

International Conference  
CREATIVE INDUSTRIES – CULTURE, BUSINESS, INNOVATIONS  
18-19 June 2009 in Lodz

# ŁÓDŹ YOU LIKE TO be creative?



## CONFERENCE REPORT

Zrealizowano ze środków Ministra Kultury i Dziedzictwa Narodowego

Organizator:



ŁÓDŹ ART CENTER  
www.lodzartcenter.com

Współorganizatorzy i Partnerzy:



Patronaty medialne:



Patronat:



## INTERNATIONAL CONFERENCE 'CREATIVE INDUSTRIES – CULTURE, BUSINESS, INNOVATIONS' IN LODZ

Date: 18-19 June 2009

Location: Lodz Art Center, EC1 – Miasto Kultury, Hotel Andel's

Organizer:

Lodz Art Center

Co-organizers:

The City of Lodz Office, The Lodz Voivodship, National Culture Center, EC1 Lodz – City of Culture

Project execution:

Conference was devoted to creative industries, entrepreneurship in culture and mechanisms to enhance creativity. The main area in which the exchange of experience took place was innovation in building progressive image of culture as an important sector of the Polish and European economy. On the first day of the conference at the Lodz Art Center, 9 speakers gave their presentations inter alia: Jan Runge (KEA European Affairs), Sylvain Pasqua (European Commission, Directorate-General Education and Culture, Ewa Ayton and Agnieszka Wrycza (British Council), Pike Suyling (Young Designers & Industry), John Fitzgerald (Trans Europe Halles). After the presentations Agata Etmanowicz from The Adam Mickiewicz Institute and Krzysztof Candrowicz lead a two-hour discussion panel in which all the speakers took part. The second day of the conference was focused on the workshop activities. Workshops entitled 'Emergence of a Creative City' were conducted in two groups – Polish-speaking and English-speaking. The 'Polish' group was facilitated by Agnieszka Wlazeł and Agata Etmanowicz, and the English-speaking workshop was prepared and facilitated by Monika Dzięgielewska-Geitz. 180 participants attended the first day of the conference at the Lodz Art Center. 54 people in total took part in the workshops. Among the participants were people from all over Poland including the local governments employees, NGOs, arts and culture centres, museums, theatres, universities, marketing, advertising, PR and events agencies.

*The Conference 'CREATIVE INDUSTRIES – CULTURE, BUSINESS, INNOVATION' was an attempt to create an international ground for exchange of experience gathered while working in the sector defined as a creative industry. In fact, searching for definitions of 'creative industries', 'industries of culture', 'innovative business' was the focus of the first part of the conference. The most important goal of this part was promoting the creative sector as an extremely important branch of the economy as a whole. Creativity, knowledge and intellectual property have decisive significance in defining the competitiveness of the economy. The second part of the conference besides its educational profile was focused on the practical dimension. During the workshops we could personally take part in the creative process. The main focus of the training was on the formation of creative class and stimulating creative activities in cities and regions. Because of great interest in the conference and active involvement of the participants, we have decided to continue promoting the idea of creative industries in Poland and turn the conference into an annual event. Next conference and new aspects of the creative sector next year!*

Krzysztof Candrowicz  
Lodz Art Center Director



## 'Creative Industries – Culture, Business, Innovation' Conference Programme:

### Day 1 – 18 June 2009

Speakers' presentations and discussion panel on Creative Industries

Location: Lodz Art Center/Art Factory, EC1

In Lodz Art Center presentations were given by:

- **Jan Runge** – KEA European Affairs  
Presentation topic: The Contribution of Culture to Creativity in the EU and Regional Dimensions of Creativity.
- **Sylvain Pasqua** – European Commission – Directorate-General Education and Culture  
Presentation topic: Culture and Creativity at EU level: the institutional setting.
- **Ewa Ayton** – British Council  
Presentation topic: Creative Cities.
- **Colin Mercer** – Independent consultant for cultural politics, Great Britain  
Presentation topic: Creative Industries.
- **Pike Suyling** – Young Designers & Industry  
Presentation topic: Design your own future, Pal West Fashion Atelier.
- **Maciej Mazerant** – Purpose magazine – cultural enterprise  
Presentation topic: Self-employed Creatives.
- **Katarzyna Pełka (Ewa Gołębiowska)** – Silesian Castle of Arts and Enterprise in Cieszyn (Śląski Zamek Sztuki i Przedsiębiorczości w Cieszynie)  
Presentation topic: Cieszyn Castle without borders. Locally and globally.
- **Maciej Trzebeński** – Arts Factory in Lodz  
Presentation topic: Art\_Inkubator – Culture of innovation.
- **Sandy Fitzgerald** – Trans Europe Halles  
Presentation topic: From Andy Warhol to Bilbao's Guggenheim – the Development of Cultural Centres.

