accounting for 100,000 employees, which generate a yearly output of around US\$1.54 billion. Designers in Shenzhen cover various design fields, such as, graphic design, industrial design, interior and architectural design, fashion design, toy design, jewellery design and crafts design. Many Chinese fashion brands have also taken up residency in the city, employing over 30,000 designers and creating the country's largest production base for women's clothing.

The capacity for innovation is strong in Shenzhen. Nowadays the city is recognised as one of the most comprehensive Chinese bases for high-tech industries and an important centre for the development of intellectual property rights. About 40,000 patents are granted to Shenzhen enterprises every year, half of which are concerned with innovative designs.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Design, Shenzhen envisages:

- organising the Shenzhen Design Award for Young Talents (SZDAY), involving all members of the Network, targeting young designers under 35. The award focuses on the contributions of creativity to environmental sustainability, social and economic development and the quality of living in cities;
- hosting the Shenzhen Design Week (SZDW); the largest design Festival in Shenzhen with various design activities taking place all over the city during the week, including the regular events of Guest City, Cities of Design, Design Award, SZ-HK Design Twin-Cities, Design Tour, Design Talks and many other activities programmed according to the annual theme;
- organising the Shenzhen Global Design Award (SDA), recognising and rewarding outstanding designers, and enhancing exchanges between designers at home and abroad; and
- co-hosting the HK-SZ Design Biennale, a biannual event which strengthens the exchange between the city's professionals and related industry stakeholders, and fosters the development of HK and SZ as the international creative and cultural 'Design TwinCities'.

### CONTACT

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Shenzhen Design Award for Young Talents  
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United Nations  
Educational, Scientific and  
Cultural Organization

City of Design  
**SHENZHEN**

Designated  
UNESCO Creative City  
in 2008





# SINGAPORE (SINGAPORE)



## DESCRIPTION

Located in Southeast Asia, Singapore is a modern, cosmopolitan and bustling city-state, where design has always played a significant role. A densely populated city of 5.5 million inhabitants, Singapore's urban design incorporates smart solutions to meet the needs of its citizens in terms of housing, healthcare, education and transportation. Design remains the key driver of the local creative economy by annually contributing around US\$2,13 million to the city state's GDP, with an estimated 5,500 active design enterprises employing up to 29,000 people.

To further spearhead the development of design, in 2003, the Ministry of Culture established the now prominent DesignSingapore Council; responsible for the design-related main programmes and events, including the Singapore Design Week (SDW). The SDW stimulates multi-stakeholder cooperation, as well as multidisciplinary approaches that are central to Singapore's vision of design based on social inclusion, environmental sustainability and well-being.

Singapore has completed a master plan to work towards sustaining the design sector called the 'DesignSingapore Council – II'. This initiative consisted of a three-pronged strategy. In a six-year period, the city has: strengthened local capacities of design professionals for the global competitive cluster, enabled small and medium-sized (SMEs) enterprises to leverage design as a driver for the city's economic and social sustainable growth, and developed innovation, research and development to enhance productivity and competitiveness of the sector at the international level.

## CONTRIBUTION TO THE NETWORK

As a Creative City of Design, Singapore envisages:

- infusing design into the national skillset to cultivate an attitude and aptitude for design as an enabler of sustainable growth, productivity and prosperity in the future economy;
- addressing the needs of the population by using design to deliver better public services and to engage the community in co-creating their activities and neighbourhoods, resulting in better life for all in Singapore;
- encouraging cross-disciplinary approaches through the implementation of the 'National Design Centre – Cross-creative collaborations' workshops, mixing design with crafts and folk art and gastronomy;
- collaborating with Cities of Design to showcase best practices and projects, to serve as a dialogue platform and enhance international networking for designers; and
- promoting multidisciplinary projects, highlighting the contribution of design to global sustainable urban development.

## CONTACT

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# TURIN (ITALY)

## DESCRIPTION

Turin has been one of Italy's main industrial centres with the rise of the steel, mechanic, chemical, textile and automobile industries, which have dominated the city's development for almost a century. Over the past few decades, the city has successfully transformed itself from an industrial centre to a creative hub. Torino's knowledge of design and production processes, acquired through its industrial past, has laid the foundation for the future. Creativity and culture field in Turin represents 9.1 % of total Italian number of active bodies and companies, the third in Italy, with about 100,000 employees and people involved. In the metropolitan area, there are about 1,000 creative companies involving 47,000 employees and contributing with an annual revenue of US\$15 million to the local creative economy.

In 2008, Turin was designated as World Design Capital and has, ever since, distinguished itself as a hub in this field. In the design sector, the most important gatherings are the Artissima fair, the View Conference and Fest, Turin City of Design event, Operae – Independent Design Festival, Salonedell'Auto, Turin Fashion Week. Turin is the host many UN agencies including ILO, UNICRI and UNSSC. It is also the host city of the Residences of the Royal House of Savoy and in the MAB with Collina Po.

The promotion of creativity and sustainability as well as the regeneration of urban spaces are at the core of the city's development. The municipality is committed to lead its policies towards improving the social and environmental conditions with design thinking by raising the whole design chain thanks to a design advisory board involving different stakeholders, to capitalize on the full synergic potential of working towards common goals with a common strategy on design. The city is also engaged to spread design culture inside the public administration decision making policies, as well as raise awareness among all citizens about the capacity of design knowledge and use it to improve the cultural and social conditions and environments.



United Nations  
Educational, Scientific and  
Cultural Organization



Designated  
UNESCO Creative City  
in 2014

## CONTRIBUTION TO THE NETWORK

As a Creative City of Design, Turin envisages:

- multiplying cultural exchange programmes, residencies, workshops and seminars with other Creative Cities of Design to foster the mobility of artists;
- organizing public events to enhance the city design chain by sharing experiences and raising awareness on the design added value for the citizens' well-being;
- nurturing cooperation with other Creative Cities of Design to support the international independent design through exhibitions and business opportunities; and
- generating new educational, employment and business opportunities for designers and companies through ICT to be shared at the international level.

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## WUHAN (CHINA)



### DESCRIPTION

Located in the heartland of China, Wuhan is a city of 10.76 million inhabitants and the capital of Hubei province. Famous for its 3,500 years of cultural history, the city is the cradle of urban civilisation in the Yangtze River basin and the oriental tea harbour of the ancient Tea Road. Wuhan is known for its expertise in bridge and high-speed rail engineering, 50% of the world's long-span bridges and 60% of China's high-speed railways were designed by Wuhan designers. Engaged in resilient urban planning policies, the city is also a major hub of high-tech industries. Creative industries represent an important mainstay of the local economy with an added-value of US\$13.07 billion (2016), accounting for 7.47% of the city's GDP.

Creative design is at the core of Wuhan's cultural agenda, which includes the large-scale Wuhan Design Biennale, focusing on cross-cutting approaches between art and technologies. The city also hosted the first New Media, Animation and Game Expo in China, establishing a key cooperation platform for Chinese, Japanese and Korean experts and professionals. Wuhan also hosted the 10th International Garden Exhibition on landscape design, which attracted the participation of 92 cities and an audience over 2.4 million. As a result of the exhibition, the Jinkou landfill, a large MSW area, has been regenerated through green and low-carbon designs and benefited over 100,000 residents.

Wuhan continuously introduces programmes to create a conducive environment for creative designers, including the Qingtong Plan, which has supported young creative entrepreneurs by establishing 73 dedicated districts and 217 incubators. The City has also effectively implemented a plan to transform Wuhan into a city of creative design, to accelerate the development of creative industries and give a new momentum to economic growth based on culture and innovation.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Design, Wuhan envisages:

- revitalising the heritage districts of the Yangtze River banks with a City of Design Demonstration Zone, which will focus on urban ecology and cultural history through creative design-led activities;
- enriching the programme of the Wuhan Design Biennale by dedicating a UCCN members exhibition area, showcasing cross-cutting approaches, facilitating interactive sessions and further supporting young designers;
- enhancing urban quality of life by establishing 100 creative communities through creative design;
- sharing knowledge on urban ecologies, conservation of great rivers cities, with other relevant Creative Cities through the Great Rivers Forum;
- implementing the Skill-Development Programme for Young African Creative Designers to subsidise 20 young African designers, per year, to study and intern in Wuhan; and
- developing the Wuhan Design and Innovation Institute for design education and training, aimed at enhancing scientific research and knowledge-sharing with other Creative Cities of Design.

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Wuhan Design  
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# CREATIVE CITIES OF FILM

Bitola  
Bradford  
Bristol  
Busan  
Galway  
Łódź  
Qingdao  
Rome  
Santos  
Sofia  
Sydney  
Terrassa  
Yamagata City





# BITOLA (THE FORMER YUGOSLAV REPUBLIC OF MACEDONIA)

## DESCRIPTION

Located in the south of the former Yugoslav Republic of Macedonia, Bitola is the second largest city in the country with around 122,000 inhabitants. The city's film heritage originated from the early XX<sup>th</sup> century with the film industry now representing the backbone of the city's creative economy. Bitola's history with film dates back to the Manaki brothers who, as film and photography pioneers, brought to Bitola – formerly named Manastir – the Bioscope 300 film camera. The brothers famously filmed the very first motion pictures shot in the Ottoman Balkans.

Today, the legacy of the Manaki brothers remains unchanged as illustrated by the Manaki Brothers International Cinematographers Film Festival held in their honour every year since 1979. The Documentary genre is a prominent part of the Bitola film culture with many initiatives supporting the field, such as the International Festival of Non Professional Documentary Film - Camera 300. The Cultural Summer Bit Fest also hosts a Documentary Programme which supports non-governmental organisations and independent directors producing documentary films. Funded by the city, the programme has produced more than 50 documentaries since starting.

As the city is alive with film, the Municipality has recently implemented two main programmes dedicated to supporting film creation: the Open Studio Film City and Filmland Bitola. Both aim to promote the industry and make the city an internationally-known centre for film. Filmland Bitola specifically provides assistance to both local and international filmmakers on technical services, notably on the identification of locations, and has so far benefited 16 films worldwide.



United Nations  
Educational, Scientific and  
Cultural Organization



Bitola - City of Film  
Designated UNESCO  
Creative City in 2015

## CONTRIBUTION TO THE NETWORK

As a Creative City of Film, Bitola envisages:

- nurturing the vibrant role of film in Bitola's creative economy, notably by expanding the scope of the programme Filmland Bitola through public-private and inter-sectoral partnerships involving public cultural centres, universities, academia and private production companies;
- fostering the city's cultural offerings through exhibitions, festivals, workshops and other events especially based on the film heritage of the Manaki brothers;
- positioning Bitola as an international hub for film creation by providing special provisions to both local and international film professionals; and
- exchanging experience and knowledge with other Creative Cities of Film, to discuss how the creative industry of film can foster sustainable and inclusive urban development.

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# BRADFORD (UNITED KINGDOM OF GREAT BRITAIN AND NORTHERN IRELAND)



## DESCRIPTION

In 2009 Bradford was designated as a UNESCO City of Film in recognition of the city's rich film heritage, its inspirational movie locations and its many celebrations of the moving image through the city's annual film festivals.

Bradford has a long history associated with film and filmmaking dating back to the birth of cinema and has long been acknowledged by the film industry as a film-friendly city. Bradford is a key location for film and television production and boasts a number of key film festivals including the Bradford International Film Festival, the Bradford Animation Festival and is also home to the National Media Museum.

Bradford offers learning opportunities for students of all ages. Primary school children benefit from a unique film literacy programme. Secondary school pupils have the opportunity to study the ways in which films create meaning as part of the English National Curriculum. Three colleges and the University of Bradford provide over 45 related introductory, post-graduate and PhD courses. Opportunities for professional development in the film sector are also present.

The sheer volume and quality of work in Bradford's film sector explain why so many film industry professionals choose to base themselves here. Thanks to the resources, facilities, support and passion for this creative field, Bradford is home to both amateurs and professionals alike.

## CONTRIBUTION TO THE NETWORK

As a Creative City of Film, Bradford envisages:

- using culture and creativity to drive social and economic development;
- fostering collaborations with other creative cities and sharing best practices; and
- informing local, national and international policies.

## CONTACT

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# BRISTOL (UNITED KINGDOM OF GREAT BRITAIN AND NORTHERN IRELAND)



## DESCRIPTION

The Gateway to England's West Country, Bristol (pop. 454,200) is the United Kingdom's tenth largest city and an established centre for creative innovation. Film plays a central role in Bristol's cultural and commercial identity. Home to motion picture pioneer William Friese-Greene, Hollywood icon Cary Grant, Bristol also hosts the world-leading BBC Natural History unit and Academy Award®-winning Aardman Animations. The sector significantly contributes to the local economy with independent companies providing US\$197.8 million and visiting productions bringing US\$258 million into the city in 2016 and 2017.

Bristol hosts 11 annual international film festivals, each providing a diverse and dynamic programme of events, drawing local, national and international audiences. Wildscreen, the world's leading wildlife film Festival, takes place biennially, attracting visitors from across the globe to celebrate cutting-edge natural history filmmaking. Bristol is home to the BFI Film Hub South West and West Midlands, a network of 189 cinemas, festivals, arts organisations and exhibitors working to foster film inclusivity and skills development. The Watershed film culture and digital media centre links many of Bristol's festivals, networks and initiatives together; in 2016 and 2017, their programme engaged 25,000 young people and they welcomed 450,000 visitors through their doors.

Socio-economic assets of creativity underpin Bristol's Cultural Strategy that support the status of filmmakers and promote inclusivity. The longstanding BBC Bristol Partnership connects individual talent, SMEs and larger companies to grow and compete in international markets. The combined work of Bristol Film Office and The Bottle Yard Studios encourages production into the city, bringing employment and inward investment to the local film industry.

## CONTRIBUTION TO THE NETWORK

As a Creative City of Film, Bristol envisages:

- increasing diversity of local access and engagement with film culture, taking an approach to achieving diversity targets by addressing community-generated needs and delivery preferences. As lack of diversity is endemic within the wider industry, the challenge will be to embed it in Bristol's employment and development practices to create Bristol, City of Film for all;
- bridging the skills shortage in key areas identified by Creative Skillset and local industry by engaging with Bristol UNESCO Learning City and local schools to widen participation in skills development and transfer initiatives, as well as improving access to employment within the film and TV industry and maintain a notably skilled and diverse workforce; and
- developing a Film and Music cross-cutting initiative, broadening appreciation of the relationship between the two fields and collaborating across the UNESCO Creative Cities Network to celebrate Bristol's international relationship with film and music culture.

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## BUSAN (REPUBLIC OF KOREA)



### DESCRIPTION

Through the early influence of international exchanges, notably with Western culture, Busan developed strong roots in the film sector. The city has also benefitted greatly from its natural environment to strengthen its film industry. Mountains, rivers, and sea provide many shooting locations for films as well as for national and international TV programmes.

In recent decades, Busan has developed into a creative hub, which is nowadays vital to the Asian film and visual industry. Focussing on sustainable growth, Busan has fostered amenities related to film, such as the improvement of production conditions or the installation of new R&D companies.

Launched in 1996, the Busan International Film Festival (BIFF) has become Asia's premier film Festival. With world-class infrastructure and professional human resources, Busan is now a standard-setter in the film industry. The Busan Cinema Centre, which was built to mark the success of BIFF, stands as a symbol of Busan, city of film. Established in 1999, the Busan Film Commission offers a full film production network covering planning, shooting and distribution.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Film, Busan envisages:

- becoming a creative city of 'Films for All': ensuring an equal opportunity to benefit from the film industry, either in the creation, production, distribution or in the enjoyment of films;
- ensuring that citizens of all ages and from different communities across the city have equal opportunities to participate in a variety of film activities while guaranteeing both the physical and human infrastructure to offer creative, social and economic opportunities;
- further supporting the film, tourism and leisure industries;
- developing relationships with other UCCN members to facilitate the sharing of experience, knowledge and resources among all member cities, in order to nourish its own creative industries.

### CONTACT

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## GALWAY (IRELAND)



### DESCRIPTION

Located on the west coast of Ireland, Galway occupies a strategic position, which has brought multiple influences from both North America and Europe. The Spanish Arch, the remainder of a centuries-old bastion, is a reminder of the city's multi-cultural, multi-lingual history and present-day character where imagination, commerce and the arts flourish.

The surrounding landscape, culture and language have attracted artists, musicians and writers for generations. In recent decades Galway has seen the rise of a burgeoning film, television and animation sector, bringing economic activity to the area. Galway is expanding its film audiences by building the first Art House Cinema and by supporting the development of the city's film festivals and increasing opportunities for film exhibitions in the region.

Galway's overall vision is to showcase the rich heritage, tradition and legacy of film in the area, to broaden ongoing film activities and to enrich the social, economic and cultural contributions across the region.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Film, Galway envisages:

- encouraging participation in and access to the film-making process, notably through supporting emerging film-makers in the documentary film process;
- embedding film into its civic life and ensuring that regional creative industries contribute to local and national development plans;
- extending Galway's capacity for future productions through the creation of a Ireland's first regional film fund;
- enhancing media literacy and creative practices by working with teachers and schools on pilot programmes and workshops;
- increasing opportunities for film education and training for primary, secondary and post-graduate school students, as well as industry professionals;
- establishing sustainable local, national and international partnerships, including student exchanges and film co-productions; and
- promoting cultural tourism, as well as protecting and expanding the city's film heritage and archives.

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## ŁÓDŹ (POLAND)



### DESCRIPTION

Situated at the heart of Poland, Łódź is the third largest city of the country with 700,000 inhabitants. After World War II, Łódź has been recognised as the Polish filmmaking centre after the foundation of the National Film School in 1948. The city is home to many internationally acclaimed directors and cinematographers such as Andrzej Wajda, Roman Polanski, Krzysztof Kieślowski and Piotr Sobociński. Łódź's hosts a great number of film studios, including the largest one in Poland, Feature Film Studio. In 2016, the local creative industry represented 4,858 creative industries, of which 9.4 % were related to the audio-visual sector.

Known as the city of festivals in Poland, Łódź offers hundreds of cultural events through-out the year, from the Transatlantyk Festival; directed by the Academy Award winner Jan A.P. Kaczmarek, to the Humanistic Man in Danger Festival and the environment-oriented International Nature Film Festival. The city also hosts the Film Museum and the Se-ma-for Museum of Animation. The National Centre for Film Culture, aiming to be completed by 2020, will be devoted to audio-visual technologies, the process of filmmaking, the history of Polish film culture and multimedia research and learning.

Building on the tagline 'Łódź Creates', the City Council adopted the Culture Development Policy 2020+; setting creative talent, retention and attraction as a strategic goal. The policy aims at providing financial support to young artists through scholarships, as well as supporting recognised creators through artist-in-residence programmes and honorary awards. The city-funded Łódź Film Commission, operator of the Łódź Film Fund, also financial supports film producers, as well as providing technical and promotion assistance. From 2012 to 2016, 26 projects received an overall funding of US\$1.1 million, including Afterimage, the last film directed by Andrzej Wajda.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Film, Łódź envisages:

- increasing access to film culture through the National Centre for Film Culture (NCKF) in Łódź, which aims to preserve the film heritage and focus on audio-visual technologies;
- implementing the Film School project, aimed at boosting film literacy in Łódź for children and youth by fostering cooperation between schools and film education structures, as well as providing a set of film education guidelines;
- enhancing the city's creative tourism offering through the creation of a Live Film Street on the site of Moniuszki Street and Piotrkowska Street;
- developing an international animation cluster which will encourage international cooperation and exchange of experiences and best practices;
- fostering networking and international exchange of ideas on state-of-the-art technologies within the International Centre for Interactive Cinema and Video Essay, an innovative unit focusing on non-traditional forms of contemporary film; and
- strengthening multi-stakeholder and international cooperation in the film industry.

### CONTACT

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### LINK

Łódź Creative City of Film  
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## QINGDAO (CHINA)

### DESCRIPTION

Hailed as the 'Oriental Studio', both film and cinema have played an important part in Qingdao's history and culture since the early 1900's, with many often referring to the city as the home of Chinese cinema. With a population of 9.2 million, the city's pleasant climate and diverse landscape serves as an important film location and was featured in Zhang Yimou's latest movie, *The Great Wall*. The development of Qingdao has largely been fuelled by the cultural sector's economic growth, focusing predominantly on the film and music sectors, which has supported the city's success. In 2016, Qingdao's creative industries amounted to US\$8.1 billion, with a year-on-year increase of 14.8 %.

Qingdao regularly hosts internationally acclaimed film festivals and cultural events including the China Film Society of Performing Art Award founded in 1987, also known as the Golden Phoenix Awards. The city is also home to the world's largest film and television industry park; the Oriental Movie Metropolis. It is composed of a production area, an exterior scene area and an experiment area. Qingdao has also concluded an agreement with the Cannes Film Festival to build an international cooperation platform by setting up the Cannes Day.

Qingdao has identified film innovation as an important strategic factor for sustainable urban development, in economic, cultural and social terms. A series of policies enabling development within the film and television industry have been conceived, of which the Oriental Movie Metropolis is the largest initiative. This programme aims to build a large-scale industrial area for film and television covering 44 km<sup>2</sup> and fitted with a world-class film compound. 30 studios have been established in the first phase, including a 10,000 m<sup>2</sup> single studio and a state-of-the-art underwater studio. As well as building 40 studios to be used for an estimated 100 film and TV productions, the project will also create 100,000 jobs.



### CONTRIBUTION TO THE NETWORK

As a Creative City of Film, Qingdao envisages:

- facilitating international cooperation with other Creative Cities by sharing good practice and building long-term relationships through film-related collaborations;
- organising the Citizen Micro Film Contest, encouraging citizens to record life under the theme 'Film goes hand in hand with the city';
- initiating the Qingdao Rural Film Festival, which will include sections such as rural art performance and a non-professional acting contest dedicated to farmers;
- elevating the perimeter zones of the Zhongshan Road and Xiaoyushan Hill into an open city culture saloon which will feature creative activities;
- carrying out the China-Africa Young Directors Exchange Program in cooperation with other Creative Cities from Africa;
- organising the Qingdao International Film Carnival; and
- establishing an international platform for sharing educational resources on digital film to explore effective approaches for in-depth integration of film education and ICT, and with a global objective to strengthen the quality education for children in less developed areas.

### CONTACT

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### LINK

Qingdao  
UNESCO Creative City of Film  
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## ROME (ITALY)



### DESCRIPTION

Capital city of Italy with 2.9 million inhabitants, Rome has a rich legacy in motion pictures dating back to the early XX<sup>th</sup> century with the creation of the Cinecittà Studios. Being home to the largest film production facility in Europe, Rome became internationally renowned as the hub of Italian cinema. Adopted hometown of Federico Fellini, the so-called "Eternal City" has sustained its reputation as a vibrant city of film, and now supports a large sector with over 1300 active enterprises in the film industry, generating an annual added value of about US\$865 million. In addition, Rome's film market has significantly strengthened with strong public-private cooperation.

Every autumn since 2006, Rome welcomes a wide audience of 150,000 from 25 countries to the International Rome Film Festival, which ranks among the top film festivals in the world. Following a week of film screenings, the audience is invited to reward the best films with 'People's Choice Awards'. This participative process highlights Rome's steadfast commitment in making the film sector a key driver for social inclusion and cohesion. One of the sections of the Festival called 'Alice Nella Città', is also unique by being devoted to films directed by children.

Local institutions have strongly supported the emergence of cultural and creative industries in the past five years. Amongst other supporting programmes, the 'Roma Provincia Creative' has established a regional fund to benefit young creative entrepreneurs, as well as a social network to exchange and promote their innovative projects. In the film sector, the Culture and Tourism Department of Rome has developed an urban renewal programme to restart the activity of 42 abandoned movie theatres by commissioning small and medium-sized local cooperatives to revitalize urban areas with creativity and innovation.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Film, Rome envisages:

- establishing the Italian Audiovisual and Cinema Museum (Museo Italiano dell'Audiovisivo e del Cinema) aimed to both preserve and raise awareness about Italian film heritage, as well as to provide good practices in film restoration;
- increasing employment opportunities in the film sector for young entrepreneurs thanks to the Audiovisual Employment Observatory and based on strong public-private partnerships;
- encouraging cross-cutting approaches of film, music and literature through the 'E-motion Rome' project;
- cooperating with other Creative Cities of Film to build a common data hub on audiovisual heritage at an international level to nurture intercultural dialogue and appreciation of cultural diversity;
- fostering the mobility of cinema students within the UCCN through exchange programmes of the International Film Preservation School; and
- implementing the 'Cine-Creative Communities' programme aimed to promote the film sector in least developed cities as a solid and self-sustainable creative economy.

### CONTACT

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## SANTOS (BRAZIL)



United Nations  
Educational, Scientific and  
Cultural Organization



**Santos**

Designated  
UNESCO Creative City  
in 2015

### DESCRIPTION

A coastal city of 435,000 inhabitants, Santos has a rich film legacy dating back to the 1900's. In the mid-XX<sup>th</sup> century, the city's film industry reached the pinnacle of its success with the creation of the Clube de Cinema de Santos; the first established film club in Brazil. Ever since, the city has been committed to sustaining its film sector and making it a key driver of the local economy. With the support of the Santos Film Commission, 300 productions have been shot in the city in a five-year period, generating more than US\$2,3 million of added value. Santos has 21 thriving production film companies and collectives that are extending their activities to an international level.

In 2002, Santos' audio-visual sector gained strength with the launch of the Santos Short Film Festival, which is now ranked as one of the top three most attended festivals in Brazil. All the Festival activities are free of charge and, in addition to film exhibitions and the screening of a thousand of short films, the programme also offers workshops to inspire young people from different backgrounds to undertake studies and follow professional careers in the film sector. Moreover, the unique Cinema Transmedia Experience Biennale is a non-competitive event focusing on innovative approaches to film appreciation with the use of new technologies.

The Cinema Coordination Section of Santos City Hall takes great care to further promote access to, and participation in, cultural life while ensuring social inclusion of all layers of the population, especially the most vulnerable and disadvantaged ones. In this framework, the Community Cinema project aims to democratise cinema by organising weekly open-air film screenings throughout the city's neighbourhoods, with a strong focus for the most deprived areas. In two years, the programme has directly benefitted over 2,500 people, proving the key role cinema plays in nurturing social cohesion.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Film, Santos envisages:

- increasing employment opportunities for young people through the Cine Escola, established through a partnership between public sector and a NGO, focusing on capacity building and sustainable integration into the labour market;
- fostering multi-stakeholder partnerships in the field of research, development and innovation within the Santos Technology Park, dedicated to cross-cuttings approaches between innovation, film and cutting-edge technology;
- promoting professional and artistic exchanges within the UCCN through partnerships with creative cities from all creative clusters, showcasing the most innovative and creative projects;
- supporting the mobility of students through exchange programmes offered by the city's universities; and
- undertaking initiatives with Creative Cities of all creative fields to foster multidisciplinary connections, share knowledge, methods and best practice.

### CONTACT

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# SOFIA (BULGARIA)

## DESCRIPTION

The history of cinema in Sofia dates back to the beginning of the XX<sup>th</sup> century. Over the decades, Sofia has become the centre of the Bulgarian film industry. Movies produced in the city have on many occasions been presented at international festivals. As a part of the UNESCO Creative Cities Network, Sofia will maximize its potential and broaden its outreach as a City of Film.

Sofia is home to a wide variety of cultural enterprises and an active service sector focusing on the film industry. Many professional organizations bringing together film directors and producers are also based in Sofia. The municipality of Sofia has therefore decided to target the expansion of the film industry as a strategic factor for the city's sustainable development, with special focus being given to the stabilization and growth of small cultural enterprises.

Bulgaria's biggest film school (NAFTA) is located in Sofia. It has gained wide attention through the organization of several international student film festivals. Students and lecturers are actively involved in the exchange of ideas with film schools and universities from abroad. Over the past eighteen years, the Sofia Film Festival has emerged to become the Balkans' largest and most important film Festival. Furthermore, the National Film Archive, focusing on the rich history of film in Bulgaria, is also located in Sofia.



United Nations  
Educational, Scientific and  
Cultural Organization



SOFIA CITY OF FILM

Designated  
UNESCO Creative City  
in 2014

## CONTRIBUTION TO THE NETWORK

As a Creative City of Film, Sofia envisages:

- broadening the network of national film organizations with a view to promoting the exchange of good practices and experiences, as well as collaboration with the other members of the UCCN;
- implementing new activities to support the creative sector's small and medium-sized enterprises in order to create new jobs, especially for young people;
- conducting research in educational institutions concerning the Creative City Index;
- developing training programs for students in the cultural field;
- promoting the Bulgarian film industry around the world and building a new generation of film makers favouring international exchange; and
- providing alternative means of awareness-raising campaigns for all aspects of film, media literacy and audience development.

## CONTACT

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## LINK

Bulgarian National Film Center  
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# SYDNEY (AUSTRALIA)



## DESCRIPTION

Undisputed film and television production hub, Sydney leads Australia in the screen sector, with nearly 60 % of all people employed nationally in production and post-production businesses based here. More than half of all Australian production and post-production businesses are located in the State of New South Wales.

The local creative industries have produced world-class talents including director George Miller, actors Hugh Jackman and Cate Blanchett as well as digital animation pioneers Animal Logic, creators of *The Lego Movie*. Sydney also boasts a wide range of filming locations from pristine beaches, lush mountains and bush land to stunning cityscapes.

Sydney is home to Fox Studios Australia, with the biggest sound stage in the Southern Hemisphere. The studio, which brought to life films including *The Matrix*, *The Great Gatsby* and *The Wolverine*, provides state of the art filming and digital resources for filmmakers.

Sydney's dynamic and exciting screen productions challenge perceptions and help audiences to see the world differently, while at the same time telling great stories. From television series set in Sydney such as *Redfern Now*, or *Janet King* to movies on the big screen, Sydney loves watching movies as much as it loves making the content. The Sydney Film Festival, the Arab Film Festival, the Academy accredited Flickerfest short film Festival, the Queer Screen Film Festival and the Tropfest Film Festival, to name just a few, reflect the eclectic cultural diversity of the city.

## CONTRIBUTION TO THE NETWORK

As a Creative City of Film, Sydney envisages:

- promoting creativity and diversity in screen production, distribution and enjoyment;
- continuing to provide a welcoming and viable environment for creative industries looking for a world-class platform for their productions. Local production infrastructures make Sydney an economically viable location for developing and producing screen projects; and
- committing to fair, ethical and sustainable productions, which enhance partnerships between local and international actors.

