

Source: Das Erste/Wie Wissen (2015), <https://www.youtube.com/watch?v=nRoZWNhBNKg>, 03.06.2016



Creative scenes in the Danube Region: potentials, chances, challenges

Prof. Dr. Boris Alexander Kühnle

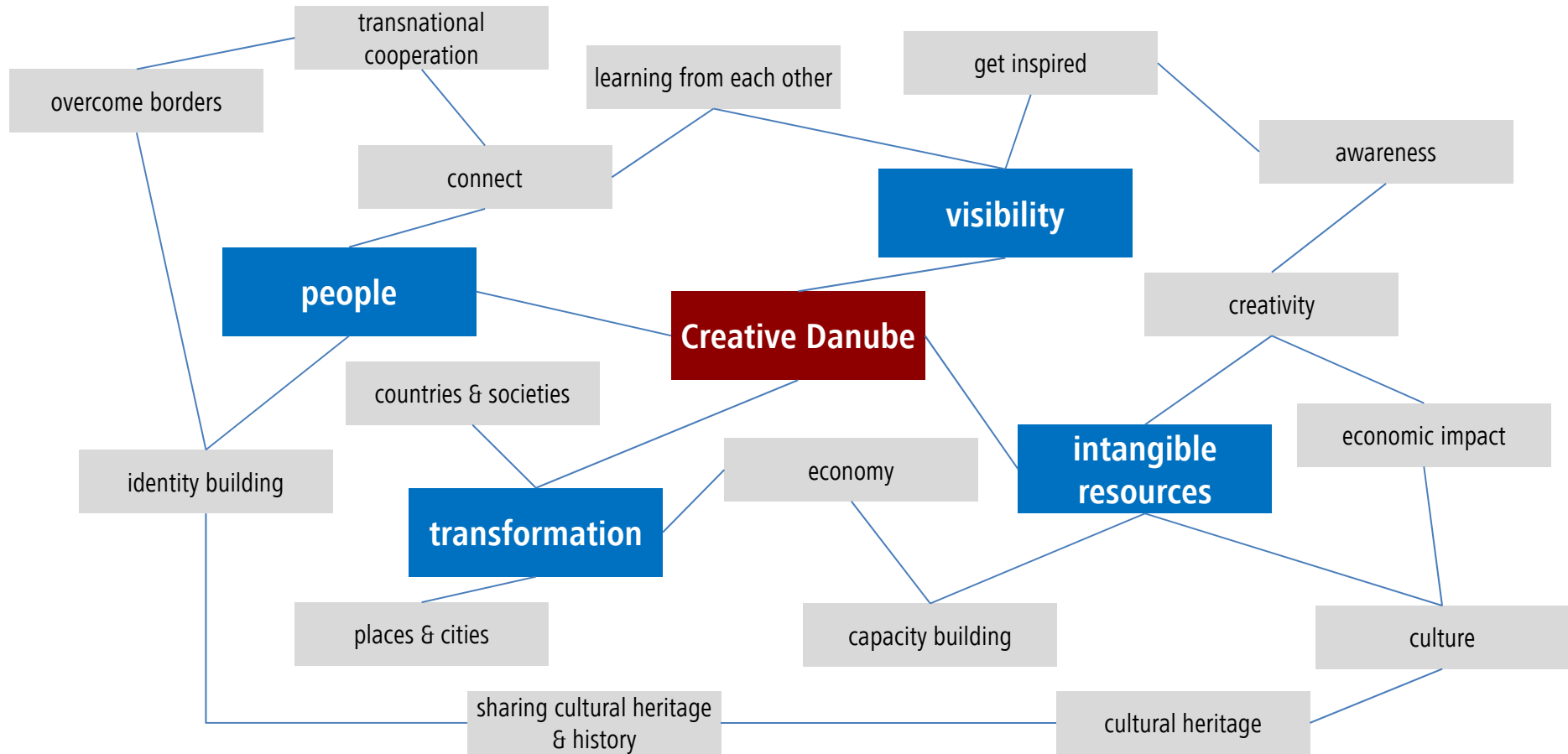
Hochschule der Medien Stuttgart / Stuttgart Media University
Institute for Creative Industries & Media Society (CREAM)

Symposium "Exchange, cooperation, networking: Towards an open society in the Danube Region"
Ulm, 5 July 2016