Presentation of the EC1 Łódź – Miasto Kultury took place in EC1 apart from a concert organized by the Arthur Rubenstein Philharmonic Orchestra. Artist: Claudio Martínez-Mehner – piano

### Day 2 – 19 June 2009

Workshops

Workshop topic: 'Creative City' Process; How to strengthen the creative sector in our city/region?

Location: Hotel Andel's Lodz



## How to strengthen the creative sector in our city/region?

- Agnieszka Wlazeł i Agata Etmanowicz

Several dozens of people representing various cultural milieus and cities took part in the workshop. In the first part the participants were divided into groups in which they tackled the question 'How to strengthen the creative sector in our city/region?' by conducting a SWOT analysis. Two groups prepared an analysis of Lodz, one group worked on Warsaw and one group focused on the Małopolska/Upper Silesia region. Work based on personal experience of the participants representing NGOs, local government and private business located in the same city/region enabled a comprehensive look on the problem at hand and at the same time – possibly – contributed to establishing local coalitions.

### SWOT Analysis

#### How to strengthen the creative sector in our region (Małopolska/Upper Silesia region)

##### Strong points:

- 1) Large number of historical sites;
- 2) Cultural institutions;
- 3) Natural and landscape assets;
- 4) Strong academic centres;
- 5) Cracow as an icon/phenomenon;
- 6) Post-industrial sites (mines, steelworks, rolling mills etc.);
- 7) Autochthonic ties of local inhabitants, tradition of coexistence;
- 8) Strong business centres.

##### Weaknesses:

- 1) Lack of cooperation between local government in the socio-cultural field;
- 2) Lack of authentic cooperation between local government and NGOs;
- 3) Harmful rivalry between cultural institutions/organisations and broadly understood social sector;
- 4) Large migration of young inhabitants from the region;
- 5) Lack of education dedicated to creating regional identity;
- 6) Lack of activities serving a purpose of consolidating the society;
- 7) Poor utilization of international cooperation in the area of joint prosocial programmes;
- 8) Short-term actions, no sense of continuity, constancy;
- 9) Lack of leaders and specialists, inadequacy;

##### Opportunities:

- 1) Creation of international and regional platforms of cooperation;
- 2) Management of post-industrial areas and revitalisation 'Soziale Stadt' type of areas endangered by social exclusion;
- 3) Greater emphasis on implementation of 'mixed' ('hard and 'soft') projects;
- 4) Enabling the development of off-culture (based on post-industrial structures e.g.);
- 5) Cultural education;
- 6) Cooperation with business centres on a sponsorship and patronage basis;
- 7) Launching mechanism of public-private partnership;
- 8) Activation of media in the area of creativity in the 'multi-culti' sphere;
- 9) PR focused on promoting business attitudes ennobling investments in culture as a source of long-term social benefit, raising the economical potential of the region

##### Threats:

- 1) Brain drain;
- 2) Relocation of important events to other regions;
- 3) Populism, local decision makers' thinking and acting on a short-term basis
- 4) Deepening of social exclusion as an effect of pauperisation of the society;
- 5) Excessive bureaucracy;
- 6) Conservatism of organisational structures;
- 7) Social exclusion, lack of tolerance for 'othernessness' and innovations in culture.

Next, using the above mentioned analysis, challenges and concrete recommendations to specific subject were formulated - to the creative and culture sector, local and national governments. One of the most frequently appearing recommendations was creating new centres of cultural activity. Due to the high diversity of the participants this topic was chosen for the second part of the workshop as it was most universal and contained elements of both 'hard' investments and 'soft' project. The second part of the workshop dedicated to creative approach to project execution was designed with the use of the previously chosen topic.

Brainstorming and simulation of launching an arts centre in a post-industrial site was carried-out using conclusions from the analysis conducted in the first part of the workshop. Groups jointly went through all the stages of implementation – from an idea, through building partnerships, searching for allies to creating the strategy of site's functioning and its financing. During the process stress was put on creative approach to issues and potential of activities carried out in intersectional cooperation.