## CONTACT

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## LINK

Screen NSW  
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## TERRASSA (SPAIN)



### DESCRIPTION

With its first film screening held in 1887, Terrassa had already begun to establish itself as one of the pioneer cities in Spain for the film industry. Reinterpreting the industrial modernism on which its growth was based during the XX<sup>th</sup> century, the city set about consolidating its film industry in the first few years of the XXI<sup>st</sup> century through the development of an educational ecosystem with audiovisual training and the building of the Centre for Conservation and Restoration of the Catalanian Film Archive, which spans one hundred years of regional cinema history. The city has, over the last decade, witnessed the development of a major amateur film movement, led in particular by the architect Jan Baca and the painter Antoni Padrós, who approach cinema as a new, cross-cutting and universal language.

In addition to being one of the most important centres of audiovisual creation in Spain, Terrassa is the location of the Escola Superior de Cinema i Audiovisuals (ESCAC) which counts among its alumni Juan Antonio Bayona, the director of *The Impossible* and *The Orphanage*, which was awarded the Goya Prize. Working jointly with the municipality, ESCAC is behind the Base Film Festival, an event interspersed with screenings of the first films of young talent. Terrassa is also home to the Catalonia Audiovisual Park (Parc Audiovisual de Catalunya - PAC), a major production centre composed of a number of film studios, an incubator for the creative industries and an enterprise cluster.

Through the Baumann Lab, Terrassa Municipality offers a specific programme of creativity grants intended for young artists, one of which directly supports experimental audiovisual projects. Reaffirming its strategic commitment to training, it also partly sponsors ESCAC through bursaries provided to students. Building on its experience with other city networks, such as Eurocities, and international programmes including Interreg Med, Terrassa is seeking to consolidate and share its expertise in international cooperation with other Creative Cities to promote sustainable development backed by cultural industries.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Film, Terrassa envisages:

- fostering intercultural dialogue among young audiences through the 'Film at School' programme which seeks to train teachers in technical and practical storytelling methods and film production, which will be widely disseminated among other Creative Cities through the creation of hubs - the results of this experiment will be seen in 2020 when an International 'Film at School' Festival will be organised;
- creating a Virtual Reality Cinema Unit, the goal of which will be to support projects that experiment with cinematic language and are adapted to emerging technologies by fostering knowledge transfer among film professionals, notably from other Creative Cities;
- creating an exhibit tracing an itinerary through film production spaces within the city; and
- promoting the Creative Cities Network through other European and international networks and supporting cooperation and exchanges with cities in Africa.

### CONTACT

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### LINK

Terrassa City of Film  
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## YAMAGATA (JAPAN)



### DESCRIPTION

Located at the foot of the Zao mountain range in Northeastern Japan, Yamagata (pop. 250,000) launched the Yamagata International Documentary Film Festival (YIDFF) in 1989. This event is renowned for being the first international Festival devoted to the documentary genre in Asia recording an annual audience of more than 24,000. Ogawa Shinsuke, the icon of the Japanese documentary and awarded by the Berlin International Film Festival, was influential in the creation of the Festival, turning the city into a major film hub in Japan. The audiovisual sector, including film industry, comprises 150 companies generating a total income of US\$441 billion.

Considering film and documentary genres as tools for rethinking societies and nurturing collective memory, Yamagata encourages young people to engage in the sector. In turn, this helps tackle the significant lack of employment opportunities for the young population. The YIDFF is being instrumental in providing film workshops, internships and international residency programmes by partnering with universities, including the Tohoku University of Art and Design. The Renaissance Project also showcases young talented filmmakers whose work focuses on shedding new light on traditional know-how, including of crafts and folk art and of gastronomy.

Yamagata is implementing its Action Plan for Cultural Promotion which identifies creative activities as a key driver for the city's socio-economic development. The plan provides support for grass-roots cultural activities that contribute to community-building. In the film sector, the Yamagata Film Commission has expanded since 2012 by including seven other cities in order to better serve and support the regional film industry. With an annual average of 60 visiting productions, this initiative has significantly raised Yamagata's profile as a city of film.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Film, Yamagata envisages:

- fostering cross-sectorial cooperation through creative tourism to empower and maximise the city's cultural resources;
- encouraging citizens, especially young people, to take a leadership role in film programming through the Film School for Citizens;
- introducing film education in formal curriculum and encouraging young people to actively participating in the Yamagata International Documentary Film Festival;
- implementing the first Japanese residency programme for filmmakers from developing countries;
- expanding the Yamagata Film Package to the World, aimed at promoting film culture, to other Creative Cities from Global South, notably Africa; and
- hosting international conferences on creativity for sustainable urban development, mobilising other Creative Cities to share good practices; and
- producing films emphasising the added value creative industries provide, such as the Renaissance project, which will offer new learning and employment opportunities for young people.

### CONTACT

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### LINK

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# CREATIVE CITIES OF GASTRONOMY

Alba  
Belém  
Bergen  
Buenaventura  
Burgos  
Chengdu  
Cochabamba  
Dénia  
Ensenada  
Florianópolis  
Gaziantep  
Hatay Metropolitan City  
Jeonju  
Macao Special Administrative Region, China  
Östersund  
Panama City  
Paraty  
Parma  
Phuket  
Popayán  
Rasht  
San Antonio  
Shunde  
Tsuruoka  
Tucson  
Zahlé





## ALBA (ITALY)



### DESCRIPTION

Located at the centre of a diverse region, Alba (pop. 31,437) is the thriving historic centre of Langhe Roero in Piedmont, Italy. Referred to as the White Truffle Capital, the city was also recognised as being a key player in the creation and development of the Slow Food movement in the 1990's. Today, its gastronomic sector is an important part of the city's cultural and economic development; a place where micro agricultural, food companies and multinational organisations coexist. The industry itself is a key provider of jobs in the area, employing over 24,000 people.

Home to one of the oldest food fairs in the region, the White Truffle Fair transforms Alba's historic centre into a culinary epicentre on the international level. For one month every fall, the fair exhibits enogastronomy, design and art to a wide audience. Similarly, the Vinum Fair transforms public spaces into tasting areas dedicated to the discovery of celebrated wines from local, historic vineyards. Vinum mainly welcomes a young audience and hosts concerts and events where music meets gastronomy. The aim of this Festival is to raise awareness and promote the protection of the territory's gastronomy heritage towards the youth.

For Alba, the enhancement of local gastronomic culture goes hand in hand with a process of educating the consumer and promoting short supply chains. Alba puts particular emphasis on strengthening and diversifying the cultural offered through cross-cutting events, such as La Primavera di Alba (Spring of Alba). The organisation of dinners during theatre performances, reconstruction of medieval menus and presentation of cooking books during Alba's White Night of Bookshops also provides creative platforms linking local gastronomy and the artistic sector.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Gastronomy, Alba envisages:

- long-term strengthening of local gastronomic creativity through the Bocuse d'Or Italy Academy, aimed at creating new collaborations and scheduling training packages for Italian professional schools;
- developing the Alba – Parma axis to create a UNESCO Gastronomic District of Italy in a joint effort towards implementing the UCCN mission;
- fostering international exchange of best practices and mutual knowledge amongst Creative Cities from different fields at local cross-cutting events such as Vinum, Street Fest UCCN and the International White Truffle Fair;
- strengthening cooperation with cities in the Global South to promote sustainable urban development through culture and creativity; and
- expanding Alba's existing public and private involvement in food design, as well as new collaborating with Creative Cities of Design to qualify the city as a creative destination in the field of design in relation with gastronomy.

### CONTACT

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### LINK

Alba City of Gastronomy  
[www.albacityofgastronomy.it](http://www.albacityofgastronomy.it)



## BELÉM (BRAZIL)



### DESCRIPTION

Belém, capital city of the Pará State with 1.5 million inhabitants has 65 % of its territory distributed across 39 islands.

This geographical asset offers the city a diversity of local food products such as seafood, açai, cocoa and pupunha. Gastronomy is anchored in the city's life, as it is home to the historic food market, Ver-o-Peso, which has given rise to the largest annual culinary Festival in the Amazon region. Today, the sector plays an important role in the local economy by employing 43,000 people.

The initiatives and programmes developed by the city particularly focus on food technology and innovation, as demonstrated by the establishment of the Institute for Food Technology affiliated with the Federal University of Pará, as well as by many research laboratories devoted to sustainable agrofood systems. The initiative Belém City of Taste testifies to significant efforts to improve nutrition habits of the population, notably of the youth.

Belém hosted the Cities of Gastronomy Meeting, an international event that was held for the first time in the American continent. The regional flavours were the centre of the programme, engaging chefs from various parts of the world and welcoming them to the city with the aim of introducing them to local gastronomic and cultural tradition.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Gastronomy, Belém envisages:

- establishing the Global Centre on Gastronomy and Biodiversity to improve the conditions for food clusters in technology, training and services involving the rural and urban dimensions, with the aim of setting the city as a global model in food technology and innovation;
- organising the dialogue event dedicated to global creative gastronomy and focused on Belém special dishes and their corresponding dishes from other cuisines, while taking advantage of the comparative advantage of the UCCN which involved other Creative Cities of Gastronomy;
- rehabilitating old houses within the city, starting with the idea of a 24 hour street, featuring the different architecture, and hosting a variety of leisure options, services, shops, gastronomy and banks; and
- opening an educational centre of excellence to increase awareness in young children about the city's historical-social and environmental position.

### CONTACT

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### LINK

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## BERGEN (NORWAY)



United Nations  
Educational, Scientific and  
Cultural Organization



Designated  
UNESCO Creative City  
in 2015

### DESCRIPTION

Bergen is a vibrant port city at the gateway of the fjords. Being the second largest city in Norway with 275 000 inhabitants, it has a millennium experience in international trade for seafood reflecting on its traditional and coastal gastronomy. The city's food culture originating from sea biodiversity is considered as the most sustainable in Europe. Deeply linked to healthy nutrition, gastronomy in Bergen thrives from organic food; the production of which is supported by more than 3000 farmers and 200 artisan food entrepreneurs. In addition to this, another 6500 people are employed by the aquaculture industry and fisheries.

Bergen hosts the world's largest conference on seafood, the North Atlantic Seafood Forum Conference (NASF), with the participation of over 40 countries, providing a platform for discussing innovative perspectives on sustainable global harvesting of resources from oceans and seas. Bergen is also home to a unique Centre of Expertise for Sustainable Seafood, as well as to the National Institute of Nutrition and Seafood Research (NIFES).

Organic food and sustainable seafood are at the core of the city's cultural identity and development. There are many local and national initiatives supporting the sector, including Fiskesprell with its training courses for kindergartens on the creative dimensions of seafood, as well as programmes established by the Organic Agricultural College. To further nurture the value of these assets, the city has implemented the Community Development Plan Bergen 2030 aimed at enhancing sustainable development, reducing its carbon footprint and protecting biodiversity.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Gastronomy, Bergen envisages:

- increasing the impact of cross-sectoral and public-private initiatives related to gastronomy, notably by partnering with Food Arena – a training centre established in 2014 to promote local food and products – and with the NGO Sustainable Living, to initiate projects for the promotion of sustainable food systems through raising awareness on nutrition habits and global food production;
- enhancing collaboration and sharing good practices with other Creative Cities of Gastronomy by taking advantage of existing programmes, including the Erasmus Mobility and the Economic Area Agreement, to develop initiatives such as an Asian-Nordic gastronomy project and a crossover Nordic cluster of Creative Cities; and
- pursuing the well-established cooperation with cities from the region of Africa, especially in the area of research on the management of fisheries, with the aim of fostering North-South partnerships in the field of gastronomy.

### CONTACT

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### LINK

City of Bergen  
[www.bergen.kommune.no/english](http://www.bergen.kommune.no/english)



## BUENAVENTURA (COLOMBIA)



### DESCRIPTION

Located in a bay on the Pacific Ocean coast, Buenaventura (pop. 407,539) is the largest port city in Colombia. Its predominantly Afro-Colombian population (over 89 %) has found in culinary culture and traditional cuisine a lever for resilience, reconciliation and social cohesion to tackle the challenge of peace building in a city affected by Colombia's internal conflict. Traditional cuisine of Buenaventura is based on the diversity of local fruits and richness of its seafood production. Women are at the centre of the culinary creative process and have benefited from the development of cooperation networks based on traditional market places.

In recent years, an increased awareness surrounding traditional cuisine knowledge and techniques has been enhanced through the first Encounter of Traditional Cuisines of the South Pacific, as well as the Cocinando Desde la Raíz (Cooking from our roots) Festival. These events provide the opportunity to showcase the importance of traditional cuisine in the Pacific Region in its relation to the history of the African diaspora in Colombia. In order to enhance the promotion of traditional cuisine, José Hilario López market square is going through a regeneration process, covering not only infrastructure but also social and enterprise support for the 186 merchants and traditional cooks established there.

With the support of the national government, and as part of the Llan Todos Somos PazCífico (We are all Peaceful) programme, Buenaventura adopted a policy on safeguarding and promoting food and traditional cuisines in Colombia, with the aim of raising awareness around culinary know-how, strengthening agro-ecological practices and acknowledging the cultural and social value of food and gastronomy. The programme Escuelas Taller, Herramientas de Paz (School-Workshops, Tools of Peace) aims to improve the quality of life, particularly for vulnerable young people and victims of the conflict, through culture-based capacity building and vocational guidance.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Gastronomy, Buenaventura envisages:

- improving access and participation in culinary creation through the strengthening of research and training on traditional cuisines;
- promoting the development of cultural entrepreneurship projects through the establishment of productive networks based on the existing culinary creative chain;
- investing in the development of infrastructure to help foster access and flow of cultural goods and services related to traditional cuisine, with an emphasis on market squares;
- increasing the number of traditional cooks participating in cultural events, creating spaces for the promotion of culinary know-how and products; and
- introducing other cities to important Afro-Colombian history and involving them in traditional culinary cultural events and activities to share experiences and best practices.

### CONTACT

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## BURGOS (SPAIN)



### DESCRIPTION

Located in northern Spain and home to 176,000 inhabitants, Burgos is known for many landmarks including the caves of the Sierra de Atapuerca, only 15 kilometers far from the city, inscribed on the UNESCO World Heritage List in 2000. The archaeological excavations undertaken in these sites have made the city an international hub for studies on human evolution. This distinctive feature is reflected in its gastronomy and food industries, which represent a creative and economic impetus for the city by employing 26 % of the active population. Burgos' vision of food is especially linked to scientific research on the evolution of the human species.

As a Creative City of Gastronomy, Burgos is leading on a pioneering study in gastronomic evolution. Based on experimental studies on the consumptions of food energy by the human body, this project, Human Motors, run by the Global Laboratory on Gastronomic Evolution, aims to raise awareness, at the local and international levels, on the linkages between food and human evolution. To this end, the University of Burgos (UBU) also joins forces with several programmes on food science, vanguard gastronomy, food safety, biotechnology and nutrition, by developing the design of new food with special characteristics aiming to improve cardiovascular health.

Burgos has held the title of the Spanish Capital of Gastronomy in 2013 and has further developed its creative industry of gastronomy ever since. There are many ongoing projects dedicated to the field supported by the Municipality for every season, such as tapas gastronomic heritage contests, "Burgos special stewed week-end in autumn" and the research of the original recipes of Easter.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Gastronomy, Burgos envisages:

- involving other Creative Cities of Gastronomy to undertake joint research and share experiences in the framework of the project Human Motors, and positioning the programme as the international pioneer and reference point in fostering awareness on the linkages between food, health and the evolution of the human species;
- implementing the Plan for Creative Gastronomic Industries, as well as establishing the Gastronomic District in the city centre, to foster the local creative economy driven by gastronomy; and
- sharing best practices, facilitating professional exchanges and organizing inter-cities gastronomic events with other Creative Cities of Gastronomy to further promote the field as a centrepiece for urban development and vitality.

### CONTACT

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City of Burgos  
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# CHENGDU (CHINA)



## DESCRIPTION

Renowned for its gastronomy, Chengdu is the cradle and centre of Sichuan cuisine, which is one of the references of Chinese cuisine. In Chengdu, gastronomy and life are fused and are based on the notion of striving for harmony while preserving form, beliefs which are rooted in the most ancient Chinese philosophy. The most outstanding feature of Chengdu cuisine is its great variety of flavors, based on the artful mixture of sweet, sour, bitter, spicy and salty flavors. A Chinese saying thus states that "the best cuisine is from China, while the richest flavor is from Chengdu".

Catering is also an important part of Chengdu's service sector. Chengdu is home to 62,509 catering enterprises employing 248,500 people. In 2008, the retail sales of the sector represented nearly USD\$44 billion, ranking the city fifth at the country level, contributing significantly to local employment and economic growth.

Chengdu is a city recognized for its extensive public participation in gastronomy. Gastronomy activities organized by governmental and non-governmental organizations take place all over the city throughout the year, including events such as the Chengdu International Food and Tour Festival.

Chengdu is proud of having created the first brewery, tea culture centre and food museum in China. Thanks to its popular food culture and tourism resources, Chengdu is recognized by the World Tourism Organization (WTO) and the China National Tourism Administration as one of the Best Tourist Cities in China, and was granted membership to the World Center of Excellence for Destinations (CED).

## CONTRIBUTION TO THE NETWORK

As a Creative City of Gastronomy, Chengdu envisages:

- exchanging with other cultures and becoming an innovative international City of Gastronomy;
- protecting traditional culture by involving citizens in gastronomy-related events and actions;
- developing the creative industry of gastronomy and cuisine research; and
- offering educational and training programmes in gastronomy.

## CONTACT

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## COCHABAMBA (BOLIVIA [PLURINATIONAL STATE OF])



### DESCRIPTION

Gastronomic Capital of Bolivia, Cochabamba, located at 2,558 meters of altitude, overlooks of the fertile soil of the Andean valley. The third largest city of Bolivia with 691,970 inhabitants, this area is renowned for its gastronomic richness and history that stretches back to the Pre-Columbian era, when Cochabamba was the most important centre of grain production of the Inka Empire. Gastronomy is so deeply rooted in the city's identity that a local, old saying goes 'a Cochabambino does not eat to live but live to eat'. The sector generates around 17 % of the departmental GDP and employs more than 265,000 people or one third of the labour force.

The city hosts a hundred gastronomic fairs and festivals every year, including the Expo Alimenta which is a flagship event on food export market. This event facilitates international partnerships, as well as providing a platform to exchange experiences and knowledge around the current trends of food systems, gathering around 150 businesses of the sector. To implement more efficient production systems and guarantee alimentary sovereignty, Cochabamba conducts active research on sustainable and ecological agro-food and on use of technologic innovation applied to agro-industrial processes.

Cochabamba has developed several initiatives and policies aimed at safeguarding and promoting its gastronomical heritage. In 2016, the City launched the Municipal Plan for the Development of the Regional Gastronomy. Through the implementation of 27 action lines, the initiative aims to increase the income, employment and business opportunities in the food industry. The City is also committed to strengthening a comprehensive approach of gastronomy as a strategic sector for culture-led development. It has also completed a plan to create an effective public-private local economic development agency, in charge of executing the economic plans related to gastronomy and cope with the long-term challenges to achieve sustainable food systems.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Gastronomy, Cochabamba envisages:

- promoting regional gastronomy as a cultural asset and a source of identity, by engaging all stakeholders of the food chain,
- implementing the Project VEAC from mARTadero, a pilot incubator for creative businesses;
- launching the House of Gastronomy Urban Development project, aiming to transform run-down areas in premises for the gastronomy field;
- organising the International Festival of Typical and Traditional Cuisine, a large-scale event featuring other Creative Cities of Gastronomy and of other creative fields;
- building a physical and online business platform dedicated to Creative Cities of Gastronomy, aimed at supporting new international businesses development; and
- fostering city-to-city exchange of experiences and best practices within the UCCN, through professional and artistic exchange programmes.

### CONTACT

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# DÉNIA (SPAIN)



## DESCRIPTION

Situated at the eastern tip of Spain, Dénia is a Mediterranean port city with an ample space for traditional fishing; a sector which contributes about US\$17.3 million in sales annually to the local economy. The gastronomy and food industries are the main economic drivers of the city, with more than 500 enterprises generating 2,500 direct jobs. Dénia's vision of gastronomy particularly focuses on the emergence of innovative models of local food ecosystems.

The gastronomic sector draws inspiration from the Mediterranean diet and concepts such as Slow Food by promoting healthy food based on local resources and products with the goal of ensuring more sustainable development. Dénia also emphasizes the importance of transversal approaches, as well as multi-stakeholders cooperation, to promote gastronomy by developing a wide range of activities and events involving both local and international actors, such as the International Creative Cuisine Competition of the Red Prawn of Dénia, which has an annual participation of 50 chefs worldwide.

Dénia is committed to sharing knowledge, experiences and best practices, especially in the framework of the Open Africa programme; an initiative undertaken by the Balearia Cultural Foundation, thanks to which it has launched a fruitful relationship with Tangier (Morocco) as twin cities. Through this programme, Dénia intends to spread the actions and objectives of the UNESCO Creative Cities Network to Africa and Arab States to encourage more cities from these regions to join in the future, for further fostering multilateral cooperation.

## CONTRIBUTION TO THE NETWORK

As a Creative City of Gastronomy, Dénia envisages:

- implementing the multi-stakeholder initiative Xarxa Local Food Ecosystem, intended to increase the production of fresh, in-season, autochthonous and healthy food, as well as to foster a collaborative and sustainable industry of gastronomy;
- encouraging gastronomic entrepreneurs and incubating the emergence of new food industries to stimulate the quality of urban life through innovative forms for protecting the city's gastronomic cultural heritage;
- setting up an exchange programme between chefs and culinary students from the Creative Cities of Gastronomy;
- exchanging knowledge, methodologies and best practices with other Creative Cities of Gastronomy, notably on models intended to incorporate sustainable development into local food ecosystems in order to produce a "Catalogue of Good Practices"; and
- disseminating the actions and objectives of the UCCN, notably through the Open Africa programme to encourage cities from Africa and the Arab States to join the Network and to nurture North-South, South-South and North-South-South cooperation.

## CONTACT

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## ENSENADA (MEXICO)



### DESCRIPTION

Known as the "The Cinderella of the Pacific", Ensenada stretches for 125 kilometres down the beautiful Baja California Peninsula in Mexico. This coastal city, with over 460,000 inhabitants, is home to the nation's second most important port area, connecting a maritime network of over 68 ports in 28 countries worldwide. Aside from being an ideal location for fishing and mariculture, Ensenada is the largest wine producer in the region, producing 90 % of the country's wine across than 500 labels and 50 wineries. This diversity of natural resources provides to the city's gastronomic sector a momentum to flourish.

Ensenada's vision of food and gastronomy is aligned with creativity, sustainability, innovation and intercultural dialogue. Among other initiatives, the Ensenada for Everyone Festival brings together ethnic minorities and immigrant groups to share a diversity of gastronomic know-how. The city also focuses on nurturing sustainable and innovative food systems through advanced scientific research and urban programmes, such as the Urban Vertical Gardens programme aimed at alleviating local food security issues by raising awareness on environmental-friendly cultivation methods and locally grown crops.

With its thriving sectors of wine and fisheries, the city takes care to cultivate its leadership through multi-stakeholders programmes, including the Cluster del Vino, launched in 2008 by the Secretariat of Agriculture, Cattle, Rural Development, Fisheries and Food (SAGARPA). This programme aims to build bridges between local producers, research centres and governmental institutions, to work together and spearhead the development of common and innovative solutions related to sustainable management of natural and food resources.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Gastronomy, Ensenada envisages:

- nurturing cross-cutting cooperation with other Creative Cities through the up-coming Laboratory of Cultural Innovation aimed at supporting research projects on social equality and environmental protection;
- fostering the urban quality of life and sustainable consumption of food with the creation of Ensenada's Gastronomic District, as well as of the Food and Urban Dinning Bank; an exchange platform aimed at reducing food waste and offering social-urban diners targeting the most vulnerable groups of the city;
- developing the Gastronomic Landscape of Baja California programme to create an interactive online database with regional food production information and georeferenced environmental data;
- nurturing the role of gastronomy in improving environmental preservation and sustainable urban development through fora, including the International Design and Gastronomy Forum, Ensenada Creative Mornings and the Food Design and Science World Forum; and
- developing the International Culinary Exchange to implement a worldwide residence programme in Ensenada to engage with cooks, chefs and gastronomy experts from other Creative Cities of Gastronomy.

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# FLORIANOPOLIS (BRAZIL)

## DESCRIPTION

Located both on Santa Catarina Island and on the mainland, Florianopolis is known as Brazil's Quality of Life Capital, but also as the Brazilian Oyster Capital. Florianopolis's designation as UNESCO Creative City of Gastronomy represents an incentive for the city, to promote sustainable development through the cultural industries and thus contribute to attracting investments and qualified human resources.

Florianopolis is committed to implementing two innovative actions that are the creation of the Gastronomy Observatory and the Cultural Innovation Lab. The first is designed to collect, analyze and make available information and knowledge from the gastronomy sector meanwhile the second will work on transversal actions combining crafts, design and gastronomy. Florianopolis is also engaged in formulating and implementing public policies for the development of the local creative economy. The city is focusing on the gastronomy sector, technical cooperation and exchange projects, as well as research and training programmes.

## CONTRIBUTION TO THE NETWORK

As a Creative City of Gastronomy, Florianopolis envisages:

- producing an annual food Festival with the participation of 'guest chefs' from other creative cities;
- creating a biennial award given to the best restaurants in Florianopolis based on criteria that encourage the improvement of services and products;
- publishing an annual guide of Florianopolis's gastronomic offerings;
- conducting, in parallel with the fifth Brazilian Design Biennial to be held in 2015, a workshop with experts on the theme of creative cooperation linking design, crafts, gastronomy and tourism. The goal is to design, develop and offer to the city's bars and restaurants innovative tools for the preparation and presentation of typical gastronomic dishes;
- creating the Gastronomy Observatory intended to widen the circulation of information related to the food chain through the production, analysis and global dissemination of data; and
- expanding academic exchange programmes for students from schools of gastronomy and professionals from the industry.

## CONTACT

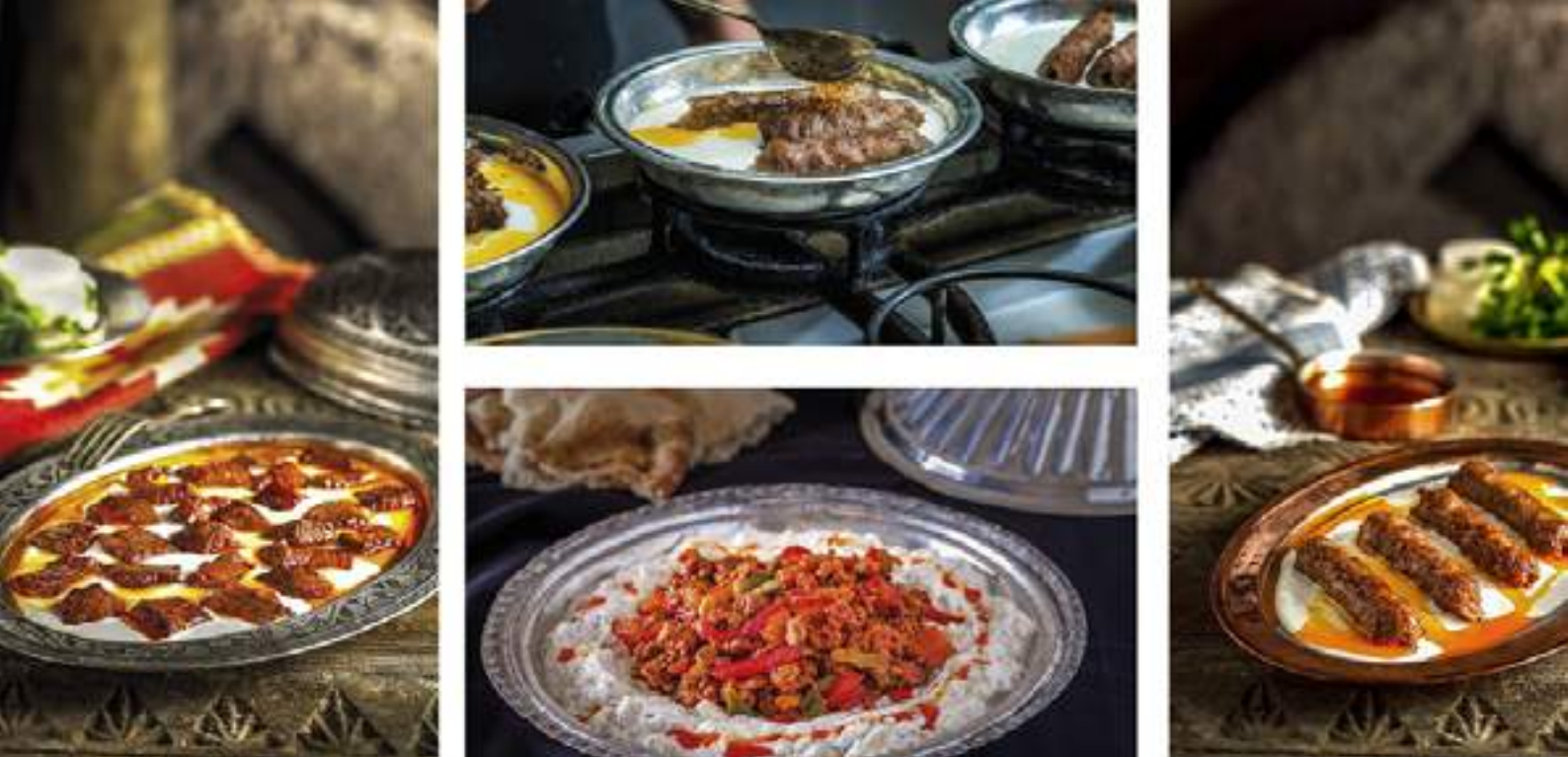
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## GAZIANTEP (TURKEY)



### DESCRIPTION

Located South-East of the Anatolia Region in Turkey, Gaziantep is well-known for its long gastronomic history which has been at the core of its cultural identity since the Iron Age. Nowadays, gastronomy remains the main driving force of the local economy. In a city of 1,890,000 inhabitants, 60 % of the active population is employed by the sector, and a significant 49 % of the enterprises are mainly dedicated to food including spices, cereals and dried fruits. In Gaziantep, gastronomy is also synonymous with festivity, intercultural dialogue and social cohesion.

Gaziantep Pistachio Culture and Art Festival has livened up the city and stands as the flagship event with its wide range of performances combining gastronomy, music, literature and folk art. Other local festivals included the Shira Festival, which is an unique 3-day event gathering almost the whole city to share the diversity of local cuisines inherited from Gaziantep's location on the ancient Silk Road. The city takes advantage of this distinguished geo-cultural location to enhance cooperation with sister cities, notably at the Silk Road Mayor Forum which aims to foster the development of sustainable cities by tackling poverty and environmental issues.

The Municipality demonstrates a strong commitment in improving urban quality of life and supporting sustainable development through many environmental and ecological programmes including a climate change action plan, an environment protection plan and the creation of an eco-park. This third programme is aligned with the production of renewable energy by transforming pistachio shells, unused until now, into an innovative source of energy foreseen to benefit both industrial and residential use.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Gastronomy, Gaziantep envisages:

- nurturing intercultural dialogue through the Kitchens in Districts project aimed at establishing fully equipped kitchens for people with low economic resources to both cook and share their know-how with other denizens;
- enhancing social inclusion through the Atelier Without Obstacles project by offering vulnerable groups and disabled people training courses on the creation and management of creative enterprises;
- encouraging multi-levels cooperation by conducting researches and collecting data with other Creative Cities of Gastronomy, notably on the history of the ancient Silk Road's food culture; and
- organizing an International Festival of Gastronomy to share experiences and know-how with other Creative Cities of Gastronomy.

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# HATAY METROPOLITAN MUNICIPALITY (TURKEY)

## DESCRIPTION

Situated in the southern region of Turkey, at the heart of the Amik valley, the Metropolitan City of Hatay acknowledges a multicultural identity inherited from its location on the ancient Silk Road. Hatay served as the opening gate for the Silk Road to the Mediterranean and has been the centre of spice trade for centuries. It is said that 13 world civilizations have influenced and shaped its gastronomic identity with cuisines from the Middle East, Anatolia and the Mediterranean. With its mild climate, the region encompasses an extremely rich flora, allowing for the growth of medicinal and aromatic plants, an industry which provides 60 % of Hatay's GDP.

Hatay City Council co-organises, along with associations and NGOs, many gastronomy themed festivals and events to promote the diverse local food culture and agriculture, including the Hatay Agriculture Fair and the Hatay Künefe Festival. Considering gastronomy as a tool for social inclusion, the city undertakes several initiatives to empower women by creating new employment opportunities. In addition, with the strong support of the Municipality, the Down Café was established in 2016 to create socially inclusive employment, with all employees being people with disabilities and volunteer mothers.

The Metropolitan Municipality undertakes a series of policies and strategies to further protect and promote the diverse food culture, as well as the rich flora through farming incentives and microcredits. It supports specialised organisations such as the Hatay Cooks and Confectioners Society which focuses on healthy nutrition, organic agriculture and food safety. The city also promotes trainings for farmers in horticultural therapy, permaculture, high tech farming and biodiversity, in order to raise awareness about sustainable food systems.



## CONTRIBUTION TO THE NETWORK

As a Creative City of Gastronomy, Hatay envisages:

- establishing an agri-food park driven by a community of farmers, women, suppliers, retailers, in order to increase professional opportunities in the gastronomy field;
- holding the Food Academy, which will provide knowledge transfer, cooperative opportunities and certification programmes for chefs and professionals;
- forming collaborations with chefs and students of gastronomy-related fields from other Creative Cities through the Hatay Food project and the Food Academy;
- organising the World Gastronomy Culinary Exposition; a cross-cutting event featuring other UCCN cities; and
- empowering refugee women and children through mentoring and training in agri-food and gastronomy-related businesses.

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## LINK

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## JEONJU (REPUBLIC OF KOREA)



### DESCRIPTION

Designated as the 'Taste City', Jeonju is renowned for its gastronomy and food industry. With its longstanding tradition in the production of rice, cultivated on the Honam Plain, fish and salted fish from the Yellow Sea, fresh vegetables and wild greens from the mountains, Jeonju is recognised as a reference for high quality traditional Korean food. Due to its culinary status, the city has made continual efforts to protect traditional food culture and develop the gastronomy sector.

The city also created the Creative Culinary Institute of the Republic of Korea and the Bibimbap Promotion Association through innovative partnerships involving the public and the private sectors. Additionally, Jeonju's infrastructure enables the city to host various food festivals, including the Jeonju Bibimbap Festival and the International Fermented Food Expo, thus contributing to the internationalisation of traditional Korean food, while also establishing a model for sustainable development for the XXI<sup>st</sup> century food industry.

Within the city itself, over the next four years, Jeonju is planning to invest a budget of US\$46 million in support of its gastronomic development. This major commitment will enable the city to establish archives of Jeonju cuisine, and to develop creative restaurants run by experts and skilled families, as well as to create a project for renewal of old city and a tableware cluster.

In addition, to achieve the network objectives at the international level, the city aims to foster cooperation between Creative Cities of Gastronomy and Crafts and Folk Art and conduct research on gastronomic culture based on the Silk Road culture.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Gastronomy, Jeonju envisages:

- establishing an archive of Jeonju cuisine;
- developing creative restaurants by experts and skilled families;
- create a project for the renewal of old city and a tableware cluster;
- enhancing cooperation between Creative Cities of Gastronomy and of Crafts and Folk Art;
- undertaking research on gastronomic culture based on the Silk Road culture; and
- implementing internships and exchanges with schools and departments related to gastronomy around the world.

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# MACAO SPECIAL ADMINISTRATIVE REGION, CHINA (ASSOCIATED MEMBER, UNESCO)



## DESCRIPTION

Located on the western bank of the Pearl River Delta, where the river flows into the South China Sea, Macao comprises 650,000 inhabitants. Macao came under Portugal's administration in the XVI<sup>th</sup> century when it was an important trading hub. As a result, the city has become a diverse environment, combining eastern and western culture and home of the first 'fusion food' – the Macanese cuisine, now designated as Macao's intangible heritage by the local government. In 1999, China a Macao and the Macao Special Administrative Region (SAR) was established. Macao identifies gastronomy a key lever for nurturing cultural diversity and supporting sustainable economic growth. 6.6 % of the workforce in Macao is employed in the gastronomy field, of which 28.6 % is represented by young people aged from 25 to 34.

Macao has an important experience in hosting large-scale gastronomy-related events such as the Macao Food Festival; a landmark event gathering local and international chefs and key sector stakeholders from across Asia and Europe. Celebrated for 16 editions, the Festival continuously expands in scale, attracting an audience of over 800,000 in 2016. Other major festivals are the Lusofonia Festival, which promotes and exchanges cultural knowledge between Portuguese-speaking countries and regions, and the Myanmar & Southeast Asia Cuisine and Culture Festival.

To maximise the potential of gastronomy in socio-economic development, the local government has adopted a multi-pronged strategy aiming to promote the sustainability of local food culture, create opportunities for exchange with international stakeholders, enhance the working conditions within the sector, and nurture interest in the sector through education and training programmes targeting young people in particular. The SAR Government initiatives Young Entrepreneurs Aid Scheme, as well as the Youth Entrepreneurs Incubation Centre, provide technical support, training, consultation and market intelligence for young creative entrepreneurs.

## CONTRIBUTION TO THE NETWORK

As a Creative City of Gastronomy, Macao envisages:

- collaborating with diverse associations and institutions to reassert the importance of a sustainable food culture and promote the local gastronomic heritage;
- establishing a vocational education centre, aimed at supporting the emergence of creative talents in the gastronomy sector;
- creating a Macanese gastronomy database in order to set standards for Macanese cuisine, generating wider awareness and contributing towards the sustainability of the culture and culinary identity of Macao;
- holding the second edition of the International Film Festival and Awards Macao (IFFAM) to create synergy between film and gastronomy;
- contributing financially to the UCCN and launching international students exchange programmes;
- continuing to host the International Gastronomy Forum Macao and extending participation to Portuguese-Speaking countries, harnessing long-term cooperation between Creative Cities of Gastronomy; and
- inviting UCCN Cities to participate in the Macao Food Festival so as to promote their cities and gastronomy.

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# ÖSTERSUND (SWEDEN)



## DESCRIPTION

Located in the centre of Sweden, Östersund is widely known for its gastronomic culture based on local sustainable food inspired from longstanding culinary traditions. The city's culinary tradition is intimately linked to its natural surroundings and the region's sustainable development efforts. Bringing together and supporting small entrepreneurs and farmers, Eldrimner, the Swedish National Centre for Small Scale Artisan Food Processing, provides guidance and supports training and product development demonstrating the importance of gastronomy in relation to the creative industries.

The management of the food sector in Östersund is shared between the city and the Region of Jämtland Härjedalen. The city is the main market for food products, and the rural areas provide a workspace for the producers, thereby strengthening urban-rural connections. Other organisations connected to the food, culture and tourism sector are also involved in these efforts. The sustainability of Östersund's society is one of the city's priorities. Östersund has identified local 'jämtlandic' culture and creative gastronomy as key factors for sustainable development and economic growth. A reason why it got awarded the Swedish National Commission for UNESCO Prize in 2017. Winner of Sweden's best climate city award in 2010, Östersund is also using a heating system powered by biofuel and biogas.

The region's creative sector, incorporating architecture, design, interactive software, film and television, music, publishing and the performing arts, is growing by 5 – 10 percent per year. Tourism is a major part of the local economy. Altogether there are about 2,000 companies and 4,500 employees in the region's creative industries, most of which are based in Östersund.

## CONTRIBUTION TO THE NETWORK

As a Creative City of Gastronomy, Östersund envisages:

- continuing working with rural-urban project, where the city and the region cooperate on the theme of food/gastronomy, culture and tourism, within the Regional Food Strategy in the four-year period between 2018-2021;
- working in the long-term with the UNESCO Creative Cities Network where the region's public and private companies gain access to collaborative opportunities in international cooperation as well as both private and public sectors;
- engaging in the continuation of Östersund, and the region cluster, function within the UCCN, with an increased focus on exchange programmes and cooperation on the Nordic and European level; and
- taking part actively in improving the communication within the network.

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## LINK

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## PANAMA CITY (PANAMA)

### DESCRIPTION

Capital city of Panama with 1.7 million inhabitants, Panama City is located between the Pacific Ocean and the Darien tropical rain forest, characterised by a wealthy biodiversity and marine ecosystem. This led to the development of a rich gastronomy history based on diverse cultures and natural resources displayed in the city's 2,477 restaurants and food kiosks. Designated as the next Ibero-American Capital of Culture in 2019, Panama City presents a thriving creative sector, currently employing 58,000 people and contributing 6.4 % to the GDP.

Panama City's chefs are key actors in forging the vibrant gastronomy sector. In 2010, Chef Elena Hernández founded the city's oldest food fair, the Panamá Gastronómica, with a view to promoting Panama as a hub of flavours. Chef Hernández is also advocate for the Women Chefs against Cancer initiative. Developed by five renowned young chefs, the Paila project is a flagship organisation promoting social responsibility through gastronomy. They coordinate events such as the Fonda Urbana Vol.1 project which aims to raise funds for low-income households.

To support the gastronomy sector, 'Collaboratory' is the main concept underpinning the Strategic Programme of Panama City. Among other projects, the Biogastronomic Collaborator will be established as a knowledge management and R&D platform, using science to assist the development of Panamanian intercultural gastronomy. The predominant strategy focusing on sustainable development within the city is the Panama Metropolitan Plan: Sustainable, Human and Global initiative. This strategy aims to provide new inputs for comprehensive and multisectoral planning, such as analysis based on the historical growth in the city's urban footprint and potential future expansion, the value of the territory through various comparative indicators and the active participation of citizens.



### CONTRIBUTION TO THE NETWORK

As Creative City of Gastronomy, Panama City envisages:

- developing the Collaboratory Programme as an inclusive governance practice of urban transformation through creative intercultural gastronomy, in line with the 2030 Agenda for Sustainable Development;
- promoting Gastronomic Corridors in the city as urban management tools promoting economic development within the city's gastronomy sector;
- enhancing cooperation with other cities, particularly those from under-represented regions within the UCCN, through collaborative initiatives;
- promoting, as the next Ibero-American Capital of Culture, the UCCN goals in the Ibero-American region as well as through the Ibero-cinas Programme;
- creating technological tools that connect every part of the gastronomy value chain through the Collaboratory of Technologies project; and
- strengthening 'gastrodiplomacy' as part of the Panamanian National Strategy of Cultural Diplomacy.

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## PARATY (BRAZIL)

### DESCRIPTION

Port city of 40,975 inhabitants, Paraty is located on the Costa Verde (Green Coast), a lush, green corridor that runs along the state of Rio de Janeiro in Brazil. Paraty was an important crossroads, which brought together indigenous, Portuguese and African cultures, a diversity reflected in traditional recipes such as paçoca-de-banana and farofa-de-feijão. Paraty is also celebrated for its know-how in cachaça making, Brazil's famous sugarcane spirit; a talent highlighted during the Cachaça, Culture and Flavors Festival. It is estimated that 20 % of the city's labour force works in agro-alimentary and gastronomy-related sectors.

Paraty's vision of gastronomy and agriculture largely focuses on environmental friendly processes based on biodiversity. Held for 15 years, the Folia Gastronômica Festival displays traditional and innovative local cuisine through lectures, tastings and trainings and involves more than 50 chefs, including Brazilian chef Alex Atala and Zé Ferreira, pioneer in agroecology farming study. Paraty also hosted the Forum on Local Integrated Sustainable Development on the Agenda 21 Sustainable Gastronomy Programme, further developing cooperation between chefs and organic farmers and encouraging agroecology.

Having 78 % of its territory environmentally protected, Paraty's municipality has adopted several regulations to address its natural environment, including a Municipal Closed Fishing Season implemented during the spawning season while financial compensation is secured for fishers. More importantly, the Secretariat of the Environment is working, within the Agenda 21, to create the Sustainable Gastronomy and Green Passport certifications; the aims of which are to develop more sustainable tourism through community-based ecotourism initiatives and implement waste reduction schemes. The certification will also improve the sustainability of the area and increase awareness on environmental issues.



### CONTRIBUTION TO THE NETWORK

As a Creative City of Gastronomy, Paraty envisages:

- creating a Gastronomy Observatory to establish a clear picture of the gastronomy field, mapping the entire chain from farm to table;
- reinforcing the food supply chain, especially of the Fish Market, to improve the living standards of local fishing families, offering regularization, technical assistance, and professional training;
- establishing the Creative Economy and Training Center (CEFEC), a multidisciplinary hub for young people, offering training workshops linking design, crafts and folk art, media arts, together with gastronomy;
- strengthening the linkages between biodiversity and creativity in the gastronomy food chain through the Agroforestry Farm of Zé Ferreira as a reference centre and cooperation with other Creative Cities;
- strengthening Paraty's national and international cooperation in gastronomy with other Creative Cities, establishing partnerships between the local Gastronomy Observatory and other institutions; and
- undertaking cross-cutting initiatives between gastronomy and literature fields including the 'Cooking with Words' project, developed in collaboration with Óbidos, the Creative City of Literature in Portugal.

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## PARMA (ITALY)



### DESCRIPTION

A city of 189,000 inhabitants, Parma is located at the heart of the "Italian Food Valley". With 30.5 % of the labour force working in the agri-food and gastronomic industry, the sector has forged the city's history and remains the driving forces of the local economy. Parma's vision of food and gastronomy is intrinsically linked to environmental sustainability being based on local production and urban-rural reciprocity.

Parma hosts important food-related events involving multistakeholders in the fields of entrepreneurship, industry and research, such as the International Food Fair Cibus, which over the last twenty years has become a reference for operators in Italian and international agri-food sector. Fiere di Parma have an important and old tradition in organizing events such as Cibus Tec, which showcases technologies for food industries and focuses on sustainability and efficiency in production processes and food safety. It also manages CibusLand, which seeks synergies between urban and rural areas for healthy and sustainable consumption.

The city testifies to its culture-led development by recording nearly 3,000 creative businesses. Parma City Council reinforces its strategies and policies for supporting the emergence of new creative industries. In the field of gastronomy, the policy framework has been influenced by the market of agricultural entrepreneurs called The Court, from the earth to the table, which was the first to recognize the importance of direct sales and a short food chain for sustainable production and consumption. The local government is committed to following this direction by raising awareness about traceable and seasonable products to maintain biodiversity and environmental sustainability.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Gastronomy, Parma envisages:

- increasing food-related educational programmes and collaborative research, mainly through the Food Science and Labs;
- strengthening urban-rural reciprocity and protecting local food culture with the Food Culture and Land Development project, focusing on establishing a balanced relationship between urban horticulture and peri-urban agriculture;
- fostering multidisciplinary approaches and inclusive cultural participation through the Art, Music and Fine Foods programme;
- strengthening cooperation with Creative Cities of Gastronomy through the Become a City of Gastronomy project, which aims to encourage participation in the line-up of food-related international events hosted by Parma;
- rising awareness on sustainable food and healthy lifestyles among young people with the Food and Nutrition for Children and Youth project;
- and nurturing exchange of knowledge and experiences through the Food for Future programme focusing on food and gastronomy as key levers of sustainable urban development by enhancing North-South cooperation.

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## PHUKET (THAILAND)



### DESCRIPTION

Located in the southeast of Thailand, Phuket is the largest island of the Andaman Sea, encompassing a population of 390,000 inhabitants. Here, traditional culinary culture is seen as an enabler for intercultural and intergenerational dialogue and, over the years, has benefitted from rich cultural and knowledge exchanges. While the sector of gastronomy records a significant contribution of \$3.6 billion to the local economy each year, important efforts have been undertaken to implement a more balanced, environmental-friendly and sustainable production and exploitation plan surrounding local food resources.

Within the city, gastronomy plays a vital role, as it harbours the ability to transmit and uphold the ancient recipes, passed down through generations within families and communities. This commitment to preserve, perpetuate and promote traditional expressions is highlighted by the annual Old Town Festival, which restores ancient know-how in gastronomy, crafts and folk art, and visual arts. This three-day event attracts a local and international audience of more than 400,000 people. In addition, the Andaman Hoteliers event offers vocational training for young people to pursue careers in the field of gastronomy.

In recent years, the municipality has invested extensively in raising awareness surrounding the safe food chain, notably through the Phuket Food Safety and Andaman Kitchen programmes. To make headway with sustainable urban development, Phuket is also committed to foster capacity building and enhance local and international cooperation in the field of research and development (R&D) by working towards achieving responsible and sustainable production and consumption of local food resources.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Gastronomy, Phuket envisages:

- establishing the Institute of Phuket Gastronomy to encourage research and development (R&D) in the field of gastronomy;
- enhancing cooperation and exchange of know-how with other Creative Cities of Gastronomy through the Thailand Creative Forum;
- tackling food deprivation of vulnerable groups and individuals, especially victims of natural disasters;
- supporting gastronomic and food innovative systems and projects through a wide range of events including competitions; and
- increasing hand-on opportunities for young people to engage in careers of the field of gastronomy and the overall cultural and creative fields.

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# POPAYÁN (COLOMBIA)

## DESCRIPTION

Popayán is a city of 300,000 inhabitants located in the South-west of Colombia. A university city, Popayán is best known for its colonial historic centre of Hispanic heritage, where numerous celebrations take place, including that of Holy week, declared intangible cultural heritage of humanity by UNESCO in 2009.

Popayán also hosts numerous gastronomic activities aimed at promoting the flavors of the traditional cuisine of the region. Three culinary traditions lie at its origins: the roots of the pre-Columbian culture, those of African culture and the contributions of Spanish cuisine, at the crossroads of pre-Columbian, African and Spanish cultures. Beyond the flavors and know-how, traditional cuisine is also a melting pot of rites, legends and cultural practices.

## CONTRIBUTION TO THE NETWORK

As a Creative City of Gastronomy, Popayán envisages:

- Organizing the XIII Gourmet Congress of Popayán in the first week of September 2015, where a foreign city and a Colombian city will be the guests of honors. In addition to gastronomy tastings from the invited cities, 40 local cuisine stands will greet, as every year, nearly 30,000 people; and
- Continuing to implement the 'Safeguarding Culinary Knowledge and Traditional Cuisine' policy, adopted recently by the Municipal Council of Popayán.

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# SAN ANTONIO (UNITED STATES OF AMERICA)



## DESCRIPTION

San Antonio is a crossroads of geography, geology, fauna, civilisations and cultures. Drawn to San Antonio's river, for 13,000 years. In the 1700s, Spanish colonists introduced new traditions and tastes. Other new flavours, spices and ingredients from Europe, Asia and Africa came with the European settlers in the 1800s, along with new culinary techniques to create a complex fusion and flavour characteristics that make San Antonio's cuisine distinct. The category of culinary arts, are one of the city's fastest growing industries, increasing 12 % per year, with an economic impact of US\$4,3 billion.

San Antonio is taking many steps to support the continued growth of the culinary industry, while preserving its gastronomical heritage and supporting healthy nutrition. Among other initiatives, the Healthy Neighbourhoods programme uses grassroots outreach to help residents address childhood obesity, while the San Antonio Food Bank's Mobile Mercado, a farmer's market and teaching tool, travels to food deserts to facilitate access to healthy foods. Professional chefs and nutritionists offer demonstrations, teaching participants how to cook with the fresh ingredients, including diabetes-friendly recipes and tips.

The City of San Antonio prioritised urban agriculture with the approval of amendments to the Unified Development Code, which allows urban farmers and gardeners to grow and sell products at the site of their garden or farm. Also, Break Fast & Launch; the country's first culinary business accelerator, helps entrepreneurs launch sustainable food concepts. Participating entrepreneurs attend a programme hosted by food and beverage artists and owners, as well as product creators and food technology experts. By bridging the gap between start-up and sustainable, this programme increases the footprint of local culinary businesses in San Antonio.

## CONTRIBUTION TO THE NETWORK

As a Creative City of Gastronomy, San Antonio envisages:

- creating a public-private partnership to create a cultural and arts destination in the heart of downtown, to develop business concepts and activities that interpret San Antonio's diverse culinary heritage;
- using cultural mapping and oral histories to engage citizens with the concept of conservation, and enabling them to support the preservation of cooking techniques, foods, and recipes handed down from generation to generation;
- developing a series of culinary trails connecting the city's historic and cultural assets;
- creating a juried film Festival featuring food-focused submissions from independent film-makers worldwide;
- pioneering a Chef-in-Residency culinary exchange programme to feature culinary diplomacy master classes or workshops in other Creative Cities; and
- continuing to host symposia and festivals with a focus on the protection and promotion of intangible heritage, including the role culinary heritage plays in tradition, cultural arts, and spiritual life.

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## SHUNDE (CHINA)



### DESCRIPTION

Shunde is one of the cradles of Cantonese cuisine, situated at the core of the Pearl River Delta, with Guangzhou to the north and Hong Kong to the south. Its outstanding natural environment, lively cultural scene, prosperous economy and renowned culinary arts academies provide particularly favorable conditions for the development of a gastronomic culture and industry.

The chefs in the city pay special attention to retaining the ingredients' flavors and cook with attractive colors, fragrances and tastes that can be described as genuine. Shunde cuisine is famous for its delicacies characterized by their nutritional value and preparation. The combination of inventive cooking methods, creative ways of presentation and outstanding flavors, makes the city's cuisine truly exceptional.

Shunde's longstanding and well-developed gastronomy as well as more recent processes of industrialization have brought forth ambitions for future developments. The city is determined to further its image as an innovative city of gastronomy and creativity.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Gastronomy, Shunde envisages:

- developing the gastronomic cultural and creative industries focusing on their social and economic benefits, through which Shunde will promote the city's image and quality of life;
- engaging in international collaboration, hosting meetings and contributing to various activities related to the field of gastronomy; and
- maintaining close exchanges with Creative Cities of Gastronomy and contributing to the development of the UCCN.

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# TSURUOKA (JAPAN)

## DESCRIPTION

Tsuruoka's history leads back to the Japanese Edo period over 400 years ago. Since then, remarkable gastronomical and agricultural traditions have developed in the region. The landscape surrounding the city offers a varied geographical landscape from sea to plains and mountains. This geographic diversity has resulted in an exceptional diversity of food being cultivated in the area surrounding Tsuruoka and includes foods such as mountain vegetables and mushrooms, rice, bamboo shoots, edamame (green soybeans) and seafood. Also unique to the city's identity are spiritual traditions such as "Shugendo" on the Three Mountains of Dewa and the "Kurokawa Noh" play.

Food-related industries in Tsuruoka, such as agriculture and the food and drink services are promising sectors for the future of the city. Tsuruoka is also home to a large number of talents stemming from the city's gastronomical tradition and includes well-known agriculturists and renowned chefs. Indeed, farmers, cooks and chefs are true creators and artists in Tsuruoka. Universities and research facilities also explore topics related to gastronomy, resulting, for instance, in studying and valuing indigenous crops as "living cultural assets".

Under the leadership of the Tsuruoka Creative City of Gastronomy Promotion Council, founded as a collaboration of citizens, industry, academia and government, Tsuruoka is currently encouraging the transmission of traditional cuisine and is promoting the production and use of indigenous crops.



## CONTRIBUTION TO THE NETWORK

As a Creative City of Gastronomy, Tsuruoka envisages:

- encouraging the preservation and promotion of indigenous crops and their use in traditional gastronomy so as to transmit this knowledge to future generations;
- promoting collaboration between farmers, chefs and those who are engaged in related industries as well as research in order to enhance the region's unique gastronomy; and
- sharing experiences related to the promotion of Creative Cities. Tsuruoka is committed to interacting with other members of the UCCN in order to support the development of each member's potential.

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# TUCSON (UNITED STATES OF AMERICA)



## DESCRIPTION

Located in the Sonoran Desert, Tucson has the longest agricultural history of any city in the United States of America. It has a 300-year tradition of vineyards, orchards, and livestock ranching that have forged the wide array of the local heritage foods, a source of identity and vitality for the local population of 1 million inhabitants. The distinctive cuisine of Tucson has developed from a culturally layered history, a variety of heritage food ingredients, and a continuity of traditional food preparation techniques. To maintain its thriving culinary sector, the city focuses particularly on innovative programmes and regulations for food security and sustainable local food production and distribution.

Numerous farmers' markets and more than two dozen annual food festivals, fairs, and tastings occur year-round and offer tastes of the region's specialties and food traditions. Often multidisciplinary, an event such as the Tucson Meet Yourself showcases performances of music, crafts and gastronomy, and attracts more than 100,000 participants each year. In addition, a thriving contemporary culinary scene is led by award-winning chefs and independently owned restaurants creating traditional and contemporary dishes using local foods, and is celebrated by film and book festivals.

Tucson is undoubtedly a model of a gastronomy-based economy. It has however intensified actions toward using gastronomy as a key engine to achieve sustainable urban development. Building community gardens for public housing is just one of the many projects aiming to revise the city's zoning regulations and remove barriers for urban food production and local food sales. The popular project saw the creation of home and community gardens, urban farms, greenhouses, farmers' markets and small animal husbandry in residential areas.

## CONTRIBUTION TO THE NETWORK

As a Creative City of Gastronomy, Tucson envisages:

- establishing the Center for Food Justice, Security, and Innovation aimed to increase access to healthy foods, improve sustainable local food production and distribution, and expand job opportunities in food industry;
- nurturing cross-cutting approaches by engaging Creative Cities of Gastronomy and Literature to the Food & Farm Writing and Literature International Forum, focusing on the promotion of consumption of healthy foods;
- cooperating with other Creative Cities of Gastronomy on developing resources and strategies for conserving and disseminating heritage crop varieties, as well as promoting the use of culturally-appropriate, nutritious, regional foods; and
- exchanging best practices on how to support artisanal local producers', the development of cooperatives and public markets, urban food production, conservation, and distribution.

## CONTACT

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## ZAHLÉ (LEBANON)



### DESCRIPTION

Zahlé, with a population of approximately 150,000 inhabitants, is celebrated in Lebanon and throughout the region for its pleasant climate and traditional cuisine. The capital and largest city of the Beqaa Governorate in Lebanon, Zahlé is proud of its gastronomy as well as of the fifty poets and writers born in the city over the past century.

Known as the 'Bride of the Beqaa', and the 'Neighbor of the Gorge', in reference to its geographical location and natural beauty, the city is also designated as the 'City of Wine and Poetry'. Zahlé's culture has long revolved around its grapes, wine and arak, the distilled anise-flavored drink that has traditionally been served in cafés at any time of the day.

Zahlé's most important cultural event is the Festival of the Vine, traditionally held each year in September, during which concerts, plays, poetry readings and artistic exhibitions are organized daily over the course of several weeks.

A famous historical site in Zahlé, the Berdawni River is celebrated for its many waterside restaurants. These institutions have a strongly rooted reputation of delivering excellent traditional food. Dishes and meals made with trout are considered a particular specialty for the Hermel and Anjar communities. Besides the Berdawni restaurants, Zahlé is distinguished by a rich diversity of traditional restaurants and coffee shops. This diversity is what gives Zahlé a special trait in terms of heritage preservation and multicultural openness.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Gastronomy, Zahlé envisages:

- sharing its experiences and cultural gastronomy;
- organizing the Festival of Gastronomy in September in which all Creative Cities of Gastronomy are invited to participate; and
- developing training courses, notably targeting women, on Zahlé's gastronomy in collaboration with the Chamber of Commerce and the Ministry of Tourism.

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# CREATIVE CITIES OF LITERATURE

Baghdad  
Barcelona  
Bucheon  
Dublin  
Dunedin  
Durban  
Edinburgh  
Granada  
Heidelberg  
Iowa City  
Krakow  
Lillehammer  
Ljubljana  
Lviv  
Manchester  
Melbourne  
Milan  
Montevideo  
Norwich  
Nottingham  
Óbidos  
Prague  
Québec City  
Reykjavik  
Seattle  
Tartu  
Ulyanovsk  
Utrecht



## BAGHDAD (IRAQ)



United Nations  
Educational, Scientific and  
Cultural Organization



Baghdad  
CITY OF LITERATURE

Designated  
UNESCO Creative City  
in 2015

### DESCRIPTION

Located along the Tigris River and at the junction of historic trade roads, Baghdad is the capital of Iraq and the country's largest city being home to more than 7.6 million inhabitants. Nominated as the 2013 Arab Capital of Culture, the city is acknowledged as one of the Arab region's principal centres of literary creation. Being a city of diversity, the literature sector in Baghdad releases several monthly newspapers in three languages, namely Arabic, English and French.

With literary creation being at the core of the city's cultural life, the Directorate of Cultural Relations allocates \$US 150,000 of its annual budget in support of literary events and women and young writers. Such funding enabled Baghdad to organize the first International Conference on Translations and the Nazik al-Malaika Award for women writers. Throughout the year, many poetry festivals, including al-Jawahiri Festival, are hosted in Baghdad with the genre of poetry being one of the common threads in multiple literary events.