- Defining the vision and mission of the new cultural centre
  - Federation of cultural organisations:
    - structure
    - manner of work and communication (both internal and external)
- Examples: WUK Austria, Merijet Sweden
- Creating the project team
    - cultural animators,
    - artists,
    - accountants,
    - lawyers,
    - funds acquisition specialists
    - sociologist
    - PR specialist
  - Determining partners and allies
    - local community,
    - council
    - council men
    - other sectors (social security, education, promotion, environment protection, business, health, energy, tourism)
    - media
  - Lobbying
    - through exhibiting good practices
    - use of media
  - Mapping resources – 'soft' vs. 'hard'
    - Europe
    - Country
    - Region
    - City
  - Evaluation and documentation
    - on equal stages of projects implementation
    - on different levels
    - 'official' ( for external purposes) and 'internal' (for internal use)
  - Promoting the results of the project

In conclusion of the workshop important elements of developing a creative city were underlined (inspired by the work of such authors as Paul Benneworth, Charles Landry i Richard Florida) which apply to cultural projects in general.

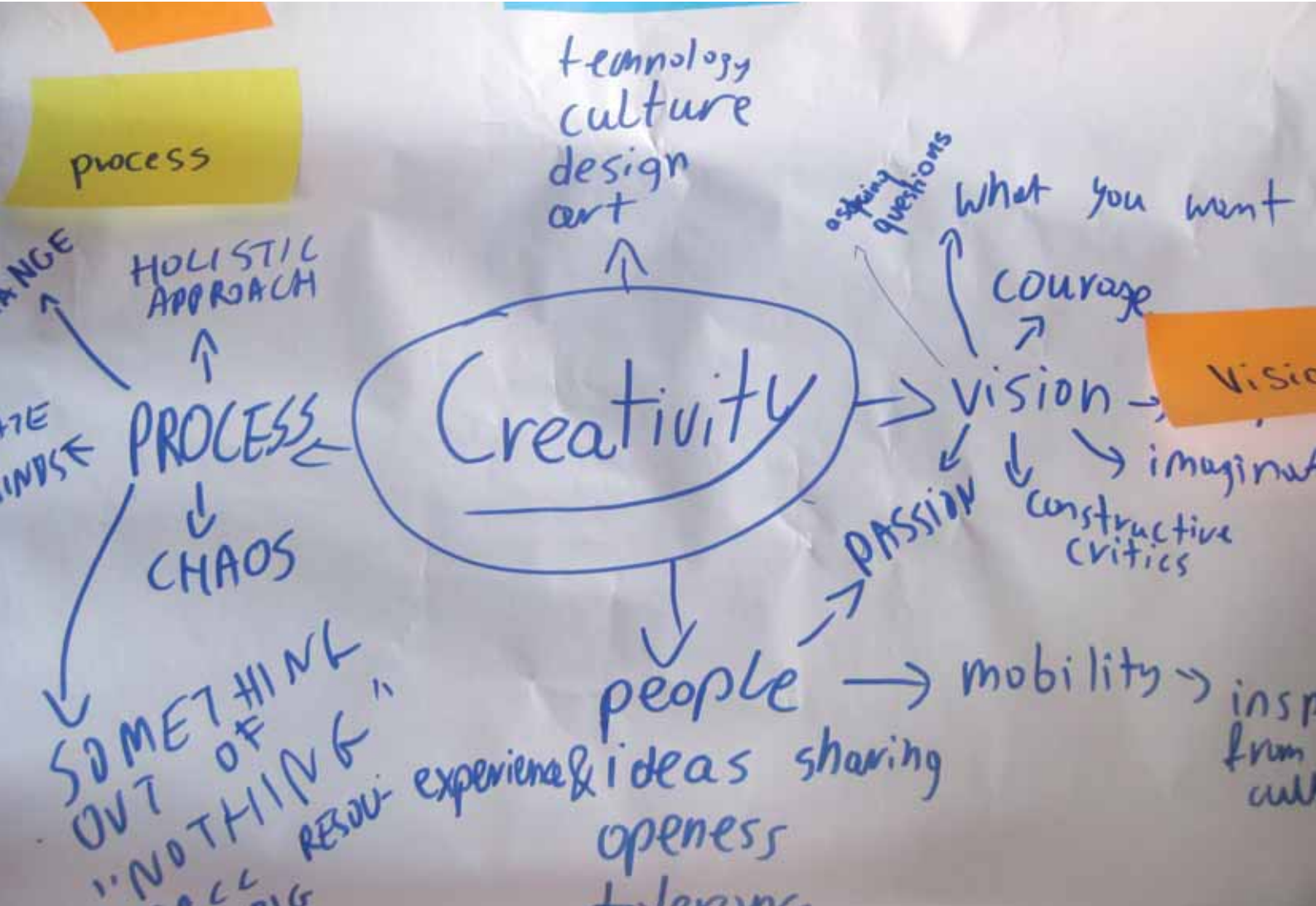
Those elements are:

- Answer a question – what for, why and with whom
- Utilize the crisis, it stimulates creative thinking
- Find partners from other sectors, expanding the activity and inspiration area is the basis of innovation
- Do a creativity audit
- Learn about the experiences of others – good and bad practices – local and foreign, also those of your competitors
- Find evidence in support of your arguments
- Influence the council's plans or create an alternative strategy
- If you can't execute a big innovative project, first implement pilot projects yourself or during big events
- Learn or create the city's history
- Build a lobby team

**Don't call yourself a creative city (let others be the judge of that)!**

Preparation, facilitation & reporting:  
Agnieszka Wlazeł and Agata Etmanowicz





## Workshop

### "Emergence of the Creative Promised Land – Łódź & the Creative City Process"

Monika Dzięgielewska-Geitz

The workshop motto: 'Creative City for the World' is a lot more than just a place where clusters are created and investments in the creative industries take place. Its most valuable asset are people - 'creative class', but above all those who share the urban space, inhabitants who consciously or not develop their individual creativity that becomes their life philosophy.

The goal of the 'Emergence of the Creative Promised Land' workshop in which 30 people from Lodz, other Polish cities and abroad took part in, was to look at how to initiate and 'measure' the Creative City process and to exchange experience and thoughts on the participants' own contribution to the 'Creative City'.

The workshop focused on the following issues:

- I. What is Creativity?
- II. How to initiate/accelerate Creative City process?
- III. What steps and actions need to be taken in order to mainstream Creativity?

#### I. What is Creativity?

As a result of participants' brainstorming the following key-words appeared in an answer to the question 'What is creativity?':

...men, passion, mobility, process, holistic approach, making something out of nothing, small costs great results, state of mind, change, way of thinking, search, action, motivation, reaction, environment, asking questions 'why?', an open mind, tensions, potential, art, new visions, ignorance, arrogance, strong will, commitment, innovation, interrupting, freedom, new horizons, intellectual and physical space, relax, pleasure, pain, tolerance, takings risks, adventure, ingenuity, cooperation, building cooperation teams, understanding, consciousness, lack of mental barriers, dealing with obstacles, memory, heritage, awareness of the historical heritage, ambition, education,

tools, technology, culture, design needs of mine and others', responsibility, imagination, constructive criticism, courage, doubt, inspiration from various cultures, experiences, exchange of ideas, talent, need for change, communication, expressing emotions, unconventional thinking, integrating difficult ideas, accomplishing fulfilment, expressing oneself, fun and games, ways, means, inspiration, passion, determination, effectiveness, change is happening, revolution, evolution, strength, balance between needs, enterprise, sharing, initiating and facilitating paradigm shifts, management, managing one's work, practical approach, goal generates successive goals=process, motion, multiculturalism, plurality of experiences, life-long learning...

## II. How to initiate/accelerate the Creative City process?

Participants worked on answers to this question using the following scheme:

	Possible Steps	Łódź – The Emerging Creative Promised Land?
I.	<p>"Precipitate a culture of crisis. A crisis in this context does not need to be negative. A crisis helps because it opens the opportunity to rethink and reassess. It can be precipitated by a declining industry, but it can also be pushed ahead by creating very high expectations for a city, so generating a crisis of aspiration. Then the gap between existing realities and what you want to achieve creates a self-generated crisis that can be a spur to action."</p>	<ol style="list-style-type: none"> <li>1. What are the current crises?</li> <li>2. What high aspirations result from them?</li> <li>3. What is the space between the existing reality and and what is supposed to be reached in agreement with the aspirations?</li> <li>4. What actions can be undertaken as a result to close this space?</li> </ol>
II.	<p>"Identify a largish group of project champions from different sectors who are interested in the broader creativity agenda. If this is not possible, pursue some of the work listed below with a narrower grouping, but constantly with a view to building wider alliances."</p>	<ol style="list-style-type: none"> <li>1. What are the project champions from different sectors interested in the broader creativity agenda?</li> <li>2. What stakeholders would be needed to incorporate to a wider alliance towards mainstreaming creativity?</li> </ol>