Baghdad benefits from state-owned and non-governmental literary research centres and programmes such as: the Union of Iraqi Writers, the House of Cultural Affairs, the al-Mamoon House for Translation and Publishing, the Iraqi House of Poetry. These centres are involved in the promotion of literary creations, the dissemination through translations, the protection of the rights of writers, and literacy for sustainable development.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Literature, Baghdad envisages:

- promoting cross-cutting ventures between the creative fields covered by the UNESCO Creative Cities Network, notably at the Spring of All Arts International Festival;
- developing the Network of Baghdadi Cultural Houses aiming at strengthening the creation, production, distribution and dissemination of literary and cultural activities, goods and services;
- enhancing the exchange of ideas and knowledge on poetry with the Creative Cities of Literature at the Baghdad International Poetry Festival and the Baghdad International Poetry Award; and
- broadening cultural environments and opportunities for youth, in particular through poetry writing, to discover talents among the new generation.

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## BARCELONA (SPAIN)



### DESCRIPTION

Since the XIX<sup>th</sup> century, Barcelona, a city of 1.6 million inhabitants, has been universally recognised as a publishing centre for Spanish, Latin American and Catalan literature. Popular with multinational groups and having its own thriving independent publishing scene, the sector adds a US\$1.3 billion value to the regional economy and has been consolidated in the last two decades, both at the local level, as demonstrated by the doubled number of public libraries, and at the international level, with 44.8 % of the book exports going to the region of Latin America.

Barcelona's literature sector maintains its international dynamism through the organisation of a wide array of international book fairs including Liber, the most important Spanish language fair in Europe which focuses on digital content. The city is also home to Catalan PEN. Programmes are undertaken to increase literacy rates in the general public and specific audiences. The 'Regional Literary Agency Programme' notably conducts readings in unexpected places throughout the city, such as, in football fields, at the Parliament of Catalonia; Barcelona's local Parliament building, and on trains, as well as holding conferences and workshops in correctional facilities and hospitals.

In order to further foster creativity, the Municipal Culture Bureau provides US\$150,000 to support literary events and enhance the city's international impact in the field. In addition, Barcelona is one of the cities that initiated the Agenda 21 for culture, testifying to a rich experience in international cooperation and emphasising its commitment to placing creativity at the core of its urban policy agenda. By working toward an inclusive development approach based on economic feasibility, social equity, environmental responsibility and cultural vitality, the city aims to support the continued growth and success of its literary sector.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Literature, Barcelona envisages:

- supporting the literary sector at a local level by launching new projects to cultivate and promote reading, especially for young audiences;
- nurturing the already strong public libraries' network; and
- promoting the St. George's Day model as an exemplary literary and participative event that can mobilise culture as a form of civic advancement and draw a literary map of the city which attracts cultural tourism and revitalises the city's cultural heritage.

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# BUCHEON (REPUBLIC OF KOREA)

## DESCRIPTION

Bucheon (pop. 870,000) owes its vibrant literary legacy to Byun Yeongro and Chong Chi-yong, forerunners of the new poetry movement, active during the first half of the XX<sup>th</sup> century. Renowned for its strong public library system, the literary sector represents 529 registered publishers, generating an annual revenue of US\$10.3 million. After having experienced a rapid industrialization in the last century, Bucheon has entered a cultural shift due to the implementation of modern development strategies surrounding creative industries, citizenship promotion and social inclusion.

The city has initiated a series of programmes and events to encourage reading and promote literature amongst its residents, notably through public library policy forums. As well as providing mobile libraries for disadvantaged groups, lectures on literature are delivered at the Citizens Learning Centre. Both initiatives ensure greater access to books and education while raising awareness among the younger generation. Bucheon has also implemented a well-resourced municipal delivery system ensuring those with disabilities and the elderly have access to literature. Alongside this, two libraries have been set up for immigrants and foreign workers.

Under the Ordinance for the Promotion of Culture and Arts, an arts and culture development fund of US\$4.5 million is annually allocated in support of writers. Innovative local measures to support literature include the Save Local Bookstores campaign, where some titles for libraries must be purchased from bookstores, and another scheme whereby a percentage spent on books by citizens is donated to libraries in the form of new titles. The city has also initiated grants to link literature with comics and the animated film industry.



## CONTRIBUTION TO THE NETWORK

As a Creative City of Literature, Bucheon envisages:

- transforming citizens from literary consumers to literary producers through writing programmes;
- implementing the Global Citizenship Education (GCED) programme, helping participants to achieve a broader understanding of global citizenship through literature;
- supporting creative cooperation between writers, painters, musicians, designers and filmmakers, experimenting cross-cutting methods;
- advancing the library system and bolster its public and global character through exchange and cooperation with libraries located in other Creative Cities, sharing Bucheon's experience in designing the future of libraries, moving beyond the conventional functions of book storage, reading and lending;
- ensuring the promotion and visibility of under-represented literary genres with other Creative Cities of Literature; and
- promoting diversity in literature through the purchase of literary works from various countries through libraries and endorsing their translation and publication within other Creative Cities.

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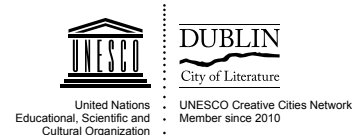
## LINK

Bucheon City of Literature  
[www.bucheoncityofliterature.or.kr](http://www.bucheoncityofliterature.or.kr)





## DUBLIN (IRELAND)



### DESCRIPTION

Dublin is a City of Literature where creativity, and especially writing and words in all forms – prose, poetry, playwriting, songwriting, are valued and celebrated. The city was home to four Nobel Prize Laureates for Literature. Its literary influence has spread to the four corners of the world. Bloomsday is celebrated as far away as Melbourne and St. Petersburg; there is an Oscar Wilde Society in Japan; and Bram Stoker created Dracula, one of the world's most familiar literary characters.

Literature and literary culture are nurtured in the city, which is home to the International Impac Dublin Literary Award, the world's most well-endowed prize for a single novel. It is also home to the Dublin Theatre Festival, the oldest of its kind in the world. Writers are celebrated in the city, which has named three bridges and numerous streets after writers. It is a city where a ferry company names its ships after writers and where the airport is adorned with images of writers and quotes to speed travellers on their way.

Dublin acknowledges its great literary tradition but, more importantly, takes pride in the vibrant contemporary scene. Along with the great names of the past such as James Joyce, Samuel Beckett, George Bernard Shaw, Bram Stoker and Oscar Wilde, Dublin writers today are leaving their mark on the international scene. Colum McCann, Anne Enright, Colm Tóibín are all winners of prestigious international writing awards. Eavan Boland, Brendan Kennelly, John Connolly, Cecelia Ahern and Derek Landy, among others, are widely read and translated and enjoy enormous international popularity. The role of creativity and innovation in providing industry with a competitive advantage and in enriching the social, economic and cultural lives of citizens is not only recognized but solidly valued and is embedded in city programmes and policies.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Literature, Dublin envisages:

- actively instigating and participating in intercity cooperative projects and programmes, both between Cities of Literature and cities within other creative fields;
- embracing the sharing of experiences with other cities and instigating programmes of support particularly with cities within a North-South dimension;
- furthering the integration of programmes aimed at children and youth as a key element in the city's literary and cultural activities; and
- enhancing the position of creativity as the key to sustainable development. The UNESCO designation was the inspiration for the revitalisation of an area of the city as a Cultural quarter with a new City Library as the anchor. An international dimension will focus on network members when the development is completed in 2018.

### CONTACT

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### LINK

Dublin UNESCO City of Literature website  
[www.dublincityofliterature.ie](http://www.dublincityofliterature.ie)



## DUNEDIN (NEW ZEALAND)

### DESCRIPTION

Located between the shores of the Pacific Ocean and the wilderness of the Otago hinterland, Dunedin is spread over a large area, encompassing several urban and rural communities. The city is known for its landscapes that have inspired poets and writers since the XIXth century, including poet Thomas Bracken, author of New Zealand's national anthem, Charles Brasch, founder of Landfall, the country's foremost literary journal and Janet Frame, internationally known for her fiction and poetry.

Amongst Dunedin's publishing heritage, the city is also home to many nationally significant libraries and book collections, including Dunedin Public Library, established in 1908, and New Zealand's first free public library. The Centre for the Book, opened in 2012, provides a unique centre of excellence in book history, print culture, and investigations into new platforms and models of book publication and distribution.

Throughout the year, literature related events contribute to the city's vibe such as the Dunedin Writers and Readers Festival, New Zealand Book Month or the Children's Storylines Festival.



United Nations  
Educational, Scientific and  
Cultural Organization



DUNEDIN  
CITY OF LITERATURE

Designated  
UNESCO Creative City  
in 2014

### CONTRIBUTION TO THE NETWORK

As a Creative City of Literature, Dunedin envisages:

- building strong partnerships – locally, nationally and internationally – by encouraging collaborations that stimulate new research and digital developments and sharing New Zealand's literature across the world;
- encouraging participation from everyone, everywhere in the city, from individuals as well as business and institutions to provide ways to imagine new communities of writing and reading and ways to connect people to place, sustaining community health and wellbeing; and
- welcoming people to New Zealand, its literature and people, with Manaakitanga as a value.

### CONTACT

#### Nicky Page

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City of Literature  
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### LINK

Dunedin City of Literature  
[www.cityofliterature.co.nz](http://www.cityofliterature.co.nz)





## DURBAN (SOUTH AFRICA)

### DESCRIPTION

Durban is the largest city of the KwaZulu-Natal province in South Africa, with over 3,442,400 inhabitants. Home to Luthuli – first African Nobel laureate –, Bessie Head, Mandela and Gandhi, the city put a particular emphasis on learning and literacy despite the years of apartheid. In books and literature, Durban finds the possibility of dialogue, reconciliation and reconstruction. Durban hosts the University of KwaZulu-Natal (UKZN), one of the country's highest-ranked and one of the few to offer a PhD in creative writing. The city also holds a strong independent publishing network, which offers a key platform for emerging literary voices.

Various fairs, festivals and conferences on literature are held locally, most notably the major Time of the Writer Literary Festival that has featured Nobel laureates for literature and writers from every African nation. Through the partnership with UKZN, the Festival seeks to encourage the development of new writing talents, especially among the youth, and foster dialogue through discussions including human rights and inequalities reduction. The eThekweni Creative Industries Summit also provides a key platform for artists and cultural professionals to discuss dealing with the challenges and opportunities within the existing local creative industry.

Durban recognises the crucial role that literature, culture and creativity have in forging national identity, fostering social cohesion and socio-economic development. In this view, the Department of Arts and Culture has set up special bursaries for local writers to attend international festivals. In addition, in an effort to advocate for linguistic diversity, the KZN Provincial Language Policy promotes the equitable use of the city's official languages – English, Zulu, Xhosa and Afrikaans – within educational programmes.



### CONTRIBUTION TO THE NETWORK

As a Creative City of Literature, Durban envisages:

- organising the Africa International Literary Festival in tandem with the Durban International Book Fair to enhance best practices and involve advocacy stakeholders for literary industry;
- organising the Festival of Children's Literature through well-resourced schools, promoting mother-tongue literatures and fighting low literacy levels amongst the youth;
- strengthening cross-cutting approaches by linking the Durban Script-Writing Festival with the Durban International Film Festival;
- promoting the Megazone Online Radio Station, bringing the voices of Durban writers to the world;
- organising a translation workshop at the UKZN Department of Creative Writing, and the Department of Africa Literary Studies UKZN, to translate English works into vernacular languages; and
- enhancing international outreach of the Poetry Africa Festival by involving poets of different nationalities, notably from the UCCN.

### CONTACT

#### Tebogo Mzizi

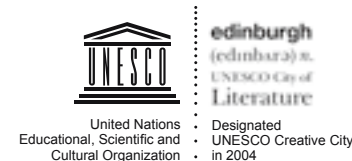
Focal Point for Durban  
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### LINK

eThekweni Municipality  
www.durban.gov.za



# EDINBURGH (UNITED KINGDOM OF GREAT BRITAIN AND NORTHERN IRELAND)



## DESCRIPTION

Edinburgh is the world's first UNESCO City of Literature. Designated in 2004, the capital of Scotland has a population of almost 500,000. It is the birthplace and home to world-famous writers, poets and playwrights including Arthur Conan Doyle (*Sherlock Holmes*), Walter Scott (*Waverley*), and JK Rowling (*Harry Potter*), the city is also home to the Publishing Scotland, the national body for publishers, as well as award-winning independent publishers. The Edinburgh International Book Festival is the world's largest literary Festival of its kind, lasting for two weeks each year in August. The Festival welcomes approximately 800 authors from nearly 40 countries and brings in over 225,000 visitors annually. The city has its own Poet Laureate, the Edinburgh Makar.

The city has a long tradition of public reading. In 1725, the world's first circulating library opened there and today free public libraries can be found all over the city. It also hosts several national structures such as the National Library of Scotland, the Scottish Poetry Library and the Scottish Storytelling Centre can all be found in Edinburgh. The city is home to several institutions fostering literacy, including the Scottish Book Trust, a national agency for readership development and the Writers' Museum and Makars' Court, which commemorates Scottish writers and poets.

There are over 50 bookshops in Edinburgh. They are key venues for a vibrant culture of readings, literary cabarets and workshops happening year round. Edinburgh has four universities, including the University of Edinburgh, established in 1580, and which is one of the United Kingdom's oldest. The city is also the first in the world to appoint a Regius Professorship of Rhetoric and Belles Lettres (English Literature).

## CONTRIBUTION TO THE NETWORK

As a Creative City of Literature, Edinburgh envisages:

- working closely with other Cities of Literature to share knowledge and expertise through training and capacity building;
- continuing its mission to support cities around the world as they prepare their bids to become UNESCO Cities of Literature;
- hosting meetings (physical and online) to bring together Cities of Literature;
- working with multiple art forms, through interdisciplinary projects such as 'Let's Get Lyrical', a collaborative initiative with Glasgow, a UNESCO City of Music, on a song lyrics project; and
- developing an ambitious programme to lead the development of a literature strategy for Edinburgh as a UNESCO City of Literature.

## CONTACT

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## LINK

Edinburgh City of Literature  
[www.cityofliterature.com](http://www.cityofliterature.com)





## GRANADA (SPAIN)



### DESCRIPTION

The first Spanish-speaking UNESCO City of Literature, Granada is the cradle of poets, writers and thinkers. Building on this tradition, the city has become a reference in literary production and management of activities related to the art of speech. Granada's public and private institutions, publishing houses and solid network of bookshops provide spaces and synergies for a vibrant programme of literature-related activities. Hundreds of literary events are held in the city every year.

Granada is, above all, the city of Federico García Lorca, the best known and most widely translated Spanish writer after Cervantes. The city has built a large network of facilities, events and institutions around the figure of Lorca and his legacy. These include the Federico García Lorca Poetry Prize, and the International Poetry Festival (FIB), which, with over 10,000 people attending each spring, is an important poetry Festival in Spain.

The creative industries are one of the most dynamic sectors in Granada and have the largest rate of growth. Since the 1970s the city has embodied one of the keenest publishing traditions in Andalusia and is now becoming a major publishing hub in the south of Spain.

With its close cultural links to Latin America and North Africa, Granada sees its membership in the UCCN as an opportunity to strengthen its international vocation.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Literature, Granada envisages:

- developing pilot projects demonstrating the importance of creativity as a lever for development;
- promoting good practices through exchanges on efficient and effective initiatives;
- organizing consultations, gatherings and conventions;
- setting up cooperation programmes, particularly North-South, South-South and North-South-South, to support member cities in need of assistance; and
- introducing policy measures and initiatives linked to local and national development plans.

### CONTACT

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### LINK

House Museum of Federico García Lorca  
[www.huertadesanvicente.com](http://www.huertadesanvicente.com)



# HEIDELBERG (GERMANY)



## DESCRIPTION

The literary history of Heidelberg dates back from over 700 years. The foundation of the University of Heidelberg in 1386 marks the starting point of the cultural history of Heidelberg as a city of thinkers and poets. The German volumes of the famous Renaissance library 'Biblioteca Palatina' still remain at Heidelberg University, and are currently being digitalized. At the turn of the XIX<sup>th</sup> century, Heidelberg became an important centre of Romantic literature. Numerous philosophers and sociologists developed an interdisciplinary discourse that is still alive today.

Heidelberg is home to approximately 200 writers, 45,000 students from all over the world and a large number of publishers, bookshops (1.5 per 10,000 residents), antiquarian bookshops and renowned translators.

Creativity contributes to the economic development of Heidelberg. The cultural and creative sector represents a far higher part in the overall economic performance of the city compared to any other in Germany – over a third of the sector's income is from the literature and publishing business. In 2013, the Centre of Creative Industries, was set up to support start-up businesses in the literary field.

Along with projects in the field of text, language and philosophy, Heidelberg also engages in unique initiatives in dance, art and music. Together with the neighbouring city of Mannheim, Creative City of Music, Heidelberg affirms a strong cross-cutting approach by undertaking intergenerational and intersectorial projects.

## CONTRIBUTION TO THE NETWORK

As a Creative City of Literature, Heidelberg envisages:

- involving all actors in Heidelberg with a professional link to literature in the activities of the UCCN;
- supporting the local cultural and creative industries and strengthening the regional literature market with a view to promoting sustainable urban development;
- highlighting the role of literature within the cultural diversity of Heidelberg;
- inviting cultural institutions and artists from other disciplines to participate in joint productions combining literature with music, dance, visual arts, film and media arts;
- organizing interdisciplinary projects that combine the arts with the humanities and natural sciences in cooperation with the University of Heidelberg;
- ensuring access to cultural education for all citizens; and
- developing Heidelberg's profile as an interdisciplinary city of culture, engaged to develop partnerships with Creative Cities across different fields.

## CONTACT

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## LINK

Heidelberg City of Literature  
[www.heidelberg.de/cityofliterature](http://www.heidelberg.de/cityofliterature)





## IOWA CITY (UNITED STATES OF AMERICA)



### DESCRIPTION

For 80 years, Iowa City has been committed to celebrating writing. The Iowa Writers' Workshop at the University of Iowa pioneered the teaching of creative writing at the university level. Dozens of creative programmes are offered at the university and throughout the city.

Known as a long-standing home for writers, Iowa City hosts many influential literary institutions which explore new ways of teaching and supporting writers. Many of these cultural assets are carried by the University of Iowa. In addition to the Writers' Workshop, the University is home to the International Writing Programme, the Nonfiction Writing Programme, the Translation Workshop, the Playwrights Workshop, the Spanish Language Creative Writing MFA, and the Iowa Center for the Book.

A rich array of literary spots is proposed to the public, from the world-renowned Prairie Lights independent bookstore to the Iowa City Public Library – the busiest library building in the state per capita.

These organizations, and the City of Literature organization, provide rich programming that includes the Iowa City Book Festival, the Iowa Summer Writing Festival and the One Book Two Book Children's Literature Festival.

The city also boasts several presses and publishing houses, all of which are engaged to support the writers who have called or who continue to call Iowa City their home.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Literature, Iowa City envisages:

- initiating pilot projects in the field of literature that demonstrate the importance of creativity as a lever for development;
- promoting the sharing of best practices related to operations and programming with other cities in the UCCN, particularly those in the literature field;
- sharing research, analysis and assessment of the creative cities experience; and
- participating actively in the activities of the UCCN.

### CONTACT

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### LINK

Iowa City UNESCO City of Literature  
[www.cityofliteratureusa.org](http://www.cityofliteratureusa.org)



# KRAKOW (POLAND)



## DESCRIPTION

At the heart of Polish language and literature, Krakow is celebrated for its publishing tradition dating back to the XVI<sup>th</sup> century. Home to over 75 bookstores and nearly 100 publishing companies, the Polish Book Institute and Poland's oldest university, the Jagiellonian, founded in 1364, Krakow is also recognized for having the first scriptoria, established in the city in the XI<sup>th</sup> century.

Renowned writers are connected with the city, including Joseph Conrad Korzeniowski, Adam Zagajewski and Nobel Prize laureates in Literature, Henryk Sienkiewicz and Wisława Szymborska.

Each year several prestigious awards, including the Conrad Award, Jan Długosz Prize, the Kazimierz Wyka Award and the Wisława Szymborska Poetry Award are awarded to highly recognized literary figures. Krakow regularly designates a Book of the Month, and every year, the Transatlantyk Award allocates a literary prize for the promotion of Polish literature abroad. In 2011, Krakow joined the International Cities of Refuge Network (ICORN), an association of cities providing persecuted writers with a safe haven to write and live. Krakow also grants residencies in partnership with the Villa Decius Association for ICORN guest writers.

Hosting many literary festivals, including the Conrad Festival, the Miłosz Festival, Children's Literature Festival, Non-Fiction Festival, Comics Festival and the largest international Book Fair in Poland, Krakow is also known as a centre for avant-garde poetry and is a leader in innovative visual, performance, cyber and kinetic poetry.

## CONTRIBUTION TO THE NETWORK

As a Creative City of Literature, Krakow envisages:

- establishing the Planet LEM, a Centre for Literature and Language;
- developing the Miłosz Institute, an educational, literary and research centre that will focus on the development of future generations of writers, as well as will offer residencies;
- establishing the Krakow UNESCO City of Literature Publishing Fund;
- deepening ties between literature and human rights as part of the city's membership in the International Cities of Refuge Network (ICORN);
- supporting young and emerging cultural professionals and writers notably by initiating international grants;
- promoting literacy and reading, especially among young people;
- participating in audience development research and mappings of the literary and publishing sectors with the Cities of Literature; and
- supporting the international mobility and exchange of writers and poets.

## CONTACT

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## LINK

Krakow, UNESCO Creative City of Literature  
[www.krakowcityofliterature.com](http://www.krakowcityofliterature.com)





## LILLEHAMMER (NORWAY)

### DESCRIPTION

Lillehammer (pop. 26,900) is the seat of Oppland County in Eastern Norway. Lillehammer's first appearance in world literature was in Haakon Haakonarson's saga published in 1260. Famous for its relaxing atmosphere, the city became a favourite destination for painters and writers in the XIX<sup>th</sup> century, such as Gustav Fröding, Claude Monet and Nobel laureates in Literature Knut Hamsun, Bjørnstjerne Bjørnson and Sigrid Undset. The Norwegian Culture Index, which monitors the culture activity and impact, ranks Lillehammer as number 5 among 428 municipalities.

Insisting on the qualities of small town life combined with a global outlook, Lillehammer is keen to further develop its historical role as an internationally-oriented city. The city organises the Norwegian Festival of Literature; the largest of its kind in Scandinavia. In 2015, Lillehammer hosted the 9th Global Investigative Journalism Conference and two years later opened its doors to a major conference on behalf of PEN International and the ICORN Network. In 2020, Lillehammer will host the 33rd International Publishers' World Conference. The Norwegian Festival of Literature has also launched a residency at Bjerkebæk, home of Nobel laureate in Literature Sigrid Undset. This effort is an extension of Lillehammer's increased commitment as an International City of Refuge and a UNESCO Creative City of Literature.

In recent years, the Lillehammer Municipal Council has been implementing a new cultural strategy, stating that arts and culture should be the cornerstone in the future development of Lillehammer, both as a tool for the improvement of quality of life, as well as of economic sustainability. Lillehammer is a national powerhouse for the production, innovation and dissemination of culture; especially when it comes to literature. Norway's literary system provides public economic incentives for the production and dissemination of literature for children and young people. This is also at the centre of Lillehammer's ambitions going forward.



### CONTRIBUTION TO THE NETWORK

As a Creative City of Literature, Lillehammer envisages:

- inviting other cities to develop strategies for advancing youth readership;
- undertaking the 'Small Shoes, Tall Tales' cross-disciplinary initiative, aimed at positioning the city as an international hub for storytelling for children and young people;
- expanding the Lillehammer House of Literature further by creating additional co-working spaces;
- exploring literary practices as levers for dialogue and peace through the 'Loud, Clear and Listening' project;
- following the establishment of a combined school, education centre and library in the village of Takukot in Nepal, developed in partnership with NGO READ Nepal;
- advancing freedom of speech in a digital age through the ICORN Network, working together with other Creative Cities and International Cities of Refuge; and
- exploring and expanding the intersections between literature and film by sharing best practices.

### CONTACT

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### LINK

Lillehammer, Creative City of Literature  
[www.litteraturby.no](http://www.litteraturby.no)



# LJUBLJANA (SLOVENIA)

## DESCRIPTION

Capital city of Slovenia with 280,000 inhabitants, Ljubljana is known to be a prolific centre of literary creation with an average of 850 books published each year. With its strong public library network of over 500,000 members, the city was bestowed the title of World Book Capital and became the first city to host the World Book Summit, during which the Ljubljana Resolution was adopted, emphasizing on the importance of books as key drivers of sustainable development and cultural diversity.

Ljubljana has a vibrant creative scene and hosts a variety of major international events. Home to the main programme for the prestigious Fabula Festival, which showcases more than 60 artists each year including internationally renowned writers such as Mueller, Franzen, Kureishi, Houellebecq and Galloway. With a commitment to promoting reading for all, Ljubljana's literary life enlivens public spaces through diverse initiatives, such as the open-air Library under the Treetops and the Literary Walks. The Ljubljana Reads project also focuses on the broad participation of young people by offering them equal opportunity to enjoy literature.

As a member of the International Cities of Refugees Network (ICORN), Ljubljana is committed to supporting freedom of expression, as well as providing creative environments for writers. The Municipality thus offers free of charge premises for cultural activities through public tenders. In the Siška district, 36 offices in a former administration building have been leased to artists, reflecting the commitment of the city to strengthen cultural facilities and support the emergence of creative industries.



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Cultural Organization

**LJUBLJANA:  
MESTO/CITY  
OF/LITERA-  
TURE...**

Designated  
UNESCO Creative City  
in 2015

## CONTRIBUTION TO THE NETWORK

As a Creative City of Literature, Ljubljana envisages:

- further promoting the culture of reading and access to books for all, especially for young people through the Children Book Festival and the Youth Library;
- creating new employment opportunities for young creative entrepreneurs in the book industry;
- organising the Book Celebration Festival, aimed to fill public spaces with literary related activities to enhance access and participation to cultural life;
- offering artist residency programmes to strengthen the ties between Creative Cities of Literature by hosting artists at the Švicarija Art Centre for six-month exchanges; and
- establishing the Palace of Literature to focus on the history of Slovenian literature – the Palace will also host a dedicated UNESCO Creative Cities of Literature Saloon to showcase the major authors and literary trends within the UCCN.

## CONTACT

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## LINK

Ljubljana City of Literature  
LjubljanaCityofLiterature.com





## LVIV (UKRAINE)



### DESCRIPTION

Largest city in western Ukraine, Lviv is home to 750,000 inhabitants. In 2009, it was recognized as the country's Cultural Capital. Renowned for its rich literary history and printing legacy, Lviv is a city of writers, publishers and readers, with half of the population registered with one of the city's 174 libraries. In the early XX<sup>th</sup> century, Lviv was the only city in the world to home three Catholic Archbishops and this tradition of religious tolerance within the city has inspired numerous writers to engage with the city's heritage and culture.

Literature is widely celebrated in festivals across the city. Since its inception in 1997, the Lviv International Festival of Literature has hosted 538 authors from 38 different countries and welcomed audiences of over 60,000 people to the city. This makes it one of the biggest festivals in Eastern Europe by encompassing over 200 events. In addition to several literature-related forums, Lviv has developed its literary culture by connecting with Norway through the More Countries – More Books scheme, aimed at fostering the spirit of international literary collaboration and sharing common experiences to readers and writers.

The City Council has established specific programmes to support cultural projects, notably through competitions such as the Annual Competition of Ukrainian Book Publishing, which involves all the city's publishers. In line with the city's strategy and plans, culture and creativity have been identified as core priorities for social cohesion and sustainable development, as well as resilient urban environment, favourable social policy, equal access to education, and support to research and innovation centres.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Literature, Lviv envisages:

- establishing the University Library of Tomorrow foreseen to become the major centre for literature, humanities and social research;
- implementing the Programme for Support of Reading (2015 – 2020) aimed to promote reading among vulnerable groups as well as literary education for young people;
- launching the Project on Integration and Improvement of Access to Cultural Industries within the Libraries Development Programme (2016 – 2021), in support to the Urban-Library initiative which provides an open-discussion space offering workshops and trainings to young creative entrepreneurs to focus on the city's development strategy;
- enhancing cooperation and exchanges with other Creative Cities of Literature through sub-network meetings and joint-initiatives; and
- encouraging interdisciplinary projects with Creative Cities of the other creative fields covered by the Network.

### CONTACT

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### LINK

[Lviv, Creative City of Literature](http://Lviv, Creative City of Literature)

[lvivcityofliterature.org.ua/en](http://lvivcityofliterature.org.ua/en)



# MANCHESTER (UNITED KINGDOM OF GREAT BRITAIN AND NORTHERN IRELAND)



## DESCRIPTION

Home to a population of 540,000 with 91 cultural groups and estimated 200 languages spoken, Manchester is a diverse and multicultural city. Manchester's radical thinking tradition means that free expression is central to civic identity. Literature has been a force for change, innovation, openness and collaboration throughout the city's history. It is where Engels and Marx worked together at Chetham's Library and where Elizabeth Gaskell wrote her campaigning novels.

Literature is woven into the fabric of the city, with events taking place in libraries, cafes, pubs, theatres, museums and arts venues. It is estimated that 800 literature events take place. Since 2006, Manchester Literature Festival (MLF) has showcased contemporary writing from around the world, promoting Manchester as a hub for international cultural exchange. MLF brings writers, translators, publishers, and readers together. Events range from hosting visits by major writers to stands on translation, emerging voices and work with children and young people. Urban, dynamic and connected, in 2016, MLF organised 85 events with 221 writers in 26 venues across the city centre.

The Our Manchester Strategy and Cultural Ambition recognises the unique role of culture. This involves creating places for audiences to discover and commission art, present world leading cultural activities and deliver quality participatory activities. Manchester recognises writing as an important part of its identity, but also seeks new ways of enhancing the quality of life of its citizens through writing, reading, performing and other literary cultural activities.

## CONTRIBUTION TO THE NETWORK

As a Creative City of Literature, Manchester envisages:

- fostering intergenerational and intercultural dialogue through the Write Manchester project engaging both young people, children and adults to write about their city;
- ensuring that Manchester is a place where writers, publishers and translators can thrive by increasing access to literature outside traditional centres;
- developing new audiences for the literary scene through cross-cutting and inclusive initiatives;
- organising the Manchester Libraries Festival, which will celebrate libraries around the world and debate their role in the future city and in civic life; the Festival will partner with UCCN Cities of Literature, as well as with other key global actors;
- establishing celebrations and initiatives related to the International Mother Language Day, in collaboration with other Creative Cities of the Network, celebrating language diversity and multilingual education; and
- developing a core movement of Festival organisations to co-commission and create literature works and events exploring literacy, writing and citizenship, as well as celebrating cultural heritage, building bridges between communities and discussing core issues around democracy, climate change and social inclusion.

## CONTACT

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## LINK

Manchester Literature Festival  
[www.manchesterliteraturefestival.co.uk](http://www.manchesterliteraturefestival.co.uk)





## MELBOURNE (AUSTRALIA)



### DESCRIPTION

Celebrated for its vibrant literary culture, Melbourne supports a diverse range of writers, a prosperous publishing industry and a wide variety of literary organizations. The city is characterized by a well-established culture of reading and of independent bookselling. Melbourne has been home to some of Australia's greatest writers, including Marcus Clarke, Peter Carey and Helen Garner. Melburnians consume more books, magazines and newspapers per capita than any other city in Australia and enjoy the highest concentration of community book clubs in the country.

Australia's oldest public library, the State Library of Victoria, is located in Melbourne. Founded in 1854, it was the first major cultural institution established in the city, which attracts over 1.7 million visitors annually. There are 289 local libraries in the State of Victoria, with 2.5 million members who borrow approximately 50 million items each year. Victorians of all ages are avid readers and almost half of all Victorians are library members. More Victorians read for pleasure than in any other State in Australia. In 2014, over 230,000 children participated in the Premier's Reading Challenge, reading more than 4 million books all together.

Melbourne is home to an array of literary organizations, including Australian Poetry, Express Media, the Emerging Writers' Festival, the Melbourne Writers Festival, the Small Press Network, Wheeler Centre and Writers Victoria.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Literature, Melbourne envisages:

- providing a gateway to Australia, the Pacific and South East Asia;
- contributing to the continuous innovation in the digital presentation of writing and literature events; and
- strengthening Melbourne's position as a leader in the support and development of young and emerging writers.

### CONTACT

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### LINK

Melbourne – A city of Literature  
[www.cityofliterature.com.au](http://www.cityofliterature.com.au)



# MILAN (ITALY)



## DESCRIPTION

Milan (pop. 1,368,590) is the centre of Italian publishing, representing 15 % of the national book market. The city has long asserted a rich literary tradition having been the home to Umberto Eco, Carlo Porta, Alessandro Manzoni, as well as Nobel laureates Eugenio Montale and Dario Fo. It also inspired and attracted many renowned writers including Stendhal and Ernest Hemingway. The literature sector today is the economic backbone of Milan, hosting 51 % of all Italian publishing firms, 35 literary agencies and over 20 active professional associations.

Through its literary events, Milan has developed an important expertise on responsible and strategic action for the future of the publishing sector. In 2012, it launched the Bookcity; an event devoted to discussing the transformation of the publishing industry in the digital era. Digital innovation is also at the core of Librinnovando; the annual national conference dedicated to the future of publishing, and the Engaging the Reader event; a free annual workshop organised by students featuring debates and conventions around the new utility of books and their place and role in a modern and digitalised world.

As part of its Smart City Strategy, Milan has been further reflecting on the digital value for literature, notably through the BooksinItaly.it initiative. To promote literature as a socio-economic driver, the municipality has been working closely with the private sector. An example of this cooperation is the Patto di Milano per la Lettura (Milan Pact for Reading) project which has helped restoring value to the act of reading as an essential part of citizenship. Milan also played a key role in the creation of Città del Libro; a network of Italian Cities of Books promoting literature and reading as a mean to improve quality of life, social inclusion and economic growth.

## CONTRIBUTION TO THE NETWORK

As a Creative City of Literature, Milan envisages:

- equipping the city with an evolving series of maps documenting and monitoring the system of literary and editorial production;
- using reading as a tool for social inclusion by developing training events targeting vulnerable and disadvantaged groups;
- strengthening dialogue between the different creative sectors of the city through cross-cutting initiatives;
- creating a laboratory, in partnership with other Creative Cities of Literature, aimed at monitoring the evolution of new opportunities offered by both the paper and digital publishing industry to the job market;
- developing the Places to Read initiative, aimed at monitoring new employment opportunities in the field of literature; and
- implementing an action-oriented initiative across Creative Cities of Literature to map cultural hubs, providing artistic residencies to young authors.

## CONTACT

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## MONTEVIDEO (URUGUAY)



### DESCRIPTION

The Capital city of Uruguay with 1.9 million inhabitants, Montevideo bears witness to a rich literary history linked to the city's geographic position as one of the major ports in Latin America. The exchange of culture and traditions has always nourished Montevideo's literary movements, starting with the Creole theatre influencing the Gaucho literature. As the home town of many renowned writers, including Mario Benedetti and Juan Carlos Onetti, the city was once referred to as the 'Athens of the Rio de la Plata', and since then, literature has remained the main driver of its creative economy and a key enabler of intercultural and intergenerational dialogue.

Adding to its literary heritage, Montevideo hosted the very first Poetry Festival in Uruguay with the participation of nearly 150 poets from all around the world. Besides literary activities, the city places particular emphasis on cross-cutting approaches, envisioning literature as a socio-cultural nexus. Many initiatives involve the wide participation of both the youth and the elderly, as well as reaching vulnerable and disadvantaged groups and individuals. In particular, the Bibliomóvil and the Ceibal Plan foster social inclusion and equity by providing access to information and communications technology (ICT), and the ability for all to learn and appreciate reading and writing.

The municipality ensures equal opportunities for creators both at local and international levels by enhancing spaces of dialogue and exchange programmes. The City and Books programme organizes regular indoor and outdoor meetings between authors and readers, while the Writers House offers residency programmes to foreign writers. Montevideo is committed to giving new momentum to, and sustaining, its longstanding book culture and literary tradition by putting culture at the core of its local development plans.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Literature, Montevideo envisages:

- improving access to literary works and promoting reading by establishing a network of libraries to be set throughout the city's public spaces;
- establishing literary tours retracing the lives and works of Montevideo's major literary figures;
- positioning the city as an international model for literature, notably by displaying the city's literary legacy through the online Uruguayan Book and Writers Museum; and
- fostering the mobility of writers and the exchange of experiences with other Creative Cities of Literature.

### CONTACT

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# NORWICH (UNITED KINGDOM OF GREAT BRITAIN AND NORTHERN IRELAND)



## DESCRIPTION

A medium-sized city (pop. 230,000) in the East of the United Kingdom of Great Britain, Norwich is a place where ideas and the written word have flourished for over 900 years. The city's literary heritage includes the first book to be published in English by a woman, Revelations of Divine Love, written by Julian of Norwich. In more recent times, Britain's first MA in Creative Writing was founded at the University of East Anglia (UEA). Writers of global standing - including Ian McEwan and Kazuo Ishiguro - emerged from this programme. It is now widely regarded as one of the most influential courses for new writing.

The creative sector is integral to Norwich. Residents spend more per capita on culture than anywhere else in the UK. For five consecutive years, The Millennium Library has issued the highest number of books of any library in the country. Norwich also boasts the oldest city arts Festival in the UK and each year, the Norfolk and Norwich Festival attracts thousands of visitors with its cutting-edge programme. Another innovative project was the Writers Centre Norwich, who led the UNESCO bid. This collaboration between UEA, Arts Council England, Norwich City Council and Norfolk County Council resulted in a growing programme.

The National Centre for Writing champions connectivity and collaboration through the delivery of its core aims around Art, Learning and Place. By working with local, national and international partners, the project hopes to exchange best practices in creative writing and literary translation. Through the International Literature Showcase (ILS); a pioneering partnership with British Council, the team will continue to build a global platform for writers and those who work in the literary world.

## CONTRIBUTION TO THE NETWORK

As a Creative City of Literature, Norwich envisages:

- developing the Writers' Centre Norwich into a national centre for writing. The centre, which has had an international component for many years, has championed connectivity and collaboration.
- building partnerships and creating exchange opportunities to share of the best practices in creative writing, editing and literary translations; and
- broadening the reach of the Writer's Centre through the International Literature Showcase (ILS), a partnership between the British Council and the Writers' Centre serves as a global platform to build connections among those who work in the literary world.

## CONTACT

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# NOTTINGHAM (UNITED KINGDOM OF GREAT BRITAIN AND NORTHERN IRELAND)



United Nations  
Educational, Scientific and  
Cultural Organization



Designated  
UNESCO Creative City  
in 2015

## DESCRIPTION

Home to 320,000 inhabitants – with 786,000 in the wider urban area, Nottingham boasts a rich history of illustrious literary figures residing within its walls, such as Lord Byron, D.H. Lawrence, Stanley Middleton and Alan Sillitoe, to name but a few. Now, as a hub for creativity, records show that over 2,400 creative businesses, employing nearly 20,000 people, are based there. The literature-related programmes of Nottingham Trent University and the University of Nottingham, campuses together attract a worldwide student population of more than 60,000 annually, are renowned for their long tradition in creative writing courses. In addition, the city has a strong library network featuring the 200-year-old Bromley House Library.

Nottingham annually hosts the multidisciplinary Nottingham European Arts Theatre (NEAT) Festival, which gathers 300 artists and a 55,000 audience. In addition, the independent bookshop Five Leaves hosts numerous indoors and outdoors public readings, as does the Writers' Studio, an innovative body run by writers for writers. Nottingham's literary scene is underpinned by a cross-cutting approach towards literature, embracing books, comics, plays, film-scripts, videogames, and visual arts.

The Nottingham City Council's commitment to creativity and creative work is evident in the ambition of its policies, notably the development in 2013 of the Creative Quarter. A flagship project of the city's 2012 Growth Plan, the Creative Quarter aims to foster exchanges between the business community and creative and educational practitioners and institutions. Since its launch, the project has generated new employment opportunities in the creative sector, including roles in literature, media arts, film and entertainment industries, and inspired new city-centre venues and networking opportunities.

## CONTRIBUTION TO THE NETWORK

As a Creative City of Literature, Nottingham envisages:

- animating the city's UNESCO designation and positively impact placemaking;
- positioning and promoting Nottingham as a UNESCO Creative City of Literature;
- providing leadership in the cultural life of the city through its role as strategic catalyst and actively encourage organisations to work together more effectively;
- developing Nottingham as a point of international exchange by brokering international connections and optimising joint collaboration opportunities; and
- having a positive, long-term impact on literacy levels by enabling partnership projects to perform as catalysts for educational development.

## CONTACT

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Nottingham UNESCO Creative City of Literature

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Nottingham Creative City of Literature

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# ÓBIDOS (PORTUGAL)



## DESCRIPTION

Located on the western central coast of Portugal, Óbidos is an ancient fortified city that remains a well-preserved example of medieval architecture. In recent years, Óbidos has distinguished itself through a wise combination of heritage preservation and creative innovation. The transformation of St. James's Church into a library and a bookshop illustrates the city's commitment to urban regeneration and sustainable development. Above all, creativity, and literature in particular, are seen in Óbidos as enablers of social inclusion, job creation and a knowledge-based economy.

In 2015, the city launched the first edition of the International Literary Festival of Óbidos (FOLIO), which gathers writers, editors and publishers in a conducive environment for networking and the exchange of ideas, as well as development of professional cooperation. In addition, the Creative Factory initiative focuses on establishing a number of cultural infrastructures, such as the Óbidos Story Centre, which offers multidisciplinary programmes and workshops, especially aimed at encouraging young people to follow careers in the field of creativity.

A flagship project undertaken by the municipality is the 'Creative Houses' project. It focuses on turning abandoned houses into a network of creative residencies for artists, as well as an incubator space that functions as a hub for young entrepreneurs to launch creative businesses. The residencies foster the mobility of artists within the Network by hosting writers and offering them the opportunity to share experiences, meet local writers and work in a collaborative spirit.

## CONTRIBUTION TO THE NETWORK

As a Creative City of Literature, Óbidos envisages:

- implementing the Óbidos City of Literature Strategy aimed at improving access to books, information and communications technology (ICT) for the local community;
- providing vocational guidance in the field of literature by offering specific programmes and workshops in school libraries;
- nurturing the mobility of artists within the Network by hosting writers in the city's creative residencies; and
- fostering international cooperation through the FOLIO event to focus on North-South artistic exchanges.

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## PRAGUE (CZECHIA)

### DESCRIPTION

Prague is known for its rich build heritage. Its well-preserved historical centre features a collection of buildings that were registered on the UNESCO World Heritage List as of 1992. Prague is also a city of great thinkers, and with important creative resources.

With a long and rich tradition of literature, Prague is home to an active and diverse contemporary literary scene. Designated as a multicultural book centre, Prague has one of the highest concentration of bookshops in Europe and contains approximately 200 bookshops and 20 literary cafés. The city launched its first international poetry Festival in 2004, becoming the Prague MicroFestival in 2009. The Prague Writers' Festival celebrates writers from the Czech Republic and the International Literature and Theatre Festival, Děti, čtete? (Children, do you read?), is one of Prague's most popular festivals.

Prague aims to develop its longstanding book culture and literary tradition on a national and international level by hosting literary events and studies.



United Nations  
Educational, Scientific and  
Cultural Organization



Prague - City of Literature  
Designated UNESCO  
Creative City in 2014

### CONTRIBUTION TO THE NETWORK

As a Creative City of Literature, Prague envisages:

- enriching and expanding literary life in Prague and in other cities through collaborating with the UCCN in order to promote the exchange of experiences and best practices; and
- promoting Prague's rich cultural and literary history, its tradition of libraries and education, and its approach to contemporary literary events.

### CONTACT

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# QUÉBEC CITY (CANADA)

## DESCRIPTION

As the cradle of the French language in North America, Québec (pop. 532,000) is a city renowned for its dynamism, creativity and lively literary scene, attesting to the encounter between French- and English-speakers and indigenous inhabitants. As the ideal city dreamt of by Samuel de Champlain and as the city of romance par excellence, it has long seduced the writers who visit it (Albert Camus, Charles Dickens, H.P. Lovecraft) and inspired native Québec writers (Anne Hébert, Roger Lemelin, Jacques Poulin). Currently, the city boasts 250 writers of literary fiction and over 100 guilds, publishers and booksellers who are at the heart of the revival of Quebec literature.

Numerous poetry evenings, thematic walks, festivals and other events take place throughout the year in Québec. A number of creators have combined literature with technology and other disciplines to create unique works, beyond the limits of the traditional book, seeking new ways to express the world through the written word. Québec innovates through the creation of literary projects incorporating technology and transcending the book format. Its readers are the biggest fans of digital books in the province, and assiduously frequent cultural spaces and the network of Québec's Library. In 2015, the House of Literature, a centre for outreach and the dissemination of literature that is unique in North America, opened its doors in the heart of Old Québec.

In 2014, seeking to make Québec a bold cultural capital, the municipal government consulted with the art scene on its vision for developing the art-form in Québec. The outcome was a document entitled '2025 Cultural Development Vision', in which the City undertakes to incorporate culture into the daily lives of all citizens, strengthen synergies between creators, invest in culture, conduct outreach and develop a favourable ecosystem for writers and artists. To achieve this, it regularly renews its support programmes for the artistic and literary scenes.



## CONTRIBUTION TO THE NETWORK

As a Creative City of Literature, Québec City envisages:

- implementing the plan to develop and revitalise the Bibliothèque de Québec network with the objective of making it an attractive space for all, with priority given in particular to digital collections;
- promoting reading and the practice of writing and fostering outreach from within the cultural and literary scenes including in the areas of digital publishing and comics, particularly through open-air summer activities developed by the region's literary forum Table des lettres;
- promoting collaboration between Creative Cities and international partners among French-speaking inhabitants, making Québec – as the foremost French language Creative City of Literature – an ambassador within the Network to the French-language literary scene; and
- stimulating international literary exchanges with other cities within the Network, and promoting literary translation, notably through a multilingual digital publishing project.

## CONTACT

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## REYKJAVÍK (ICELAND)



### DESCRIPTION

Reykjavík, the capital of Iceland, is the most northern capital in the world. With 200,000 inhabitants in the greater metropolitan area, Reykjavík may be one of the smallest capital cities in Europe, but its vibrant cultural scene provides locals and visitors a multitude of events and festivals to enjoy all year round. With a history rooted in the Sagas from the past and its unique location within a land of diverse landscapes, Reykjavík manages to combine a unique blend of hip and wholesome.

Reykjavík has a thriving and diverse cultural life, with a variety of museums, theatres, galleries and universities. Reykjavík is home to the Árni Magnússon Institute for Icelandic Studies, the centre of the Icelandic Sagas and other medieval literature that established Iceland as one of the most renowned literary nations of the world. The Arnemagnean Manuscript Collection was added to the UNESCO Memory of the World Register in 2009. The Reykjavík Music and Conference Centre, Harpa is the newest addition to the city's cultural venues. This building won the European Union's Mies van der Rohe Award in 2013. The International PEN Congress was held in Harpa in September 2013.

Icelandic literature, ranging from the medieval Saga literature to modern day poetry and prose, is translated in growing numbers each year and the Icelandic Literature Centre is actively promoting this sector internationally. Grassroots activities are also a significant part of the city's cultural life in all art forms. The Reykjavík UNESCO City of Literature office is instrumental in promoting the literary sector and initiating new projects and programs in the field. Other key players on the literary stage in Reykjavík are the Vigdís Finnbogadóttir Institute for Foreign Languages and the City Library.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Literature, Reykjavík envisages:

- taking part in international projects such as the International Children's Literature Festival, the Reykjavík International Literature Festival and a variety of other international literary projects which reflect its connections to the Nordic and West-Nordic region of the North Atlantic and beyond;
- promoting reading in Reykjavík by developing new projects such as the Reykjavík Reads Festival, the reading project Sleipnir - aimed at children and their families, and the national reading project and the website Allir lesa (Let's Read);
- fostering creativity by hosting workshops and writing initiatives, with a special focus on youth, women and new voices in Iceland, both native born and immigrant.

### CONTACT

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# SEATTLE (UNITED STATES OF AMERICA)



## DESCRIPTION

Seattle, Washington, is home to more than 700,000 people in city limits and 3.7 million in the greater metropolitan area. Seattle's identity as a literary city has coalesced around a 10,000-year history of Indigenous storytelling traditions, as well as authors like Theodore Roethke, Raymond Carver and Octavia Butler. Seattle is consistently ranked as 'America's Most Well-Read' city and in the top three most literate cities in the United States of America. In 2012, book and record-store sales reached nearly US\$82 million and a Creative Vitality Index (CVI) of 3.23. Seattle accounts for the most bookstores per capita in the country.

Seattle's writing traditions are guided by a sense of place, especially with respect to a willingness to embrace diverse viewpoints and technologies. Its literary scene reveals impressive breadth, depth and cohesion. Many events sustain Seattle's striving literary ecosystem, including Bumbershoot; the country's largest arts Festival, Short Run Comix and Arts Festival; featuring indie comics and self-published, the Pacific Northwest Writers Association's conference, as well as visiting conferences like Association of Writers and Writing Programs and Modern Language Association.

Seattle's Office of Arts and Culture has seen their budget grow by nearly 44 % in the past five years. In addition to the Creative Vitality Index report, the city maintains a dynamic 'cultural spaces' database to help track Seattle's arts and performance spaces. Other investments in creative vitality include Seattle's Arts and Cultural Districts programme, dedicated to nurturing and protecting arts and culture in neighbourhoods, the Literary Career Day for young adults and Poetry on Buses that publishes multilingual poems on transit.

## CONTRIBUTION TO THE NETWORK

As a Creative City of Literature, Seattle envisages:

- monitoring the economic impact of writing- and reading-related activities in the Seattle area through a literature survey to track the sector's growth and information to guide programmatic decisions;
- establishing international professional and artistic exchange programmes for writers and cultural professionals, including those from indigenous communities, within the UCCN;
- strengthening the creation, production, and distribution of literature by promoting local work to and of UCCN cities;
- developing Seattle further as an inclusive creative and literary hub by broadening racial and social equity, and improving access to resources by centring historically marginalised stories and proactive training opportunities;
- integrating culture and creativity into local development strategies, notably by leveraging public-private partnerships; and
- improving access to and participation in literary life for creators and consumers through exchanges, events and conferences.

## CONTACT

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## TARTU (ESTONIA)



United Nations  
Educational, Scientific and  
Cultural Organization

TARTU  
CITY OF  
LITERATURE

Designated  
UNESCO Creative City  
in 2015

### DESCRIPTION

The Second largest city of Estonia with 120,000 inhabitants and a large student population of around 20,000 people, Tartu is considered to be the national intellectual centre. With the establishment of the University of Tartu in the mid-XVII<sup>th</sup> century, the city became a hub for research, innovation and creativity. The city nurtures this legacy by providing a wide-range of training programmes to creative entrepreneurs, many of which are supported by the Centre for Creative Industries that connects over 1,300 creative industries in Tartu.

The major literary events are Prima Vista Festival and Crazy Tartu, organised by the Estonian Literary Society and the Estonian Writers' Union. Both events bring together writers, poets, musicians and artists from all over Estonia and abroad. As part of Tartu's continual innovation in the creative sector, the city places emphasis on running projects to strengthen the creative ideas circulating in its streets. For instance, the 'Tartu in Fiction' project run by the Tartu Public Library, showcases residents' visions of the city through the lens of fiction. Moreover, Tartu extends and intensifies interdisciplinary initiatives, highlighting the cross-cutting nature and universal value of literature.

'Tartu 2030' is the city's current long-term development strategy and, using an active network of NGOs and civil society associations, aims to foster comprehensive and integrated approaches and policy frameworks. Culture and creativity exist at the core of this strategy, of which the main objective is to work towards achieving sustainable urban development and provide a safe urban environment for all by 2030. A specific part of policy is dedicated to ensuring a good quality of life, access to culture and creativity for the citizens, as these are referred as key enablers of social cohesion, particularly when showcased in public spaces.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Literature, Tartu envisages:

- promoting the culture of reading among young people through educational programmes and social campaigns to ensure lifelong interest in literature;
- protecting freedom of expression and the diversity of literary culture by increasing artists in residence programmes, as well as providing shelter to persecuted writers;
- enhancing the working conditions of authors by multiplying the number of scholarships and financial incentives;
- implementing the 'Poems in Urban Space: Bus Poetry' project, designed to showcase the works of contemporary poets in the city's buses, introducing literature into the everyday urban space; and
- cooperating with other Creative Cities through joint-programmes to forge ahead with sustainable urban development.

### CONTACT

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## ULYANOVSK (RUSSIAN FEDERATION)



### DESCRIPTION

Ulyanovsk (pop. 600,000) is considered to be at the literary heart of the Russian Federation. It is famous for being the birthplace of the novelist Ivan Goncharov (1812- 1871). In 2012, and in honour of the writer's 200<sup>th</sup> birthday, the city honoured their literary heritage by dedicating a museum, housed in the three-storey building, about his life and works. The launch date of this initiative coincided with the implementation of several programmes bearing his name. These projects reflect the city's efforts to foster culture-led development and its commitment to sustain Ulyanovsk's creative sector whose economic impact has multiplied three-fold in a ten-year period.

The city's vibrant literary scene is supported by a diverse scope of festivals including the Oblomov Festival, which celebrates Goncharov eponymous novel's antihero. The Festival attracts around 5,000 people each year and glories under the motto 'Get Off the Sofa!' in reference to Oblomov as the 'Prince of Laziness'. In addition, the international Gala Concert of Readers pays tribute to another national literary figure, Sergei Mikhlakov; author of children's books and satirical fables, by showcasing his main works through a network of libraries implemented in 10 countries worldwide.

The current Ulyanovsk Development Strategy of Cultural Policy confirms the city's strong will to make literature a core priority and driver of its sustainable urban development. By 2030, Ulyanovsk is committed to increase the number of published books written by local authors and encourage young creative entrepreneurs to engage in the book sector, as well as support reading and writing enjoyment by filling public spaces with innovative literary devices to enliven the curiosity of its citizens.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Literature, Ulyanovsk envisages:

- supporting writers through the 'Literary Intervention' programme aimed to improve the working conditions and employment opportunities in the book sector;
- enhancing literature appreciation and access throughout the city's public spaces, including through the 'Literary Phone Booths' project, which aims to broadcast excerpts from the books of contemporary writers within the Creative Cities of Literature, and the 'Read – Forest' project through which refrigerators filled with books are placed in public parks;
- nurturing cross-cutting approaches between literature and design within the 'Park school of contemporary art', focusing on integrating literature in urban design; and
- exchanging best practices within the Network by organizing an International Cultural Forum as a platform for discussion on culture and sustainable urban development.

### CONTACT

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## UTRECHT (NETHERLANDS)



### DESCRIPTION

Located in the heart of the Netherlands, Utrecht (340,000 inhabitants) is known to be home to Utrecht Psalter, a IX<sup>th</sup> century masterpiece of Carolingian art; considered by some to be the most valuable manuscript in the country. The city's favourable literary climate attracted writers and thinkers like Descartes, Locke and Hegel, and as early as the XVI<sup>th</sup> century, female writers were part of the intellectual circuits. Utrecht is known as the city of Miffy – millions of children have learnt how to read thanks to this world-famous picture book figure from writer and artist Dick Bruna. This inspired Utrecht City of Literature's motto: 'City where you learn to read'. Utrecht forms the economic heart of Dutch literature with profits of US\$93 million.

The Dutch Poetry Night is the biggest poetry event in the Netherlands. Organised annually since 1980 in the Tivoli Vredenburg concert hall, the event lasts around eight hours and sees performances by 20 poets in front of an audience of around 2,000 people. As the only Festival in the country solely supporting classical literary heritage, the Literary Masters Festival takes place in Utrecht and focuses on a variety of great names from the international artistic scene, such as Fernando Pessoa, Federico García Lorca, J. Slauerhoff and Ernest Hemingway.

Considering literature to be a key component of the city's identity-building, the Municipality has undertaken a promotional campaign in which more than 150 locations throughout the city have been adorned with poetry and literary artworks. Utrecht is also strongly committed to achieving, at a locally level, the United Nations Sustainable Development Goals (SDGs). The city aims to accomplish this through the administrative process of the Municipality by setting up a monitoring system and embedding goals in strategic planning.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Literature, Utrecht envisages:

- opening a new branch of Utrecht Library by 2019, which will combine literary events and activities focused on overcoming functional illiteracy and promoting self-reliance in groups of vulnerable people, through education and debates;
- planning a new annual literary Festival proposing a large book market along the city's canals;
- participating in CITY, a centre dedicated to visual culture to be launched in 2020, which will feature activities at the intersection of image and text;
- extending the Who We Are initiative to other Creative Cities; a series of programmes and book editions focusing on intercultural dialogue and mutual understanding;
- promoting artistic mobility through the Writers' House and Writers in Residence initiatives; and
- collaborating with the Centre of Expertise for Literary Translation to organise literature workshops and masterclasses targeting young professionals.

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# CREATIVE CITIES OF MEDIA ARTS

Austin  
Braga  
Changsha  
Dakar  
Enghien-les-Bains  
Guadalajara  
Gwangju  
Košice  
Linz  
Lyon  
Sapporo  
Tel Aviv-Yafo  
Toronto  
York





## AUSTIN (UNITED STATES OF AMERICA)



### DESCRIPTION

Austin is a trendsetting global city at the intersection of art, music, and digital technology, and an international hub for creative exchange. From individual artists to wide-ranging arts organisations, Austin has a rich and diverse cultural ecosystem. The state capital of Texas, Austin is recognised for its innovation and leadership in industries including music, film, gaming, and multidisciplinary digital experiences.

With excellent higher education institutions – including the University of Texas – Austin has a reputation as a progressive city and attracts many creative professionals each year, many of whom have brought prominence to the state with their songs, films, artwork, video games, and innovations. Festivals such as South by Southwest (SXSW), Austin City Limits and the Fusebox Festival have made Austin a premiere cultural destination.

Growing by 40 % over the last decade, Austin's creative sector annually contributes more than US\$4,35 billion in economic activity and represents nearly 49,000 permanent jobs. Due to its importance, supporting the creative economy has been identified as a priority in the city's Imagine Austin Comprehensive Plan and Music and Creative Ecosystem Omnibus Resolution.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Media Arts, Austin envisages:

- integrating media arts into the public sphere by commissioning local artists currently working in new media to manage public arts projects and events;
- promoting the development of media arts through the City Creative Content Incentives and Cultural Funding programmes;
- enhancing virtual and local artists-in-residence programmes for artists working in new media and facilitating exchange programmes and internship opportunities for students;
- fostering exchanges between the Creative Cities of Media Arts, notably through the organisation of trade missions involving creative ambassadors from the private sector;
- developing CITISTART (Cities for Innovation, Trade, and Investment and Science, Technology and the ARTs), a local network aiming to develop existing creative industries and creating employment opportunities in the technology and creative sectors; and
- establishing travelling exhibitions highlighting artists from other Creative Cities of Media Arts.

### CONTACT

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### LINK

City of Austin Cultural Arts Division  
[www.austincreates.com](http://www.austincreates.com)



## BRAGA (PORTUGAL)



### DESCRIPTION

Capital of the Minho Province with approximately 182,000 inhabitants, Braga is one of most vibrant technology hubs in North Portugal. In the late XX<sup>th</sup> century, the city bore witness to a new generation of artists and entrepreneurs that transformed the local creative ecosystem by combining art with technology and innovation. Ever since, Braga hosts high profile and international state-of-art tech companies, and media arts is currently the main driver of the local creative economy representing half of the employment in the sector and 40 % of the enterprises. For Braga, media arts also provide an opportunity to engage its citizens in re-thinking the city by reinforcing linkages between art, science, technology and sense of community.

The multidisciplinary GNRation Centre has been established to improve access to new media and cultural activities, with a focus on raising public awareness surrounding the artistic value of digital technologies through interactive workshops. Connecting art with technology, the Braga Semibreve Festival is an internationally renowned, cross-cutting electronic music and media arts event, featuring avant-garde artists from around the world. Focused on audiovisual performances and experimental live electronic music, the Festival offers an immersive visual and sonic experience. The Festival also displays works developed by students from the engageLab of the Minho University; an institution recognised for its advanced ICT based research.