### Following crises were identified in Lodz:

- Unemployment
- Segregation of space
- City of poorly qualified people
- A lot of humanists (liberal arts graduates)
- Poverty
- Pathologies
- Passivity
- Lack of responsibility
- Outdated policy unable to meet new challenges
- Lack of city's positive internal and external PR
- Insufficient information about city life and cultural events
- Lack of a typical town square
- Poor means of transport
- Social contrasts/divides
- Negative image
- 'Battles' between local communities and local government's administration
- Sharp contrasts between modern and old buildings, including the historic/heritage neglected ones who are usually inhabited by poor people

### Key projects and stakeholders:

- Identified key projects ('champions of activity'):  
Camerimage, emerging project 'EC1 - City of Culture' ("EC1 - Miasto Kultury")
- Stakeholders: inhabitants, local communities, universities, colleges, large companies, tourism sector workers
- Politicians
- NGOs
- Well-known, respected public figures ('celebrities')

### Proposed solutions to bridge the gap between the existing crises and aspirations:

- Cultural production
- Attracting 'long-term' employers
- Using 'old' spaces potential (creating islands of creativity and innovation) and that which is unique – yards, underground rivers waiting to be rediscovered
- Need for new policy, new visions, setting new horizons
- End of pessimism
- Social revitalization, developing skills and social bonds
- Perception of city as a common space
- Setting new horizons and areas of development
- PR campaign highlighting the most positive and creative aspects of Lodz
- Building a positive image of the city
- Change the manner of speaking about Lodz
- Games, competitions, events engaging inhabitants
- Building a sense of city pride among the inhabitants of Lodz
- Displaying the unique character of Lodz and education devoted to it
- Engaging the society
- Providing easy, common information access by for example creating a web of exchange of information about culture which would involve schools, colleges, cultural institutions and local government
- Newsletters
- Websites
- Developing and gathering funds for promotional campaigns
- Billboards, advertisement as means of communication
- Strategic alliances between cultural, educational and administrative institutions
- Integration of efforts in order to gain the title of European Culture Capital 2016
- Creating a common ground and tools of communication for developing a process of an open social communication which would include all the inhabitants and offer places for public debates (in post-industrial spaces for example)
- City open and friendly to all the inhabitants
- Promotional campaigns encouraging prospective students to study in Lodz
- Free tours of the city for its inhabitants and other actions/events building a sense of belonging and pride
- City tours for tourists and visiting guests
- Old communal buildings should be given by authorities to organisations, citizens associations

### III. What steps and actions need to be taken In order to mainstream creativity?

In reply to the above formulated question participants proposed following ideas:

- Create positions of Ambassadors and Stewards of Creativity
- Engage well-known and respected public figures (celebrities) to promote creativity as a key element in city's development/to mainstream creativity
- Creativity should be present everywhere, spaces should be made accessible and tools to develop creativity should be used
- Everyone should have access to creativity and opportunities to develop it
- School curricula should include creativity development programmes
- Events related to creativity should be organized in schools
- Inhabitants should be encouraged to participate in creative activities
- Creative entrepreneurship should be promoted
- NGO should be involved in conducting creative activities in enclaves of poverty
- Empty buildings should be made accessible for creative entrepreneurs, NGOs and informal groups in order to fill them with enterprise, creative activities and actions conducive to social dialogue

Preparation, facilitation & reporting:

Monika Dziegielewska-Geitz  
Lodz Integrated Restoration Institute/SLC Consulting

**A unique resource for anyone working in the field of city policy or simply committed to improving city lives:**

*Breakthrough cities* is an inspiring report on how cities can mobilise creativity and knowledge to tackle compelling social challenges. The report has been commissioned by the British Council from the Young Foundation as part of the Creative Cities project. Downloadable from: <http://creativecities.britishcouncil.org/>





THANK YOU!