In recent years, Braga has implemented a strategy aimed at supporting the media arts and creative industries, nurturing an already thriving cultural ecosystem. It aims to generate employment opportunities, to promote and showcase emerging digital talents and strengthen the economic impact of the creative field. The city also launched a new media art residency and a start-up hub to provide further support to media arts thinkers and entrepreneurs through regular international roadshows.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Media Arts, Braga envisages:

- promoting media arts in learning programmes to foster a highly skilled and talented future generation;
- valuing the history and memory of the city through artistic creation and the use of technologies;
- establishing a Media Arts Centre designed to broaden opportunities for creators and professionals;
- promoting production and dissemination of cultural good and services, supporting the creation of new companies and organising an International Media Arts Festival to showcase local talents;
- creating a Researcher Exchange Programme; a platform to promote the transnational mobility of researchers in the field of media arts; and
- generating, in cooperation with other Creative Cities, opportunities for entrepreneurs in cross-cutting collaborations between art, science and technology.

### CONTACT

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## CHANGSHA (CHINA)



### DESCRIPTION

Capital of Hunan province with 7.64 million inhabitants, Changsha is an innovation hub which significantly invests in its cultural and creative industries. The sector accounts for the largest share of the local economy with 12,815 established creative enterprises and 610,000 practitioners, generating 13.1 % of the city's employment and a gross output of US\$36,07 billion (2016). By its cross-cutting and inclusive nature, media arts in Changsha have been an essential part of the rejuvenation of the urban landscape while supporting the preservation of its cultural heritage.

The city of Changsha has developed a variety of creative programmes and events with the aim of enhancing cultural life and enabling its citizens to rediscover the rich cultural history. One initiative is the popular Orange Island grand, digital firework displays, which takes place on special occasions and public holidays. Another example of the use of technology to protect local heritage is the Time Travel to Han Dynasty project, which uses virtual reality technology to reproduce the life of Changsha's citizens stretching back to the foundations of the city. Furthermore, the Digital Ancient Calligraphy and Painting Museum reviews the history of Chinese calligraphy and painting through digital devices.

Changsha Municipal Government actively works towards developing a conducive environment for young people; one which encourages them to engage with the creative sector. The Sky City Education Centre offers training courses on digital film, artificial intelligence, virtual reality and augmented reality. Within its action plan, Changsha aims to foster more synergies between creative fields and fully integrate culture as a strategic motor into the city's overall planning for economic and social development.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Media Arts, Changsha envisages:

- establishing an urban creative and cultural corridor aimed at fostering citizen participation in creative activities;
- organising an annual, large scale event displaying the latest media trends and engaging other UNESCO Creative Cities;
- improving the quality of urban life through the 'Smart Changsha' platform providing an opportunity to share information on creative activities and events;
- sharing knowledge with other Creative Cities on performing digital modelling of calligraphy and painted works;
- launching the Asian and Africa Youth Creative Talent Programme within the UCCN to support young creative talents; and
- raising awareness about the UCCN through diverse communication and media channels.

### CONTACT

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### LINK

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## DAKAR (SENEGAL)



### DESCRIPTION

Dakar is a cosmopolitan city whose identity is based on a melting pot of cultures. Capital city of Senegal, it houses 25 % of the country's population and 80 % of its economic activities.

With a rich heritage and a tradition of openness, Dakar is a creative metropolis which hosts cultural events of great magnitude, including the World Festival of Black Arts and the Biennial of Contemporary African Art. The city also hosts a wide range of cultural infrastructures: the Théodore Monod Museum of African Art, the Arts Village, as well as galleries including the National Gallery of Art, the Daniel Sorano National Theatre and the Grand National Theatre. These infrastructures reflect the vitality of Dakar's artistic scene and its vibrant and diverse community of actors.

Dakar is a modern city which, in view of pursuing its development, tends towards increasing its innovative capacity by strengthening the role of media arts in the range of expressive forms used by its artists, as well as cultural and social actors. The city intends to make culture, creativity and innovation driving forces of the local development.

Thanks to the digital age, the production and dissemination of artistic creations is becoming accessible to an increasing number of actors. It is also a tool for the interaction of arts, education, science and technology. A major asset for the city, the digital revolution can facilitate the convergence of different artistic worlds, as well as amplify and diversify the expressive forms of Dakar's artists.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Media Arts, Dakar envisages:

- supporting innovative and structural local projects in the field of Media Arts;
- developing cooperation with the other cities in the Network in a concrete and inclusive project scheme, particularly between the global North and South;
- strengthening culture and making it a lever for social and urban development;
- strengthening UNESCO's visibility and promoting its actions in the field of culture and the creative economy;
- promoting the Network with local decision-makers and more broadly across the African continent;
- supporting other member cities by giving them access to the local stage; and
- creating bridges between Senegalese and international actors.

### CONTACT

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### LINK

City of Dakar

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## ENGHIEN-LES-BAINS (FRANCE)



### DESCRIPTION

The city of Enghien-les-Bains was designated a UNESCO City of Media Arts in 2013. For the last 10 years, media arts have been the cornerstone of a coordinated strategy in the fields of education, tourism, economy and the city's cultural, artistic and social development.

The Arts Centre, a space for digital creation subsidized by the French Ministry for Culture and Communication, is one of the main proponents of this policy in connection with the various services of the city. A place of creation, research, production and dissemination, it boasts a demanding annual programme and implements numerous mediation activities aimed at all types of audiences. Thanks to cutting edge artistic and technical expertise, the Centre is also a platform for exchanges and debates on the links between the arts, science and technology.

Media arts are a source of attraction for Enghien-les-Bains. They irrigate and revitalize urban spaces through ambitious video-mapping projects and the outreach of the international biennial Bains Numériques which, with its wide range of artistic proposals, an international competition and professional meetings, transforms the city into an open laboratory. Enghien-les-Bains is also involved in partnerships and actions through the RAN, Network of Media Arts, initiated by the Arts Centre in 2007 and which today comprises around 40 members across the world, as well as numerous collaborative projects with Canada, the Caribbean, Southeast Asia and Africa.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Media Arts, Enghien-les-Bains envisages:

- bringing local actors together around a common strategy that supports digital creation;
- encouraging a stronger participation of citizens in media arts projects;
- sharing its expertise with other cities of the Network, particularly with the members of the Media Arts field;
- supporting the mobility of digital works and artists through a common co-production and co-dissemination platform between the Creative Cities of Media Arts, based on a cross-residence project, collaborations between festivals and the sharing and transfer of expertise;
- creating a monitoring tool for the emergence of new artistic scripts and forms; and
- strengthening the position of the Creative Cities of Media Arts within the Network by implementing a joint communication and synergies between Media Arts and other creative fields.

### CONTACT

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# GUADALAJARA (MEXICO)

## DESCRIPTION

Guadalajara is the second largest city in Mexico, with a population of 1,495,182 in the municipality and 5,000,000 in its metropolitan area. Birthplace of numerous world-renown creators, including film director Guillermo del Toro and architect Luis Ramiro Barragán Morfín, Guadalajara has a flourishing creative ecosystem. The city is known to be a meeting point for innovation and technologies, attracting state-of-art technology developers and creators. Media arts represents 1,200 established enterprises, generating more than 24,000 direct and indirect jobs in the city.

Guadalajara adopts a cross-sectorial approach of media arts as an innovative and interactive tool that adds value to other creative fields but also to the way that citizens experience the city. To name but a few, the Guadalajara Light Festival (GDLuz) offers residents the opportunity to rediscover the city through video mappings, multi-media shows and interactive projections. Alongside this, the Cultural Festival Sucede promotes cultural diversity through artistic happenings throughout the city's public spaces.

Many initiatives and policies implemented by the city favour the development of creative and cultural industries, such as Tasa 0 %, a full tax-exemption programme on tickets sold for non-profit public cultural shows. The Municipal Development Plan, a strategy implemented to improve access to culture, stimulates growth within the city's creative sector. It organises and sponsors artistic groups, cultural organisations and creative companies with the aim of extending the creative potential of local cultural actors. Guadalajara also obtains state funds from the Stimulus Programme for Creation and Artistic Development (PECDA), aimed at promoting cultural-led development by joining resources from both public and private sector.



## CONTRIBUTION TO THE NETWORK

As a Creative City of Media Arts, Guadalajara envisages:

- supporting local talents and advancing creative industries through initiatives, placing media arts at the core of their programmes, such as the International Book Fair (FIL), the Guadalajara Light Festival (GDLuz), and the Creative Digital City (CCD);
- establishing a creative and innovation hub within the city centre, aimed at enhancing living standards and affirming Guadalajara's position as a hub for creative and digital industries in Latin America;
- strengthening cross-sectorial approaches between media arts and other creative fields covered by the Network, especially literature;
- fostering the mobility of artists within the UCCN, enriching their work through intercultural exchanges;
- promoting media arts co-productions and facilitating the exchange of knowledge and experiences with other member cities; and
- participating actively within the network and the media arts subnetwork by notably proposing a candidature to host a future sub-network meeting.

## CONTACT

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Guadalajara Creative City of Media Arts  
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## GWANGJU (REPUBLIC OF KOREA)



### DESCRIPTION

Gwangju is a laboratory of innovation in the field of media arts. Various initiatives bring together artistic tradition, democratic values and human rights, science and technology, which are key components of the city's history. Thanks to its strong photonics industry and R&D sector, Gwangju has become a high-tech hotspot for science technology research. Its media-content industry, LED industry and design industry are also major forces in the development of media arts industries.

Media arts connect the city's contemporary art talents to cutting-edge technologies. Many cultural and artistic events are held in the city, such as the Gwangju Biennale, the Media Arts Festival and the Asia Culture Forum.

Gwangju is engaging in numerous public projects that reflect the artistic value of media arts in people's everyday lives. These initiatives provide professional development opportunities in the media arts sector and promote cooperation among artists, through residence programmes.

After joining the Network, Gwangju has been integrating Media Arts into the field of culture and urban regeneration. A first stage was to recreate art, industry and social assets using media arts and to utilise the medium as a tool for sustainable urban development.

Currently, the Media Art Creative City Platform has been organised with six specialised spaces. In the future, Gwangju is planning to construct an AMT centre which will realise publicness, openness, diversity and creativity. In parallel to this, Gwangju plans to specialise in the media arts and become a national strategic city.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Media Arts, Gwangju envisages:

- sharing Gwangju's cultural and artistic capacities, as well as its accomplishments in the culture sector, with the UCCN by establishing partnerships with other Creative Cities of Media Arts; and
- providing a space for creative talents and becoming a hub for cultural and artistic exchanges in the 'National Asia Culture Complex'.

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# KOŠICE (SLOVAKIA)



## DESCRIPTION

Košice is Slovakia's second largest city with a population of 240,000 inhabitants. In the last 10 years, employment within the area has mainly been supported by the creative industries and ICT field. In technology, the number of jobs grew from 1,000 to more than 10,000, making it the fastest growing segment of the city's economy. The city implemented the European Capital of Culture 2013 project as a part of a long-term plan for transforming the city and its economy from an industrial to a creative environment. Thanks to a strong ICT sector and a young, vibrant creative community, Košice is becoming a hotspot for media arts.

Among the levers contributing to the development of media arts are various international projects and events, such as Festivals White Night and Art & Tech Days, the international artist-in-residency-programme KAIR, the creative spaces of the DIG Gallery, Kunsthalle, Kasárne Kulturpark, Tabačka Kulturfabrik and Kotolňa. These events host young digital artists as well as internationally acclaimed curated exhibitions. The establishment of the Košice IT Valley cluster in 2007 was another important step towards strengthening cooperation between the creative and ICT sectors.

With the aim of facilitating sustainable development in the field of culture and creativity, the City is implementing the Culture Strategy 2014-2018 and the Košice 2020 Creative Economy Masterplan. The City also supports the local art scene through its not-for-profit organisation Creative Industry Košice, which implements mobility and educational programmes for artists and cultural professionals. As a member of the UCCN, the city of Košice is committed to positioning itself globally as a progressive city, using culture alongside digital technologies as a motor for sustainable development.

## CONTRIBUTION TO THE NETWORK

As a Creative City of Media Arts, Košice envisages:

- establishing a Creative Centre as a global hub for media arts professionals and artists, providing them access to new technologies and enabling them to undertake collaborative projects;
- revitalising the Mlynský náhon (former millrun), connecting Tabačka and Kunsthalle by way of creating a new cultural and recreational zone;
- launching a participatory platform using digital technologies, gamification processes and virtual reality, that will involve city residents, including ones from disadvantaged and marginalised groups, in solving urban issues;
- developing Art Portal, an online platform to systematically gather relevant artistic and creative content, and inform about current events of the international media arts scene, as well as exchange best practices from Creative Cities of Media Arts; and
- organising the International Media Award, Symposium and Exhibition; a thematic and site-specific competition open to young media artists, including those from the UCCN.

## CONTACT

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## LINZ (AUSTRIA)



### DESCRIPTION

Ever since the inception of Ars Electronica and the Cloud of Sound in 1979, Linz – Europe's 2009 Capital of Culture – has been making impressive strides as a trailblazer and international hotbed of media arts and digital competence. The annual Ars Electronica Festival and Prix Ars Electronica showcase and honour excellence and deliver essential impetus to media culture worldwide; while the Ars Electronica Centre and Futurelab are driving forces for innovation both in research and development as well as in education throughout the region.

Today, the city is concentrating on transforming a former industrial site located in the heart of the inner city into a centre of the creative economy: the Linz's Tabakfabrik campus, with Creative Region, Linz and Upper Austria's creative industries development company, at its core. Another priority on the city's agenda is to become Europe's first Open Commons region. Furthermore, the City of Linz will acquire a substantial part of the oeuvre of renowned performance and media artist Valie Export and make it available in a brand-new research centre.

On the basis of recent urban development that has accentuated culture and the creative economy, Linz has the know-how and experience in high level cooperation to contribute to the Network.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Media Arts, Linz envisages:

- exploring synergistic benefits for the Network in conjunction with Ars Electronica's worldwide activities and linkup to its wide-ranging global network;
- offering high quality education and training in media arts and media culture, including numerous collaborative possibilities for instructors and students;
- sharing best-practice projects related to open access of networks and content;
- fostering an active media culture scene featuring a wide array of production sites and creative hubs;
- developing attractive strategic possibilities to expand the Ars Electronica Residency Network by partnering with the UCCN; and
- sharing the city's experience with archiving and scholarly work on media arts; and with the integration of the regional media culture scene and the creative economy, through pilot projects set up in Linz's Tabakfabrik campus.

### CONTACT

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# LYON (FRANCE)



## DESCRIPTION

Many projects have emerged since Lyon was designated a Creative City of Media Arts in 2008. The main objectives have focused on carrying out a reflection on a digital cultural policy across the city, accompanying the digital revolution in all artistic and cultural fields and allowing the development of media arts in the area.

The Municipal Library of Lyon's creation of the Digital Library of Lyon (NUMELYO) and the establishment of the digital platform Numeridance by the Maison de la danse are among the main projects carried out. The city's museums also committed to the development of digital strategies, including interactive heritage point projects across the city. In the theatrical field, the 'Théâtre Nouvelle génération' and the 'Théâtre des ateliers' are opening up to digital creations, interacting with other arts forms.

The city supports the 'Festival Mirage' dedicated to media arts, the 'Festival Nuits sonores', and the 'Fête des lumières', the city's major event with more than 3 million visitors to each edition, which for the last few years has hosted more and more works of digital artists.

The city of Lyon and the Lyon Metropolis invest heavily in the development of the digital economy and creative industries, representing 7,000 companies and 42,000 jobs. The metropolis of Lyon, which is leading the project for its future prospects, foresees the emergence of 100 new start-ups a year within 3 years and the creation of 15 major companies in high-growth international markets within 10 years.

With the recent attainment of the label Frenchtech, the metropolis is planning to create a space dedicated to the digital world. The 'Halle Girard', located in the Confluence District, will be restored and renovated in order to welcome the fresh shoots of the digital sector from the end of 2016 onwards.

## CONTRIBUTION TO THE NETWORK

As a Creative City of Media Arts, Lyon envisages:

- cooperating with Media Arts festivals at the international level;
- hosting artists from other cities in the network;
- developing digital libraries; and
- organizing meetings on the development of cultural policies with regard to the digital revolution.

## CONTACT

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City of Lyon's cultural website

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## SAPPORO (JAPAN)



### DESCRIPTION

In Sapporo, media arts thrive throughout the urban fabric, expressing the city's cultural diversity. Thanks to digital media and their democratizing effect, the inaccessibility that has traditionally existed in cultural expressions is being dismantled and the means of expression are becoming available to the general public.

The city is home to the Sapporo Concert Hall 'Kitara', renowned to be Japan's best in terms of acoustics, as well as the Sapporo Art Park, a vast artistic space where one can find the Sapporo Art Museum.

Sapporo's increasingly active and growing citizen-generated media landscape is nurtured by the city's cultural openness and pioneering spirit. Additionally, Sapporo fully exploits ICTs, digital content and contemporary social media. The creative sector's relationship with social and mobile media is very well developed and used throughout the city. As the birthplace of Hatsune Miku, an internationally popular Vocaloid singing synthesiser software, Sapporo has a high concentration of leading young creators.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Media Arts, Sapporo envisages:

- engaging in global exchange with other member cities, most notably through conferences and workshops to share best practices and experiences;
- nurturing the mobility of artists by offering residency programmes such as the Sapporo Tenjinyama Art Studio, and by participating in collaborative projects with Creative Cities of Media Arts; and
- fostering the local media arts ecosystem and supporting next-generation creators and entrepreneurs by offering more opportunities at the international level notably through 'No Maps', the creative business convention dedicated to cutting-edge technologies and new ideas.

### CONTACT

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# TEL AVIV-YAFO (ISRAEL)

## DESCRIPTION

Founded in 1909 on sand dunes outside the ancient port of the city of Jaffa, Tel Aviv-Yafo is the business, financial and commercial hub of Israel's economy and the heart of its booming high-tech industry. Tel Aviv-Yafo has a unique economy thanks to a large concentration of start-up companies in creative fields such as the media arts, making it one of the world's leading 'start-up cities'. Home to most of Israel's artistic institutions, Tel Aviv is the country's cultural centre.

A number of factors have contributed to turning Tel Aviv into a centre of creativity, among them the city's open attitude as well as its physical layout, enjoyable surroundings and civic support mechanisms and policies. The city's technology ecosystem generates many technology-focused events, with hundreds of 'meetups', conferences, 'hackathons', competitions and other media arts gatherings every year. These events provide platforms for exchanging ideas, networking and collaboration. In turn, the 'start-up ecosystem' attracts ever more talent and creative energy, pulling in investors and companies from Israel and abroad. Young, creative entrepreneurs, particularly from the field of digital innovation, students and artists are drawn to the city for the commercial, educational and cultural opportunities it offers as well as for the opportunity to network with actors of the creative sector.

Currently, the city is pursuing a strategy to position itself as a global centre of technology and innovation. The initiative involves collaborations between academic, research and development centres, leading technology companies, the young creative sector, cultural centres and artists along with the local and national governments.



United Nations  
Educational, Scientific and  
Cultural Organization



Designated  
UNESCO Creative City  
in 2014

## CONTRIBUTION TO THE NETWORK

As a Creative City of Media Arts, Tel Aviv-Yafo envisages:

- learning from other cities' experiences in channelling the resources generated by the technology and creative sectors to ensure that all segments of society benefit from the creation of a better, fairer and more sustainable future;
- sharing the city's ideas and experiences in fostering entrepreneurship and creativity with other cities working to develop their own creative ecosystems; and
- offering the UCCN direct access to the city's advances in technology with a view to applying them to civic, social and artistic objectives.

## CONTACT

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## TORONTO (CANADA)

### DESCRIPTION

Located at the shores of Lake Ontario, Toronto is Canada's largest city with 2.9 million inhabitants. In the 1950s, the Toronto School of Communication, led by Marshall McLuhan, was one of the first to promote the impact of media technology on creativity. Following this, in the 1990s, major institutions, such as the Media Lab of the Canadian Film Centre, emerged in Toronto's media arts sector, providing platforms for cross-sectorial collaboration. Now supported by artists' collectives, Toronto's strengths in the visual arts has resulted in significant growth within the sector achieving record-breaking production levels and generating US\$2 billion in 2016.

Toronto benefits from a thriving education sector which enables and promotes the media arts through a variety of institutions, such as the Ryerson University's DMZ; the leading university-based incubator in North America. In addition, Toronto's dynamic not-for-profit sector is continually progressing in media arts through its exploration of new forms and its creation of spaces for marginalised and underrepresented communities. Media arts also features prominently in the city's public art programme, notably Nuit Blanche Toronto, a city-wide celebration of contemporary art.

The City of Toronto provides significant support to media arts hubs such as 401 Richmond, Artscape Daniels Launchpad and the Centre for Social Innovation. In recent years, the City of Toronto has made significant new investments in culture. From 2012 to 2016, the Toronto Arts Council (TAC) saw an increase in its grants budget of 80 %. An example of TAC funding includes US\$36,000 in 2016 to Subtle Technologies; a platform for community-building and knowledge-sharing at the intersection of art, science and technology.



### CONTRIBUTION TO THE NETWORK

As a Creative City of Media Arts, Toronto envisages:

- embedding culture in the earliest stages of the city's urban planning by supporting the retention of affordable, cultural space downtown for enhancing creative clusters;
- partnering with the Toronto Music Advisory Committee to promote music in media arts and develop opportunities for artists and audiences;
- pursuing the development of a physical hub for Toronto's film festivals to share information, volunteer networks and coordinate Festival schedules where possible;
- increasing awareness by partnering with University of Toronto's McLuhan Centre for Culture and Technology to support and promote events and other programming; and
- planning and producing a one-day conference for the media arts community to support sector development.

### CONTACT

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### LINK

Toronto Creative City of Media Arts  
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# YORK (UNITED KINGDOM OF GREAT BRITAIN AND NORTHERN IRELAND)

## DESCRIPTION

For two millennia, York has been a meeting point for ideas and creativity. Founded as a Roman fortress in 71 AD, York's world-class heritage continues to be its cultural centrepiece. Media arts are the engine of its continued development, supported by the excellent research and teaching in the creative arts found in its universities and colleges. In York, creative activity and economic prosperity reflect the city's dedication to promoting social equality and fostering the flourishing of human talent.

Over the past decade, York has championed investment in its cultural institutions, regenerating the historically Castle Gateway and Exhibition Square sections of the city, reviving the remarkable medieval York Mystery Plays, and initiating Mediale; the international biennial media arts Festival. Through initiatives such as these, the cultural sector is having a significant impact on the economy of the city, the wellbeing of its citizens and the quality of the area. The wider impact is reflected in the experience not just of York's 200,000 residents, including its 20,000 students, but also the 7 million visitors attracted to the city every year.

York is dedicated to ensuring that everyone benefits from the UNESCO Creative City of Media Arts designation, whether they are resident, working in, studying in, or visiting, the city. York is mobilising creativity to strengthen the economy locally and across the region by increasing levels of public participation in culture, renewing investment in the city's human capital and academic institutions and contributing to the quality of life.



## CONTRIBUTION TO THE NETWORK

As a Creative City of Media Arts, York envisages:

- putting creative industries at the centre of the city's development and growth strategies, ensuring provision is made for the sector to thrive, blending innovation, participation and industry;
- enhancing York's international profile in the creative industries by developing the UK's first international Festival of Media Arts;
- recognising and rewarding talents across all creative sectors by establishing an annual awards ceremony;
- strengthening the research and development base of the sector by bidding for national and international investment to support research and innovation partnerships within the industry; and
- supporting the Creative Cities Network by promoting and participating in artist residencies and exchanges of cultural products.

## CONTACT

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# CREATIVE CITIES OF MUSIC

Adelaide  
Almaty  
Amarante  
Auckland  
Bogota  
Bologna  
Brazzaville  
Brno  
Chennai  
Daegu Metropolitan City  
Frutillar  
Ghent  
Glasgow  
Hamamatsu  
Hanover  
Idanha-a-Nova  
Kansas City  
Katowice  
Kingston  
Kinshasa  
Liverpool  
Mannheim  
Medellín  
Morelia  
Norrköping  
Pesaro  
Praia  
Salvador  
Seville  
Tongyeong  
Varanasi



## ADELAIDE (AUSTRALIA)

### DESCRIPTION

Being the capital of South Australia and the 5<sup>th</sup> largest city of the country with 1.3 million inhabitants, Adelaide stands out for many reasons, but none more so than its music culture. It sees creativity, especially in the form of music, as a key driver for the sustainable development. The city supports a diverse range of musicians and has a developing and entrepreneurial music industry, a series of world-class music and arts festivals, and leading music education and performance institutions in the country.

As Australia's first Creative City of Music, it holds many arts and music festivals throughout the year. Every spring, WOMADelaide – member of the WOMAD Festivals Network – gathers over 86,000 people, with 45 % of the audience coming from outside the region. Adelaide Festival Centre (AFC) holds many international development programmes and festivals, and undertakes several partnerships and music initiatives across Asia, as well as cutting-edge collaborations with cities from Singapore, Japan, India, China and Indonesia.

Adelaide's leadership holds creativity at the heart of its cultural policy. It is committed to enhance and promote collaboration, diversity and sustainability in all aspects of music making throughout the City of Music, including urban and regional South Australia. Adelaide is outward looking and internationally engaged. In 2014, a pioneering Music Development Office was established, envisioning a music ecology for the city and placing music at the core of its identity and development. In this framework, the City of Adelaide Council has implemented a comprehensive Live Music Action Plan, identifying creativity and culture as a strategic priority.



United Nations  
Educational, Scientific and  
Cultural Organization



Designated  
UNESCO Creative City  
in 2015

### CONTRIBUTION TO THE NETWORK

As a Creative City of Music, Adelaide envisages:

- identifying live music venues and clusters, and recognising future locations for live music investment and development;
- implementing development strategies created by the Music Development Office (MDO) for facilitating creative and artistic exploration, dissemination and creative industry development;
- partnering with the University of Adelaide to establish new professional pathways for musicians through research and the development of music practice for health and wellbeing outcomes;
- fostering cultural exchanges and collaborations with other UNESCO Creative Cities of Music in order to build capacities and open pathways for artists, composers and creatives; and
- fostering lifelong enjoyment for, and engagement with, music within the entire community through education and participation.

### CONTACT

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### LINK

Music Development Office

South Australian Music Industry Strategy

<http://mdo.sa.gov.au/strategy>





## ALMATY (KAZAKHSTAN)



### DESCRIPTION

Almaty is the largest city of the Republic of Kazakhstan with a population of over 1.7 million inhabitants. Since the XVIII<sup>th</sup> century, Kazakh artists have been known for their ability to produce musical and poetical improvisation. A vivid example is the Aitys, an impromptu contest of two singers (akins) performing folk poetry accompanied by stringed instruments. Building upon a rich musical legacy, Almaty was the home of nationally renowned composers Ahmet and Gaziza Zhubanov and Eugene Rakhmadiev. Music in Almaty has strong local support and citizens are keen to be involved in the sector.

As a key component to Almaty's urban culture, music spreads through a hundred open-air events held annually, including the AlmaFest. This Festival built around the apple symbol of the city, integrates music, folk art and gastronomy through performance. The city also hosted the Colisium International Music Conference; a large-scale forum dedicated to discussing the latest trends of the concert industry as well as to exchanging knowledge between international and local music artists and professionals.

When developing the Almaty 2020 Development Programme, a number of issues in the creative sector were identified, particularly that of insufficient technical equipment within cultural institutions and a lack of qualified specialists in the field of cultural management. As a result, the City has provided these facilities with modern equipment, and in 2016, new musical infrastructure was built, including the Multimedia Traditional Music Centre and the Alatau Theatre of Traditional Art. The City has effectively supported young professionals and artists through several grants and scholarships. Almaty is strongly committed to further developing its creative sector as a resource for the city, enabling it to enter a new stage of development, one that would be inclusive and sustainable.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Music, Almaty envisages:

- organising an open-air Music Festival of Orchestras to showcase local and national orchestras;
- holding an open-air Music Festival called Gakku Dauysy, aimed at promoting Kazakh pop music and singers, exploring the roots of modern musical practices;
- organising the Almaty KokTobe Opera, seeking to familiarise residents and visitors with prominent international opera singers and masterpieces of classical music;
- setting up the international programme Spirit of the Great Steppe, aimed at promoting historical and cultural values of the nomadic people; and
- launching the Star of Asia programme aiming to raise awareness about little known customs and traditions of Asia countries.

### CONTACT

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### LINK

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## AMARANTE (PORTUGAL)



### DESCRIPTION

Amarante in Portugal is home to 54,432 inhabitants with a large percentage of young people. As well as being known as the birthplace of the viola amarantina, the city is also famous for its series of Iberian pipe organs that adorn the historic churches. Amarante's thriving music sector mainly relies on both formal and informal structures such as churches and associations that host philharmonic orchestras, folklore and percussion bands called bombos. Every year, it is estimated that more than 1,200 people within the city, of different ages and backgrounds, participate in amateur music bands. Promoting and enhancing access to music, and providing more opportunities in which to practice, are the direct results of a strong musical education policy.

The Municipality co-produces the majority of the local music events, including the Festas Juhno (June Festivities). By engaging local music associations and the younger community, this Festival aims to help people rediscover Amarante's historical and cultural identity through the use of music. For the past five years, a wide range of initiatives and events, such as the Hà Fest, have been designed especially for the youth, offering musical therapy courses, concerts in schools, the making of music instruments with recycled materials and cross-cutting activities mixing music and sport.

Amarante has invested in the music industry as a key enabler for social inclusion in order to stimulate new skills and employment opportunities, particularly within the young population. The Municipality has developed a set of policies supporting local organisations which promote music practices and diffusion. By offering subsidies, such financial support has allowed for the regeneration of cultural venues such as the Amarante Cineteatro. The City seeks to increase promotion of its young creators. The main objective remains fostering creative talents and businesses to further nurture Amarante's music ecosystem, both at the local and international level.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Music, Amarante envisages:

- promoting music as a tool for empowerment and active citizenship, notably within vulnerable groups (women and youth), by improving access to musical training starting from nursery and primary schools;
- reinforcing the local music ecosystem with creativity-based initiatives for business and professionalization that broaden opportunities for creators and professionals in the cultural sector, notably through the already existing festivals;
- supporting and promoting cultural activities through dedicated venues, such as the renovation of Amarante Cineteatro, thus encouraging cross-cutting approaches between music, literature and film; and
- establishing a Music Lab for All programme with the aim of having Amarante recognized as an experimental music lab, offering a context in which to share and disseminate practice as well as building a professional and inclusive music ecosystem.

### CONTACT

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### LINK

Amarante Creative City of Music  
[www.cityofmusicamarante.com](http://www.cityofmusicamarante.com)





## AUCKLAND (NEW ZEALAND)



### DESCRIPTION

Auckland is the beating heart of New Zealand's music industry and home to many of the country's renowned artists, practitioners and institutions. As one of the most diverse cities in the world music plays a vital role in shaping the city's identity and in fostering social inclusion. In addition to being a hub for record labels and studios, Auckland is also home to the country's major event organising bodies. This has led to a sector that continues to grow year on year, having an estimated current impact of US\$370 million on the national GDP.

The music sector's vitality is evident in the year-round anchor festivals which celebrate the city's diverse culture, including Tāmaki Herenga Waka which showcases the city's Māori artists and heritage. One other example is the Music in Parks initiative; a series of free outdoor concerts representing New Zealand's largest showcase of local artists. The Going Global Music Summit stimulates connections with international producers. Many initiatives focus on improving youth access to culture through free concerts and by granting musical scholarships for students in low socio-economic situations. The Musicians' Mentoring in Schools programme aims to connect top local and international artists with emerging talents.

Auckland Council recognises the importance of musicians and assists in elevating their status. Toi Whīiki, Auckland's Arts and Culture Strategic Plan is the main policy supporting and harnessing the potential of the music industry. Launched in 2015, it recognises the far-reaching benefits of the creative sector and aims at making arts and culture part of Aucklanders' everyday lives, as well as building a flourishing creative economy. This includes growing funding for the arts as well as promoting its economic, social, cultural and environmental value and supporting professional development opportunities. Toi Whīiki also involves providing affordable, access to creative spaces and building capability within arts and cultural institutions.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Music, Auckland envisages:

- rethinking the development of music heritage, highlighting the Māori heritage to strengthen the community and celebrate Auckland's cultural identity at the international level;
- strengthening the music ecosystem by reviewing regulations concerning live music venues, stimulating investments for the sector and the city through sound recording projects, and potential subsidies for sector workers;
- integrating music, intertwined with other art forms, into public transport, encouraging transport use and enhancing exposure to local creativity;
- launching the Creative Launchpads; an initiative involving the development of an incubator and network hubs, and therefore positioning Auckland as a music and creative capital of the South Pacific; and
- fostering the development of song writing, composition and music literature within the UCCN, with a primary focus on cooperation between the Australasian member cities through knowledge-sharing workshops and symposiums.

### CONTACT

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#### LINK

City of Auckland  
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## BOGOTA (COLOMBIA)



United Nations  
Educational, Scientific and  
Cultural Organization



Bogota  
City of Music  
Designated UNESCO Creative City in 2012

### DESCRIPTION

Bogota is renowned for its vibrant music scene. In recent decades, the city has undergone several urban, economic, social and cultural transformations that have been supported by public policies including culture as a main pillar. Music has been a notable part of this process, as illustrated by the 'Festivales Al Parque' programme launched in 1995, which offers free, open-air concerts by local rock, jazz, salsa, hip hop and opera artists. Welcoming more than 600,000 participants every year, these festivals contribute to the appropriation of public spaces by Bogota's citizens and reinforce its identity and cultural diversity.

In addition to hosting the 'Festivales Al Parque', Bogota is also home to 60 other annual music festivals as well as 500 live music venues. Thanks to this vibrant music scene, Bogota has become an important regional musical centre where the sounds of salsa, fusion, rock, opera, classic, chamber, electronic, pop, tropical, ranchera, hip hop, experimental, bolero, gospel and Colombia's own rich musical traditions can be heard.

Bogota's cultural industries as a whole have improved with the participation of the private sector and the city's Chamber of Commerce. Other creative fields such as literature, performing arts and film have become more developed. The Bogota Music Market, created in 2012, has also become a notable platform for local and regional music agents. Additionally, the Chamber of Commerce is developing a Music Cluster to strengthen the city's dynamic music sector.

Bogota's local government supports a social focus that strives to ensure citizen's rights and well-being. In recent years, the municipality has developed a project to include culture as part of its basic public education programmes, providing music education to 23,000 children and young people in the city's public schools.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Music, Bogota envisages:

- sharing experiences on the positive impact of music in education, public policy and community participation to face social, ethnic and economic inequalities;
- designing and implementing joint research projects on the economic and social impacts of music, and its contribution to the city's social development;
- hosting major cultural events and international conferences such as the International Society of the Performing Arts, the United Cities and Local Governments Summit and the Market of Cultural Industries from the South, MICSUR, which will include the member cities of the UCCN as special guests;
- promoting the mobility of artists, students and researchers in Latin America and the Caribbean, thanks to the city's position as a cultural hub; and
- promoting contact between music sector agents among the UCCN member cities through exchanges, residency programmes and virtual platforms.

### CONTACT

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### LINK

Bogota City of Music  
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## BOLOGNA (ITALY)



United Nations  
Educational, Scientific and  
Cultural Organization



Bologna  
• City of Music  
• Designated UNESCO  
• Creative City in 2006

### DESCRIPTION

Located in the heart of Italy between Florence and Venice, Bologna is home to 1 million inhabitants in the greater metropolitan area. Capital of the Emilia Romagna region, Bologna is a city full of history. Its well-preserved medieval city centre is among the largest of its kind in Europe. 42 kilometers of porticoes, the red brick of its buildings and the medieval towers, characterize Bologna's built heritage. The oldest university of the Western world, founded in 1088, is located in Bologna. Now hosting more than 84,000 students, the University of Bologna was the first university in Italy to establish a degree in art, music and performing arts, and currently offers courses in art, cinema, music and theatre.

Bologna boasts a vibrant cultural life and an emerging creative economy. Local institutions and a multitude of cultural associations support its diverse cultural scene. Rooted in the city's glorious past, music is supported by the presence of leading institutions such as the opera house Teatro Comunale, the International Music Library and Museum, the Conservatory dedicated to Father Martini, the Music and Performing Arts Department of the University of Bologna, and the Philharmonic Academy.

Bologna stands out for its widespread promotion of the music sector, which is celebrated in a series of renowned international festivals. Additionally, the remarkable classical music seasons, the contemporary music and jazz music program and children-targeted initiatives as well as the songwriters, rock-bands and other musicians who flock to the city, all contribute to making Bologna a centre for music.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Music, Bologna envisages:

- enhancing cultural and creative industries as one of the strategic axes for Bologna's local development plan;
- developing specific actions within the UCCN to support music and artistic projects, especially on the international level;
- promoting cultural exchanges and training programs as well as residency projects among Cities of Music; and
- facilitating and reinforcing activities for the co-production of festivals with other Creative Cities.

### CONTACT

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# BRAZZAVILLE (REPUBLIC OF THE CONGO)

## DESCRIPTION

Brazzaville, capital of the Republic of the Congo, is located on the right bank of the Congo River opposite Kinshasa, capital of the Democratic Republic of the Congo. As a city of around 1.6 million inhabitants, Brazzaville is a cultural crossroads. The city's music scene is intensely vibrant and the creation of musical art works there is remarkable. In the last few years, the music sector has contributed to the local economy through the creation of numerous jobs.

Music is what forms the basis of Brazzaville's urban life and convivial atmosphere, hosting the biggest musical events in Africa including the Pan-African Music Festival (FESPAM) which welcomes on annual average over 3,000 artists, 300 experts, 150 national and international journalists, 50 exhibitors and hundreds of thousands of spectators drawn by the musical works of artists from throughout Africa. Alongside this multi-faceted Festival is the international traditional music Festival Feux de Brazza, dedicated to African tradition, and ICI CL'AFRIK, Brazza Gospel, which holds a special importance for the inhabitants of Brazzaville.

With a view to stimulating the music sector, the Municipality has set in place the programme 'Music, Local Development and Social Cohesion'. The chief objectives are to promote the history of Congolese music and the musical heritage of Brazzaville; to support and energise the city's musical scene and activities linked to Sape music; to introduce structure and professional accreditation to the music industry; to develop the music economy with a view to job-creation; to consolidate the city's outreach and its appeal to tourists through music; and to build dissemination spaces throughout the city, where citizens can really enjoy themselves.



United Nations  
Educational, Scientific and  
Cultural Organization



City of Music  
Designated UNESCO  
Creative City in 2013

## CONTRIBUTION TO THE NETWORK

As a Creative City of Music, Brazzaville envisages:

- implementing a plan to build a musical library for Africa with the support of the African Musical Council (CAM);
- developing the building of auditoriums with the support of Vivendi and the International Association of French-Speaking Mayors (AIMF);
- supporting the creation of a Congolese Rumba Museum;
- enhancing the international mobility of Brazzaville's artists, notably through the UNESCO Creative Cities Network;
- consolidating the operational capabilities of the city's cultural actors; and
- supporting the city's Symphonic Orchestra, composed of young people under the age of 15.

## CONTACT

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## LINK

Commune of Brazzaville  
www.communedebrazzaville.com





## BRNO (CZECHIA)



### DESCRIPTION

Brno, with a population of just under 380,000, is the second largest city in Czechia and a prolific centre of music creation, particularly the folk genre. It is the hometown of renowned composers Leoš Janáček, Erich Wolfgang Korngold and Pavel Haas. Strategically positioned in Central Europe, Brno boasts a multicultural environment – including Bohemian, Moravian, German, Jewish and Romani cultures – which reflects diversity within the city's folk music repertoire. The local creative industries employ 21,000 individuals and produce a total annual turnover of more than US\$1 billion.

Hosting a rich cultural programme, Brno's music events and projects highlight the leitmotiv of collaboration, intercultural dialogue and social inclusion. Organised with 19 partner cities, the Concentus Moraviae Festival is an example of how music links Brno to its surrounding regions. The Babylonfest is dedicated to display the diversity of cultural expressions of the communities living in Brno. The city also invests significantly in early musical education programmes such as the Mozart's Children project which enables young talents to perform at the Brno Philharmonic.

The Brno Strategic Planning Department is currently undertaking a participatory process to develop a plan specifically aimed at supporting creative industries as part of the Strategy for Brno 2050. The main objective of this plan is to enhance the attractiveness and strengthen the city profile through its cultural assets by creating enabling conditions for employment growth within creative industries. In addition, since 2013, the Municipality has provided essential financing for the Brno – Music Friendly City web portal, which offers free services and invites all music organisations and associations, from both the public and private sectors, to present their projects and activities to the general public.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Music, Brno envisages:

- establishing the Janáček Cultural Centre (JKC), a music centre and cutting-edge concert hall equipped with the latest audio and video recording technology;
- developing the Brno Creative Centre (BCC), a platform for creative professionals and start-up businesses, providing private studios and an incubator, as well as spaces open to the general public;
- introducing a new Festival concept through the Marathon of Music, a multi-genre project showcasing Brno's music scene in unusual venues and featuring a stage for the presentation of joint projects from other Creative Cities;
- setting up Meet Music, a project focused on children's music education and serving as an inspiration platform for joint educational projects for children within the UCCN; and
- implementing interdisciplinary projects with other member cities in the region and in the wider Network.

### CONTACT

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### LINK

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## CHENNAI (INDIA)



### DESCRIPTION

Cultural gateway of Southern India, Chennai (pop. 6.5 million), formerly known as Madras, is commended for a 6,000 years old musical tradition. Music has been passed down through generations with the Gurukulam method, consisting of music teachers hosting students in their home to transfer music knowledge and practice as a way of life. In recent years, the Gurukulam method has been progressively institutionalised into academies involving young people from early age, notably to learn the manufacturing of traditional music instruments, an industry which contributes US\$6.4 million of the estimated 20 million generated by the current creative economy.

Known for Carnatic music—an Indian classical vocal music subgenre—Chennai organises a two-month Music Season, touted to be among the largest music Festival in the world, with audiences and artists coming across India to participate in 1,500 performances spread all over the city's public spaces. Chennai's music scene is closely linked with the creation of social cohesion in urban life. The Chennai Sangamam event has been set to regenerate ancient villages and engage artists from rural zones, and the Urur-Olcott Kuppam Margazhi Festival focuses on using music as a tool for unity bridging different communities and cultures.

The Chennai government intensifies efforts, along with the music industry's public and private stakeholders, to strengthen international recognition and outreach of the local artists and music events, including the Music Season through the "Enchanting Tamil Nadu" campaign. In 2016, the Chennai International Centre was established to further promote culture for socio-economic change. The city also offers various awards, scholarships and grants to encourage and facilitate the development and emergence of world-class artists through international exchange and mobility.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Music, Chennai envisages:

- setting a joint project within all public schools to further encourage young people to engage in culture as a tool for identity-building;
- creating a space for cultural professionals to interact with urban designers in order to embed culture in urban planning;
- organising a cultural roadshow throughout the city with musicians and students reflecting on Chennai's urban challenges and opportunities;
- setting up national and international events in collaboration with other Creative Cities, to learn and share practices, methodologies and experiences;
- developing international music and dance festivals with other Creative Cities highlighting cultural diversity and dialogue; and
- encouraging communities of disadvantaged areas of the city to engage in new avenues and professional opportunities in the field of music.

### CONTACT

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### LINK

Kalakshetra Centre  
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## DAEGU (REPUBLIC OF KOREA)



### DESCRIPTION

Historically known for being the traditional court music centre during the Joseon Dynasty (1392-1905), Daegu is known for first introducing Western music to the Republic of Korea, as well as hosting the country's first piano performance. Daegu is also the birthplace of Korean modern music as many artists fled to the city during the Korean War, gathering there for a renaissance of Korean modern art and culture. Daegu is assuredly a city of music, which contributes to a key part of the country's overall economy. 5.6 % out of 77,490 nationwide employed in the sector is from the city, which generates 3.7 % of the national music sales.

The city has hosted the very first and largest opera Festival in Asia, the Daegu International Opera Festival (DIOF). This event records participation of 24 countries. The Daegu International Musical Festival is considered to be the national event for musicians. From high-profile music events to international conferences, the city strives to maximise its creative potential by engaging multi-stakeholder dialogue. In 2016, the Creative City Global Forum was organised with the objective of providing a platform to discuss and formulate a sustainable and responsive culture-led strategy for Daegu.

To support the music sector, the City has invested in the establishment of several cultural infrastructures including the Daegu Concert House and the Daegu Music Factory. Working with major European theatres in Italy and Germany, Daegu has developed a great number of exchange programmes enabling young musicians and students to develop professional opportunities and careers abroad. The City also plans to establish a city centre for music creation aimed at sharing experience and knowledge on global music industry, at developing synergies and partnerships with other cities and discussing how to further leverage music for sustainable socio-economic development.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Music, Daegu envisages:

- strengthening the "Making Daegu a Culture City for Happy Citizens" strategy, a long-term vision to support cultural and creative industries for sustainable development;
- enhancing the value chain of the culture sector, from creation, production to dissemination, within the region;
- introducing cross-cutting approaches in cultural policies, linking culture and technology;
- expanding public-private exchanges and cooperation with other Creative Cities, particularly of North America and Africa; and
- establishing the city centre for music creation, providing a space in which to share experiences and knowledge related to the development of the music industry with other Creative Cities of Music.

### CONTACT

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### LINK

Daegu Metropolitan City  
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## FRUTILLAR (CHILE)



### DESCRIPTION

Located in southern Chile in the Los Lagos Region, Frutillar (pop. 11,500) bears witness to a 150-year vibrant musical history. Referred to as the Chilean Bavaria, the city retains deep influence from German settlers from the 1850s that strengthened music as a fundamental motor of social life. As a result of a strong community commitment, the city is home to one of the oldest music Festival in Latin America, *Semanas Musicales de Frutillar* (Frutillar Musical Weeks) held in the Teatro del Lago (Theatre of the Lake).

Every summer for the past 50 years, the *Semanas Musicales de Frutillar* attracts an annual audience of 50,000, or four times the local population, and offers an extensive programme of 40 concerts showcasing 400 artists. Local community is highly supportive and mobilised for the event. The Teatro del Lago also hosts year-round national and international events as well as raising cultural awareness and organising training programmes for young people, most of which are free. This includes the Escuela de las Artes, which is the most important local initiative in the field of music education. In 5 years, more than 4,400 young people benefitted from this programme.

With 21 % poverty rate, Frutillar ranks among most vulnerable areas within the Province of Llanquihue and finds in culture-led development a lever to provide better welfare system. The implementation of the Sustainable Development Plan PLADES has further pursued this vision by placing culture and the arts within social, economic and environmental strategies. This plan was a result of a participatory approach of citizen consultation and aimed to build a more inclusive and responsive development initiative. The Municipality, together with the private sector, academia and civil society, have consolidated this plan in line with the United Nations 2030 Agenda for Sustainable Development.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Music, Frutillar envisages:

- strengthening quality education in the field of culture, as well as raising awareness about the contribution of culture to sustainable development;
- implementing the Frutillar Produces Music programme, aimed at generating incentives for the music industry, through the creation of the Casa de la Musica (the House of Music) and engaging national and international artists;
- establishing the Pueblo de Oficios Creativos (Creative Crafts Village) in the new Civic Centre, showcasing cross-cutting approaches between local crafts and music;
- implementing the Strengthening Social Integration programme, aimed at generating resources to support creative initiatives highlighting social inclusion, identity-building and cultural diversity; and
- creating an Observatory of Creativity, aimed at monitoring the impact of cultural investments on social well-being as well as sharing information with the Network on effective tools and methodologies for measuring and observing the benefits of living in a Creative City.

### CONTACT

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## GHENT (BELGIUM)



### DESCRIPTION

Ghent is internationally known for its dynamic music scene and its many music festivals including the Festival of the Flanders, offering a range of concerts from classical to world music; the Ghent International Film Festival focusing on the impact of music on film; the open-air Festival Gent Jazz, which is top in its genre; and Glimps, an international showcase Festival for pop and rock music.

With its university and several institutes for higher education, Ghent is an educational hub where approximately 12 % of the city's students are following culture oriented training. Ghent is also a regional economic hub in which the cultural and creative sector accounts for 4 % of total employment.

The use of historical venues as unique locations for concerts is another asset of Ghent's vibrant music life. Among the most notable sites are the Ghent Opera House dating back to the XIX<sup>th</sup> century, the Bijloke Concert Hall which is located in a medieval hospital ward, and the HA Concert Hall, situated in a former stock exchange.

A broad range of initiatives in music education characterizes the city's daily life. In addition to music classes on drums or classical guitar, the municipal intercultural centre De Centrale also offers courses on lesser known instruments such as Qanoen, Saz and Oed. The Ghent-based International Opera Academy and the Orpheus Institute both offer unique post-graduate training programmes in their respective disciplines.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Music, Ghent envisages:

- participating actively in the activities of the UCCN and in the music sub-network;
- looking for realistic ways of building lasting cooperation between the member cities of the music sub-network and of the broader Network;
- implementing the 2014 – 2019 Action Plan - Ghent Music City;
- strengthening the existing music scene;
- developing concrete actions and events with local actors, such as enhancing the Day of the Music Education;
- providing actors in the local music sector with opportunities to gain greater international experience and exposure; and
- safeguarding the focus on music in the upcoming strategic plan for culture 2020-2025.

### CONTACT

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### LINK

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# GLASGOW (UNITED KINGDOM OF GREAT BRITAIN AND NORTHERN IRELAND)

## DESCRIPTION

Glasgow is the musical capital of Scotland, and has the largest music economy in the United Kingdom after London. Historically, music has played a key role in Glasgow. It continues to be a vibrant part of city life and is reflected in the excellence of its musicians and practitioners, the enthusiasm of its music audiences as well as in its public policies addressing music both as an art form as well as a tool of education and social integration.

Glasgow's music businesses generate proportionately more output than anywhere else in Scotland. Numerous music events take place in the city every week. Five of the six biggest Scottish employers in the music industry are based in Glasgow, as is over half of the country's music workforce. Glasgow can boast world-class artists and venues across genres, from rock and pop, to classical and electronica and is also home to the Royal Conservatoire of Scotland. Glasgow also has the country's highest density of higher education institutes offering music courses, as well as the largest population of music students.

A city with vast social, economic and cultural diversity, Glasgow is divided by extremes of wealth and poverty. However, the city addresses these challenges with imagination and creativity. One example is the Big Big Sing project which promotes singing as an art form but also as an activity improving health and wellbeing and as a tool for social inclusion.



United Nations  
Educational, Scientific and  
Cultural Organization



Designated  
UNESCO Creative City  
in 2008

## CONTRIBUTION TO THE NETWORK

As a Creative City of Music, Glasgow envisages:

- increasing participation in music for everyone in the city, with special importance being given to women and youth;
- championing partnerships, targeting families and young people, with music production companies, notably through its Music Fun Days and new Big Music for Minis initiatives, which invite companies to showcase their work and expand their audiences;
- participating annually in artistic exchanges with other cities in the UCCN enabling professionals from Glasgow to meet international colleagues, perform and extend their experience and practice; and
- strengthening its music industry by celebrating Glasgow's heritage and tourism infrastructure, notably through the Dear Green Sounds, a history of music and venues in the city linked to tourism activities.

## CONTACT

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## LINK

Glasgow City of Music  
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## HAMAMATSU (JAPAN)



### DESCRIPTION

Hamamatsu is a city known for its vibrant music sector. Renowned musical instrument companies such as Yamaha, Kawai, and Roland were founded in Hamamatsu. Brilliant musicians perform every year at the Hamamatsu International Piano Competition and the Shizuoka International Opera Competition, both of which are affiliated with the World Federation of International Music Competitions. Music festivals and traditional performing arts events are also organized throughout the year.

Hamamatsu is also home to the Hamamatsu Museum of Musical Instruments, a unique institution offering a view on humanity and culture through a collection of musical instruments from around the world. Hamamatsu's workshops, concerts and record productions, in addition to the city's research on domestic and international music culture and instruments have also received critical acclaim.

Training courses for professional musicians and artists as well as activities preserving and promoting traditional performing arts are offered throughout the city. The Hamamatsu Academy of Music implements wide-ranging music-related projects, raises public interest in music and supports future performers, instructors and concert hosts. The Shizuoka University of Art and Culture offers courses in music management, which includes instruction on planning and producing concerts as well as in concert hall management.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Music, Hamamatsu envisages:

- promoting international exchange notably through international music events;
- fostering cross-cultural understanding and cultural diversity through music in collaboration with the Hamamatsu Museum of Musical Instruments;
- supporting talented musicians through international cultural exchange with other Cities of Music;
- providing musicians and performers with opportunities to train and demonstrate their skills; and
- setting up projects involving Hamamatsu's sound design sector with Cities of Design and Media Arts in order to establish interdisciplinary connections.

### CONTACT

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# HANNOVER (GERMANY)



United Nations  
Educational, Scientific and  
Cultural Organization



Designated  
UNESCO Creative City  
in 2014

## DESCRIPTION

Hannover is the Capital of Lower Saxony in the north of Germany with approximately 540,000 inhabitants. Renowned for being the birthplace of vinyl records, Hannover also claims ownership of being the first city to produce a music cassette and where the first CD was pressed. Many labels, studios, producers and promoters are based in Hannover, including Peppermint Park and Hannover Concerts. Music has always played prominent role in the city's culture. To this day, Hannover is shaped by a broad diversity of musical genres including classical pop, rock, jazz, classical and contemporary music. Due to the success of its music industry, Hannover is marked by a high employment rate in the sector and is recognised for its excellent infrastructure for musical training.

Every year Hannover hosts one of the biggest 'Fête de la Musique' in Germany, with a focus on the local music scene and the promotion of the UNESCO Creative Cities of Music. Another popular musical event is The Jazz Club Hannover, which, along with the Swinging Jazz Festival, attract national and international jazz musicians of highest standard. To add to it city's musical repertoire, Hannover is home to a large amount of choirs, with more than 400 groups existing in the city. In contrast, Hannover is also famous for rock, pop and funk music, having produced world-famous bands, musicians and producers, such as The Scorpions and Mousse T.

Hannover promotes networking within its local cluster economies and the local music scene to support collaboration opportunities for both, economic and artistic development. Hannover excels in the acoustic technologies and the city continues to promote this expertise. In the future, Hannover plans to expand its music scene further, with new formats and innovations by using the synergies of its local industries, the international platform offered by the UCCN, its twin cities relationship and existing trade-fairs, such as, the world-famous Hannover Industry Fair and CeBIT.

## CONTRIBUTION TO THE NETWORK

As a Creative City of Music, Hannover envisages:

- supporting communication within the music cluster;
- developing and launching artistic programmes and artist in residence opportunities for the various musical genres, in collaboration with the UCCN;
- nurturing the artistic exchange between Hannover and the UCCN music cluster, providing a regular stage for musicians from the network at festivals;
- continuing the brand 'Digital Sounds' and using the expertise from Hannover, and involving the UCCN, to initiate projects on topics such as sound, sound-design, acoustic development and virtual reality;
- supporting new projects and formats to deepen contact and exchange possibilities between the local music industries and the local music scene;
- supporting the continued success of the local club scene and live music venues; and
- promoting the city's good practices, as well as initiating cooperation programmes with a special focus on the North-South and South-South initiatives.

## CONTACT

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## IDANHA-A-NOVA (PORTUGAL)



### DESCRIPTION

Idanha-a-Nova lives by the rhythm of music, as illustrated by the Municipality's logo representing two Adufe tambourines. This percussion instrument is a genuine symbol of the local identity. Over the last twenty years, the Boom Festival has undoubtedly become the most popular local music event and animates the city during for one week during the summer period, turning Idanha-a-Nova into a concert area covering 140 hectares. This event gathers more than 40,000 Festival-goers coming from 150 countries worldwide to attend a wide range of 800 artists' performances.

In Idanha-a-Nova, the importance of social cohesion through music is the key focus of the 130-year-old Idanhense Brass Band; a research and training centre which fosters intercultural dialogue and gives people of all ages the opportunity to participate and experience traditional and contemporary music. Other private and civil society organisations are also supporting music-centric projects as well as trying to advance music in public policy by collaborating with the city's administration in bottom-up initiatives.

The Municipality of Idanha-a-Nova fully integrates creativity as an essential component of the city's strategies and plans. As for the music sector, the city's vision not only focuses on increasing audiences but also on providing enough training spaces for musicians and entrepreneurs to thrive. To this end, the Municipality established in 2013 the Idanha Incubator of Creative Industries dedicated to training and business development assistance, focusing predominately on cultural production, creative economy and sustainable development.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Music, Idanha-a-Nova envisages:

- mapping and merging the city's educational programmes dedicated to music in order to foster an inclusive and sustainable educational offering through an integrated learning experience, from elementary school to university, for all ages and genders;
- implementing the Social Inclusion Project aimed at nurturing social cohesion as well as intercultural and intergenerational dialogue through music, by particularly involving senior women, young people and Romani people;
- encouraging cross-cutting and public-private cooperation through research centres, universities, enterprises, specialized in different fields of the creative sector, to share knowledge and to launch innovative joint projects using creativity as a driver for sustainable urban development; and
- strengthening international cooperation through the Portuguese Musical Fusion programme aimed at sharing musical know-how and enhancing the mobility of artists, as well as through the exchange of best practices with other Creative Cities of Music.

### CONTACT

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### LINK

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## KANSAS CITY (UNITED STATES OF AMERICA)



### DESCRIPTION

Kansas City (pop. 464,000) lies on the western edge of Missouri. Founding place for the creation of the Swing Era and the heritage of the historic urban community of 18th and Vine District, the once segregated area that housed such musicians as Count Basie and Charlie Parker. The district is an important urban renaissance revolving around the 100-year history of Jazz and one of the most important investments the city has made to urban revitalization. Kansas City is home to the University of Missouri-Kansas City, one of the most respected music conservatories in the country emphasizing jazz internationally. 60 % of all art and culture organisations in the region are located in Kansas City.

With more than 200 music events occurring year-round, Kansas City boasts a rich and diverse cultural offering, notably through the Kauffman Centre for the Performing Art which uses live music in all genres surrounding entertainment, education and more. The Neighbourhood Tourist Development Fund programme provides support to non-profit organisations to help promote Kansas City's diverse neighbourhoods through cultural, social, ethnic, historic, educational and recreational activities. US\$2 million per year is given to local, small festivals, concerts, surrounding neighbourhoods and ethnic festivals.

Kansas City's Creative Cities Strategy will leverage jazz heritage as a driver of sustainable community development. Building on research already completed by the University of Missouri-Kansas City Urban Planning department, this project will develop a strategy for sustainable development that includes a city-adopted policy that meets the needs of musicians, creative sector workers, and the African-American community while rebuilding the centre around cultural heritage preservation strategies.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Music, Kansas City envisages:

- promoting Jazz heritage as a driver for sustainable development through city-adopted policies for neighbourhoods, with jazz music being the principal component;
- developing a cultural district plan according to the universal values carried by the Mutual Musicians Foundation, honouring and valorising the historic and existing culture of the 18th and Vine Historic District, as well as the Wendell Phillips neighbourhood;
- implementing the Jazz Corridor, which identifies all aspects of Jazz for the national and international creative consumer for entertainment, education, historic preservation and businesses purposes;
- setting an economic development plan in the city's urban core and cultural tourism sites which will include a strong international component and connect to countries with an interest in jazz and Black American Music; and
- engaging other Creative Cities in the Voyage of the Drums Jazz Festival, aimed to foster inter-cultural understanding, tolerance and mutual respect through jazz music.

### CONTACT

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## KATOWICE (POLAND)



### DESCRIPTION

Katowice (pop. 310,000) is the capital of the Upper Silesian Region in Southwestern Poland. Deeply marked by the industrial age, Katowice has been investing in culture and creativity to revitalize and regenerate, summarizing its vision by the motto 'from heavy industry to creative industries'. The city contributes US\$52 million each year in the form of grants to foster the creative economy, predominately focusing on the renovation of cultural spaces and mainly dedicated to the music sector, which today fuels the socio-economic development of the city.

Often considered underground and subversive, with a long tradition of amateur choirs and orchestras, music in Katowice testifies of a rich diversity of genres, from classical to rock, jazz, baroque, electronic and rap. Among the 27 music festivals that liven up the city's cultural life, the three major and world-renowned events – OFF, Tauron and Rawa – annually add around US\$3.1 million to the local economy. Katowice is also recognized across the country as a centre of a comprehensive music education. The city is notably home to the Karol Szymanowski Academy, which founded the first Department of Jazz music in Poland.

The Municipality is committed to further nurture cultural and creative industries as levers for the city's regeneration and sustainability, especially through its five-year Cultural Zone programme, which is the largest investment in cultural infrastructures in Poland to date. The main achievement of this programme is the establishment of the headquarters of the Polish National Radio Symphony Orchestra (NOSPR) and the Silesian Museum on ancient mine sites. Katowice proves that investing in creativity can transform a once-industrial district in to a vibrant creative city.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Music, Katowice envisages:

- establishing the MusicHUB, an incubator of local and emerging talents and creative entrepreneurs, aiming to strengthen the capacities and increase job opportunities in the music industry, especially targeting youth, women, and people from disadvantaged groups;
- launching the Baroque Factory, supported by public-private partnerships, aimed to broaden audiences;
- supporting interdisciplinary research of the SoundLab Innovation Center, designed to improve and sustain the quality of urban life by tackling practical public issues;
- setting up the PopMusic Development Lab; an international educational platform based on a network of residencies and students;
- enhancing cooperation between Creative Cities of Music and Literature through the Col-LAB-orate project, offering a series of workshops on spoken word and slam poetry to young people from vulnerable groups; and
- involving other Creative Cities of Music to the forthcoming World Music Expo aimed to showcase talented musicians of the Network, exchange experiences and best practices especially with cities from the global South.

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### LINK

Katowice, Creative City of Music  
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# KINGSTON (JAMAICA)



United Nations  
Educational, Scientific and  
Cultural Organization



Designated  
UNESCO Creative City  
in 2015

## DESCRIPTION

Music is deeply etched into the historic foundations of Jamaica. Its capital, Kingston (pop. 660,000), is the cradle of legendary musicians, such as Bob Marley and Dennis Brown. It has also been the breeding ground of six musical genres: reggae, mento, ska, rocksteady and dancehall. World famous recording studios and production houses have made the city an internationally renowned centre for music-making. The music sector is the driver of the local economy with a global value of over US\$130 million and by employing around 43,000 people.

Kingston considers music as a lever for social inclusion and social change. Its main festivals, such as the African Liberation Concert and the Reggae Month, are held in public spaces and free of cost. Many of the music-related events are resulting from joint cooperation between the public and the private sectors, joining forces to offer ever-wider participation to cultural life. The city puts particular emphasis on building capacities and creating opportunities to tackle youth unemployment, especially in the disadvantaged inner city where most of Kingston's music has found its origins.

The Municipality of Kingston views creativity as an essential component in its strategies and policies. The Vision 2030 national development plan anchors this commitment. Alongside the integration of creativity, great attention is given to ensuring the protection of creators' status and rights. In 2015, the city made significant amendments to the 'Copyright Act', by adding a clause on the protection of digital works. In addition, Kingston hosts several copyright-related symposia including the Intellectual Property Rights Week gathering a large number of music industry professionals.

## CONTRIBUTION TO THE NETWORK

As a Creative City of Music, Kingston envisages:

- using music as a driver for sustainable and inclusive urban development by focusing on the revitalisation of the inner city to harness the full creative potential of people from vulnerable and disadvantaged groups;
- building public-private partnerships in the field of music to increase the number of creative clusters and development programmes;
- establishing the Live Music Museum; a creative incubator focusing on building capacities and offering vocational courses to the youth;
- broadening access to, and participation in, cultural life by bringing music to outdoor venues;
- promoting intercultural dialogue through exchange programmes by the Edna Manley Music School, as well as the Simon Bolivar Cultural Centre, to develop initiatives showcasing the ties between cities in the Caribbean; and
- fostering exchanges of know-how, best practices and expertise with other Creative Cities of Music.

## CONTACT

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# KINSHASA (DEMOCRATIC REPUBLIC OF THE CONGO)



## DESCRIPTION

Kinshasa is established as a crossroads for all of the country's cultures and for others from further afield. The city has forged a unique cultural identity and is set apart by its great cultural diversity. Here, music is a social practice based on sharing and an essential factor for intercultural dialogue and social cohesion. Kinshasa is renowned as the birthplace of the Congolese Rumba, a popular musical genre shaped by many international influences, notably from across the Atlantic. Congolese music is both a complex and a diffuse phenomenon, at times ungraspable, in which modernity and tradition rival one another only to merge in a remarkable osmosis.

In Kinshasa, it is said that there is a song for every circumstance. Nobody disputes that Congolese music began with the birth of the city of Kinshasa. However, although the Congolese Rumba with its many emulators has known international success, other genres are emerging to create new musical genres (rap, hip-hop, tradi-urban, etc.) confirming Kinshasa's status as a City of Music. Moreover, Kinshasa is the only Central African city with a higher education centre for the arts, the National Arts Institute (INA), which trains actors and musicians.

Since 2017, Kinshasa Municipality has held the Kin Malebo Festival in order to showcase its status as a UNESCO Creative City of Music. It is a multi-disciplinary Festival developed around the legacy of Papa Wemba, a Kinshasan musical figure and the date of his death (24 April) has been proclaimed by the African Union as an 'African Day of Music'. The Kin Malebo Festival brings together all communes through new forms of Kinshasan artistic expression. It is both an evocation of a past that has taught so much and the image of a city brimming with life and drawn resolutely towards ceaseless creativity. Mirroring the city's musical vitality, the Festival pays tribute to all the pioneers and different stakeholders in the cultural industry that make Kinshasa a land of music.

## CONTRIBUTION TO THE NETWORK

As a Creative City of Music, Kinshasa envisages:

- setting in place an awareness-raising and information campaign so that the Kinshasan communities takes ownership of the Creative City status;
- encouraging the development of the cultural industries, particularly in the field of music (recording studios, production spaces, etc.);
- protecting musicians through the adoption of specific laws and regulations, namely piracy prevention, to enable artists to live from their works;
- promoting Kinshasa as a city of art and culture through the implementation of its territorial development plan 'Strategic Orientation Schema for the Kinshasan Urban Area' (SOSAK), which provides for the creation of a cultural hub and leisure spaces, notably the construction of a city of music; and
- establishing links with other Creative Cities, notably in the field of music, to promote knowledge exchange and mobility for artists.

## CONTACT

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# LIVERPOOL (UNITED KINGDOM OF GREAT BRITAIN AND NORTHERN IRELAND)



## DESCRIPTION

Liverpool (pop. 470,000) recognizes creativity as a means of sustaining its post-industrial renewal. Home to one of the most influential rock bands in history, music is at the heart of Liverpool's cultural identity. It is also an important driver of its local economy by generating more than US\$91 million in annual turnover.

The city provides an important support to the Royal Liverpool Philharmonic Orchestra, which attracts over 260,000 visitors annually. The city also undertakes several cross-cutting initiatives with universities and rehabilitation centres by supporting talent and creative development for young artists from vulnerable groups in particular. Liverpool is committed to supporting music in all genres, as well as to invest in the role of music as a lever to enhance civic participation and social cohesion.

Liverpool's vitality in the music field is shown by the sheer breadth of a diverse scope of festivals. To name but a few: Liverpool International Music Festival, Liverpool Sound City, Africa Oye and Liverpool International Festival of Psychedelia are all flagship events.

Culture and creativity have been core components to the city's urban regeneration strategies since the 1980s. In recent years, the city has renewed its commitment through the 'Liverpool Culture Action Plan 2014 - 2018'. In two years of implementation, the city has invested more than US\$1.7 million into 15 different music organisations as well as delivering music events to support the emergence of local artists. This continued financial support, targeting early stage creative businesses in particular, highlights Liverpool's pledge for sustainable urban renewal and development through creativity.

## CONTRIBUTION TO THE NETWORK

As a Creative City of Music, Liverpool envisages:

- delivering a joined-up music offering to increase participation and performance opportunities to foster social cohesion through music;
- nurture the city's position as a conducive place to enjoy, perform and study music as well as conduct a large number of music businesses;
- implementing a music education and skills strategy for children and young people aimed to foster cultural participation and creative entrepreneurship with the city continuing to support world-class musicians, producers and sector professionals;
- enhancing the mobility of artists by involving musicians from the UCCN to the city's events including the Liverpool International Music Festival; and
- undertaking inter-cities initiatives and research with other Creative Cities of Music to harness the full potential of the designation.

## CONTACT

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## LINK

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## MANNHEIM (GERMANY)



### DESCRIPTION

A major regional centre with a rich cultural offerings, Mannheim is recognized for its institutionally established cultural sector (museums, theatres, festivals, theatres) and its lively independent creative scene. Mannheim's Cultural Office supports many projects and serves as consultant, moderator, supporter, cooperation partner and promoter of cultural and artistic initiatives from the visual and performing arts, to film, photography, literature, music and pop culture.

Mannheim's multitude of intercultural activities plays a constructive role in shaping the strategic objectives of the city, based on the motto 'open for urbanity, open for others, open for creativity, and open for commitment'.

Its four pillars – the Popakademie Baden-Wuerttemberg (professional education), Musikpark Mannheim (business incubator), City Commissioners for Music and Pop Culture (youth, young talent and cultural development) and Clustermanagement Musikwirtschaft (music business development) – collaborate closely and share relevant platforms in order to create synergies, maximize resources and promote the professionalization of the music sector.

A long-standing leader and innovator, Mannheim has an remarkable infrastructure for music. The 'Mannheim Music Model' - Mannheim's support network - has received particular attention. The city sees music as a driver for artistic, economic, educational and urban policy development. Notably, a comprehensive strategy for the music industry has been in place since 1999.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Music, Mannheim envisages:

- introducing other UNESCO Creative Cities of Music to the 'Mannheim music model' through a new project called 'delegation tour';
- actively participating in the UCCN's Annual Meetings while designing innovative and effective working methods;
- initiating a music-literature symposium 'twin cities project' with Edinburgh and Glasgow;
- organizing an international symposium for young culture managers;
- continuing to support candidate cities to the UCCN in the field of music; and
- increasing the international scope of Mannheim's music festivals.

### CONTACT

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### LINK

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# MEDELLÍN (COLOMBIA)



## DESCRIPTION

In the middle of the XX<sup>th</sup> century, Medellín was one of the most important centres of the Latin American music industry. The headquarters of some of the biggest national record companies of that time were based there, enticing many renowned artists from neighbouring countries to come and temporarily settle there while producing music. Those visiting artists established relations with local musicians and the city became a venue for live shows. Medellín is a city of opportunity for the most outstanding musicians from all over the country.

Medellín is commended for the significant culture-led regeneration efforts towards social change by means of culture, education and innovation that helped overcome an era of instability which affected the country until the 1990s. Culture, specifically music, has been one of the most effective tools used by the city to strengthen its society and enable social transformation. The local government has supported this development by opening creative spaces for the public and artists with the aim of enabling training and production.

The Secretariat of Culture has been responsible for promoting and driving the city's culture-led development. Programmes such as the Red de Escuelas de Música has benefited not only musicians, but also their families and surrounding communities. Altavoz, a 15-years annual process, seeks to generate exchange spaces for attendees and the involvement of local and international artists. In addition to these events, the Secretariat of Culture has developed various public policies to strengthen the musical sector, such as, the Convocatoria de Estímulos para el Arte y la Cultura and the Medellín Ciudad de Artistas.

## CONTRIBUTION TO THE NETWORK

As a Creative City of Music, Medellín envisages:

- opening free public spaces for musical training throughout the city; strengthening citizenship building processes and boosting the cultural and musical scene, creating life opportunities for children and young people;
- strengthening production spaces for local artists by facilitating ventures along the music productive chain through training and resources;
- promoting spaces for citizens to engage with the music sector and generate new audiences;
- supporting the mobility of local musicians notably through the Call for Art and Culture initiative; and
- combining the city's memory and heritage with the field of music.

## CONTACT

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## LINK

City of Medellín  
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## MORELIA (MEXICO)



### DESCRIPTION

Capital city of the state of Michoacán in Mexico, Morelia (pop. 800,000) is a cradle of national classical and folk composers and musicians, and home to the oldest music conservatory in the country, Conservatorio de Las Rosas (Conservatory of the Roses). Morelia boasts a diverse music scene, which showcases ancient, colonial, classical and folk music as well as electronic music assisted by the latest technologies. In recent years, musical events have been an important mainstay of the local creative economy, highlighted by a large audience of 800,000 during the festivals season, resulting in an economic income of more than US\$19,083,969.

It is through its large musical programme that Morelia has built its reputation as a lively city of music. Since 1989, the Morelia Music Festival Miguel Bernal Jiménez has been a flagship event promoting internationally renowned artists, as well as musical education. The International Organ Festival of Morelia Alfonso Vega Nuñez is the oldest Festival in the region dedicated to the pipe organ. With more than 50 editions, Jazztival Michoacán is the most important jazz Festival in the centre-west region of Mexico and is considered as an important proponent of the country's jazz culture.

In April 2017, the Secretary of Culture of Morelia was officially established in order to promote and develop further creative industries and cultural life in the city, with musical industry as a key priority. The Secretary particularly focuses on extending the cultural offering through cross-cutting initiatives and events. In addition, the 30 civil associations and private sector are joining forces by engaging in cultural promotion, multidisciplinary events organisation, enhancing the music industry through training activities for artists and cultural professionals.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Music, Morelia envisages:

- introducing the Apoyo a Coros y Orquestas Infantiles Programme (Support Programme to Children Choirs and Orchestras) in marginalised and rural communities, promoting social inclusion, violence prevention and gender equality;
- launching the Morelia Centre for Music Research and Documentation, promoting research and acting as information sharing platform for the music field;
- establishing the Mexican Centre for the Creation of Cinematographic Music to link music and film sectors;
- organising the Academic Symposium on Contemporary Music and New Technologies, involving other Latin American cities of the Network such as Medellín and Buenos Aires;
- holding the First International Summit of Creative Industries of Morelia and engaging with other Creative Cities to share experiences and best practices; and
- creating the Interdisciplinary Festival of Creativity, inviting artists and cultural professionals from all creative fields of the UCCN.

### CONTACT

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### LINK

Morelia, Creative City of Music  
[www.moreliacreativecity.org](http://www.moreliacreativecity.org)



# NORRKÖPING (SWEDEN)



## DESCRIPTION

Often referred to as the Manchester of Sweden, Norrköping (pop. 140,000) bears witness to a rich and diverse musical scene covering genres from classical and electronic to new and modern music. It is home to the Arbisteatern (Arbis Theatre), the country's oldest amateur theatre stage and the Norrköping Symphony Orchestra. Founded in 1912, the Orchestra is one of the most renowned in Scandinavia, consisting of 85 musicians and, in previous years, hosting many distinguished conductors such as Herbert Blomstedt, Okko Kamu and Franz Welser-Möst. The city possesses a heavy-set musical education system and an industry represented by 500 musicians and 300 established music enterprises, generating an annual turnover of US\$28.9 million.

At the core of the cultural life, music events are celebrated year-round. 'Where's the music?' (WTM) is a platform for new music showcasing a hundred artists, as well as gathering music industry stakeholders to discuss current trends in the sector. The Bråvalla Airfield pop-rock Festival is one of Sweden's largest events, having previously headlined internationally renowned artists and bands such as Kanye West, Kings of Leon and Muse. It is a socially responsible and environmental-friendly event which attracts an average audience of 50,000.

The Musikhuvudstaden programme, framed by the Trade and Industry Department and Vision 2035, provides the current policy guidelines to make cultural and creative industries part of Norrköping's urban development. The first initiative to be undertaken will be to renovate the old concert hall Hörsalen into a music hub for young artists and students. The programme also finds in music an important lever for social inclusion and has supported the migrant community with employment opportunities within the sector.

## CONTRIBUTION TO THE NETWORK

As a Creative City of Music, Norrköping envisages:

- supporting cultural and creative industries with new dedicated spaces for creation, production and dissemination, particularly within the Kreativa Norra Staden (Creative Northern Part of the New Cityblocks);
- placing music at the core of the urban development strategies through the project Musikhuvudstaden;
- uniting creative forces and encouraging entrepreneurship within the region of Östergötland;
- offering free, or low fee, music education for young talents from other Creative Cities to foster international student exchanges;
- sharing best practices with other Creative Cities, particularly on music technology, AR or VR ventures; and
- involving other Creative Cities in the global project Gårdagens Morgon (Yesterday's Morning).

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## LINK

Municipality of Norrköping  
[letscreate.norrkoping.se](https://letscreate.norrkoping.se)





## PESARO (ITALY)



### DESCRIPTION

The Italian seaside city facing the Adriatic Sea, Pesaro (pop. 100,000) cultivates a deep music tradition. Native city of Gioachino Rossini, composer of *The Barber of Seville* and *William Tell*, Pesaro has greatly contributed to shaping the history of opera. The Conservatorio Statale di Musica, established in honour of Rossini, is one of the oldest and most prestigious conservatories in Italy. Pesaro accounts for more than 700 musicians, as well as 40 musical ensembles, including orchestras, bands and choirs.

Pesaro's history in musical theatre has helped develop synergies between different genres and with other art forms. The renowned Rossini Opera Festival (ROF) brings together the conservation of its operatic heritage with experimentation in contemporary language and formats. Villa'n'Roll, From Pesaro With Love and ZoeMicro are all festivals designed to promote independent pop and rock music. LEMS, established within the Conservatory in 1971, represents a historical testimony of Italian and international experimentation in new forms of music. SPACE, inaugurated in 2013, is a facility for advanced sound research dedicated to experimentation and production in 3D sound.

The Municipality, in collaboration with other state institutions and private partners, has developed a series of mechanisms for promoting young talents through national and international events and competitions. The *Giovani in Crescendo* (Young People in Crescendo) is an international music competition for all types of schools and involves 13 Italian regions. In addition, the Municipality has encouraged the States-General of Tourism to use music as a strategic driver of economic development, and has initiated an intense dialogue between artists, start-ups, and public and private backers. The triennial programme of Pesaro's events and festivals was also launched to develop an integrated system of cultural services and to bring to life new business models in the cultural field.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Music, Pesaro envisages:

- repurposing a disused historical building as a multi-use space of hosting fully-equipped classrooms for students and facilities for professionals, amateurs, artists and researchers, addressing the local musical community's needs;
- creating employment opportunities through a training programme based on the combination of tradition, creativity and new technology, developed in collaboration with local craft businesses and musical associations;
- building a mobile ambisonic studio for experiencing 3D multimedia content to promote scientific musical research to a wider audience;
- designing new sensorial amplification tools for people affected by reduced perceptual ability;
- forging partnerships with other Creative Cities, in particular within the Adriatic-Ionian area, pursuing music projects as a social, cultural and economic driving force; and
- supporting international exchange for the revitalization of musical theatre and know-how.

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### LINK

Municipality of Pesaro  
[www.pesarocultura.it](http://www.pesarocultura.it)



## PRAIA (CABO VERDE)



### DESCRIPTION

Capital of Cabo Verde, Praia (pop. 155,252) is located on Santiago island. It is the country's largest economic centre, generating 43.2 % of GDP. Following the country's independence in 1975, Praia implemented a promotion process for its musical genres, such as tabanka, batuque and funaná. This promotion played a role in the stylistic development of traditional music genres, such as morna and coladeira, which attained significant international renown in the 1990s. This movement revitalised the local creative economy, which currently accounts for 15 % of jobs, 31 % of which are attributed to the music industry.

Praia is currently the country's main musical centre, supported by the Atlantic Music Expo (AME), the largest music trade fair in the Atlantic region dedicated to promoting creole culture, the Kriol Jazz Festival and the Gamboa Music Festival. The chief sphere of cultural initiation and musical education in Praia is its network of families and neighbourhoods. In addition to the artistic education promoted by a range of different grass-roots associations, other providers such as the Pentagrama music school run a musical education programme for children and young people while the Goutte d'Art Space seeks to promote informal education, a taste for the arts and personal development through music, dance, theatre and the visual arts.

Praia recognises and values the fundamental role that artists play in promoting local music production, and also in preserving the city's musical heritage and cultural identity. The Municipality has thus set in place a governance programme with clear measures for the cultural and creative sector designed to promote training and capacity-building. The governance programme offers artistic residencies in other countries, significant backing of creation and production through the use of several rehearsal halls and community studios, and a number of awards that recognise talent and creativity.

### CONTRIBUTION TO THE NETWORK

As a Creative City for Music, Praia envisages:

- exploring the link between creation and musical development, the environment and geographical and historical conditions, through the International Centre for Creole and Island Music, seeking to strengthen intercultural dialogue between Africa, the Caribbean and the specific island context, notably to overcome the limitations of insularity;
- promoting the competition Creativity Ambassadors for Praia – City of Music, open to all musicians and cultural actors in the sphere of music residing in Praia to present their musical projects to a jury composed of local representatives and other cities within the Network;
- supporting the Cultural and Creative Tourism project, which seeks to establish creative tourism itineraries focusing on music;
- organising a major music Festival involving groups representing Creative Cities of Music;
- sharing the informal music learning model of Praia with other Creative Cities based on the sharing of videos and other digital tools or targeted trips; and
- creating, together with other cities within the Network, centres for musicians and teachers to promote the development of innovative programmes for music education.

### CONTACT

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## SALVADOR (BRAZIL)



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SALVADOR  
CITY OF MUSIC

Designated  
UNESCO Creative City  
in 2015

### DESCRIPTION

With a population of 2.9 million inhabitants, Salvador is the third largest city in Brazil. Capital of the State of Bahia, Salvador lives by the rhythm of music and uses it to convey a great sense of social cohesion within a rich multicultural city. Home to the renowned composers Gilberto Gil and Caetano Veloso, Salvador has been the birthplace of many music genres including tropicalismo, axé, bossa nova and samba. It was also in Salvador that the 'trio elétrico'; a truck popularly used as a mobile stage for large outdoor music events due to its high-power sound system, was created.

In Salvador, public spaces are ideal stages to promote culture, and music in particular. Salvador is best known for its Bahian Carnival, which is one of the largest parades in the world with 2 million people celebrating throughout 25 kilometres of the city's streets, avenues and squares for an entire week. It is estimated that this massive event represents over US\$248 million of financial transactions. As a result, the Bahian Carnival has been responsible for promoting the local music industry on an international scale, with a significant increase of multi-level partnerships, as well as employment opportunities.

The city, whose creative economy largely relies on the music sector, has placed it at the core of its social and economic development plans. In particular, the 'Sound Incubator' project supports the emergence of music businesses and the promotion of local music bands on the international stage. In the framework of the network 'BrasilCriativo', setup by the Ministry of Culture, Salvador steps up its efforts through a wide range of capacity building programmes based on creative competences to make creativity a key enabler of inclusive and sustainable urban development.

### CONTRIBUTION TO THE NETWORK

As a Creative City of Music, Salvador envisages:

- establishing the Music Museum to showcase the diversity of Brazilian music from the Bahian music to contemporary popular music, and will also serve as an open, creative space for musicians and music professionals;
- fostering access and participation to cultural life and social cohesion by supporting outdoor music events held in public spaces through the 'Music Spaces' initiative based on public-private cooperation;
- promoting Afro-Brazilian culture through the multidisciplinary 'Afródromo' project aimed at creating synergies between music, performing arts and media arts;
- nurturing the mobility of artists within the Network through training programmes and artist residencies; and
- supporting all stakeholders of the music industry through the Salvador Capital of Music Forum, which will also serve as a dialogue platform for Creative Cities of Music to exchange knowledge, best practices and organize joint-events.

### CONTACT

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### LINK

Viva Salvador

[www.vivasalvador.com.br/en](http://www.vivasalvador.com.br/en)



## SEVILLE (SPAIN)

### DESCRIPTION

Seville is the fourth largest city of Spain with 703,000 inhabitants. Its history dates back more than two millennia. The remains left by various civilizations have given Seville a distinct character and a well-preserved historical centre with its most significant buildings inscribed on the UNESCO World Heritage List.

The city is recognized as a centre of creativity where musical activity plays a key role. Seville reflects centuries of musical tradition and influence on a global scale. Music is woven into the urban fabric and engages everyone. From symphonies, operas and public open spaces dedicated to music, to foundations, youth organizations, schools and conservatories, the city offers all of its citizens a way to become involved in creating and enjoying music. Its most famous music Festival, the Bienal de Flamenco, showcases a musical genre that was recognized as UNESCO Intangible Cultural Heritage in 2010.

Seville plays a leading role as an administrative and economic centre of southern Spain. In addition to its longstanding tradition in the aerospace industry, the economic activity of Seville is now dominated by the tertiary sector which represents a significant share of the local economy. Other highly developed fields in the city are specialized technical services such as architecture, engineering, and the creative and cultural industries, which have demonstrated their great potential.



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Designated  
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in 2006

### CONTRIBUTION TO THE NETWORK

As a Creative City of Music, Seville envisages:

- organizing activities throughout the city to reach a wide range of audiences;
- collaborating with local institutions and supporting initiatives from the local music scene;
- promoting musical exchanges with the other Creative Cities of Music in order to create opportunities and possibilities of international promotion for musicians;
- fostering cultural tourism as a factor of sustainable development;
- exchanging know-how, best practices and expertise between the cities on music education;
- developing programmes encouraging mobility of artists; and
- stimulating broad cooperation between musical actors from the public and private sectors of all Creative Cities of Music.

### CONTACT

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### LINK

Institute for Culture and Arts of Seville  
[www.icas-sevilla.org](http://www.icas-sevilla.org)





# TONGYEONG (REPUBLIC OF KOREA)



## DESCRIPTION

A city located at the southern edge of the Korean peninsula with 140,000 inhabitants, Tongyeong is internationally renowned as the hometown of many celebrated composers including Isang Yun, who became a genuine symbol of the city and the most famous music figure and icon of Korean music. In Tongyeong, music links tradition and modernity with many of its contemporary musicians drawing inspiration from the traditional operas such as the mask dance Ohgwangdae. As music is the city's lifeblood, it has recently invested US\$ 52 million in a state-of-art concert hall.

Tongyeong is a city that knows to celebrate music within lively festivals including the Pop Music Festival and the Tongyeong International Music Festival (TIMF). The TIMF is a ten-day event that pays a large tribute to Isang Yun, and is considered as one of the most influential and well-respected contemporary music festivals in Asia. Operating on an annual budget of US\$ 2 million, the Festival hosts a wide and diverse array of international artists and orchestras, and attracts an audience of over 20,000 every year.

While supporting the emergence of creative industries, Tongyeong harnesses the full potential of culture and creativity as drivers of social inclusion and cohesion. In 2014 it launched the 'Culture Day' programme, which, on the last Wednesday of every month, enlivens public spaces throughout the city with a special cultural programme. Film screenings, music concerts and performances are offered free of charge so everyone can take part. This outdoor event aims to increase participation in cultural life, as well as improve the quality of urban life through culture and creativity.

## CONTRIBUTION TO THE NETWORK

As a Creative City of Music, Tongyeong envisages:

- positioning the city as an international model in the field of music by taking the celebration of the 100th anniversary of the composer Isang Yun as an opportunity to reach wider international audience;
- increasing music education programmes in secondary and higher educations, as well as establishing a high-level university of arts and music;
- fostering international artistic exchanges and the mobility of artists through the Tongyeong Festival Orchestra, focusing on the role of music as enabler of intercultural dialogue and mutual understanding;
- opening the line-up of the city's music events to worldwide musicians, including from other Creative Cities of Music;
- organizing the World Music Days to support young composers as well as stimulate the music creative industry by generating new employment opportunities; and
- cooperating with Creative Cities of all creative fields covered by the Network to encourage multidisciplinary initiatives.

## CONTACT

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## VARANASI (INDIA)

### DESCRIPTION

Located in the heart of the Ganges valley, Varanasi, also known as Benares, is home to 1.4 million inhabitants and considered as one of the oldest continuously inhabited cities in the world. The renowned spiritual capital of India bears witness to a music heritage traced back to the Puranic literature, attributing the development of music to Shiva. Since being patronised by the tutelary head of the Maharajas of Kashi, the number of active music companies in music sector has significantly increased up to 300. Such support has also invigorated and created new impetus for the Varanasi's 350-year-old festivals.

Varanasi envisions creativity-led development as a bridge to sustain and revitalize its rich cultural heritage. Predominantly passed down through the festivals and fairs, tradition is embedded in the city's cultural and spiritual life, and is inextricably linked with one of the most attended festivals; the Buddha Purnima Festival. This event gathers people together to celebrate the birth of Buddha through a wide range of performances, ranging from music to crafts and gastronomy. In addition, the Subah-e-Banaras Festival focuses on the power of music for enhancing inner well-being.

The protection and promotion of Varanasi's music has been supported for centuries by the Guru-Shishya Parampara; a teacher-pupil traditional learning method, which became eroded over time. The city is committed to keep this tradition alive through the implementation of several grants schemes and educational trainings programmes. The flagship initiative is the on-going development of the SangeetSankul Music School, which focuses on the protection and promotion of musical traditions, as well as supporting the emergence of young talents.)



United Nations  
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Designated  
UNESCO Creative City  
in 2015

### CONTRIBUTION TO THE NETWORK

As a Creative City of Music, Varanasi envisages:

- establishing the SangeetSankul Music School to protect and promote music traditions and knowledge, the Guru-Shishya Paramparamethod in particular;
- giving a new impulse to the 350-year-old city's festivals of Gulab Bari, BudwaMangal and Ramlila by nurturing multidisciplinary approaches and learning from experiences of other Creative Cities;
- using music as a driver of intercultural dialogue and mutual understanding through the 'Jugalbandi Fusion Interactions', focusing on jam sessions with musicians from diverse backgrounds; and
- supporting exchange schemes for music students of Creative Cities of Music to learn Guru-Shishya Parampara and share their knowledge and experiences.

### CONTACT

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### LINK

City of Varanasi  
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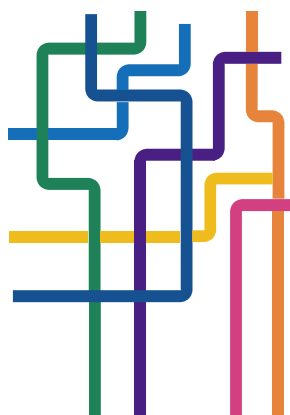
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# UNESCO CREATIVES CITIES PROGRAMME

for sustainable development

Today, creativity is emerging as one of the most promising avenues for changing how we see cities. Since its creation in 2004, the UNESCO Creative Cities Network has established itself as a strategic platform for promoting and sharing this vision of a creative urban governance. Through its standard-setting and operational actions, UNESCO has paved the way for demonstrating the essential role of creativity in urban sustainability. It is precisely this profound restructuring of our approach to cities that is called for in the 2030 Agenda for Sustainable Development and the New Urban Agenda. Through their actions on the ground and the cooperative relations they forge, Creative Cities are resolutely committed to placing creativity at the heart of their territorial development. The diverse array of experiments conducted by the 180 member cities from 72 countries have revealed the multitude of ways in which creativity can permeate local action and contribute to the emergence of more sustainable and more inclusive cities.

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