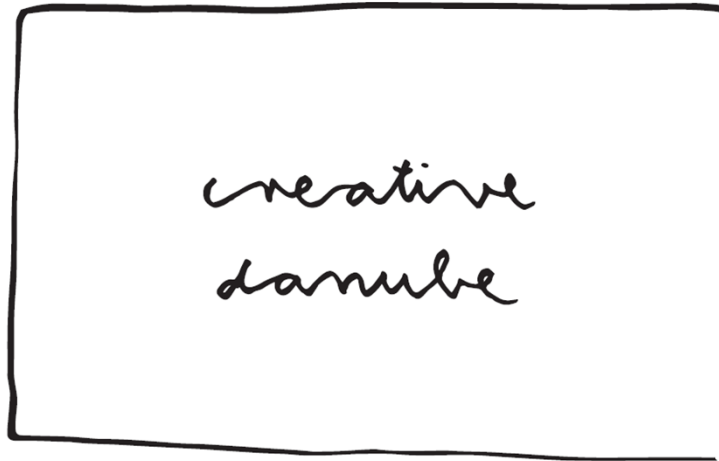
We detected a hidden gem in Danube Region: creative scenes



Creative Danube: A net of goals and opportunities

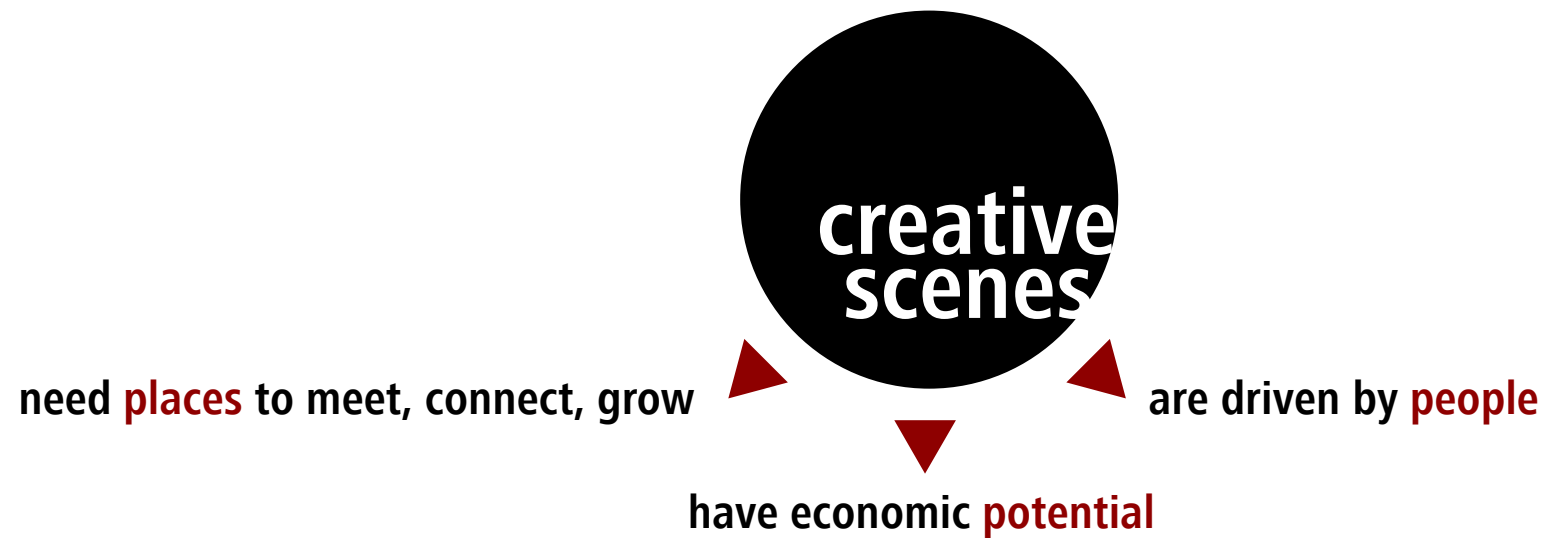


Factsheet „Creative Danube“-project

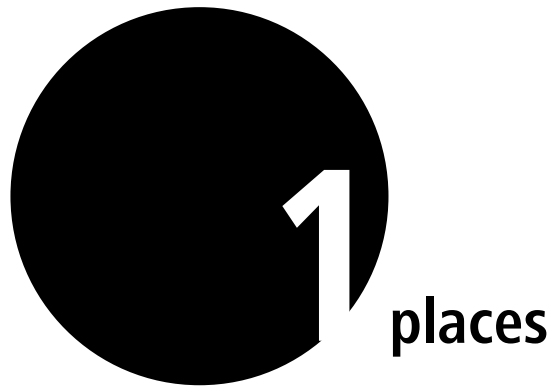


- Project partners: University of Osijek
Department of Cultural Studies, Stuttgart
Media University, Mikser House Belgrade
- Multi-media and transnational project
done by students : 1 book, 1 app, 1 event
- Funding: 45.000 EUR by BW-Stiftung
- Duration: May 2015-February 2016
- Content scope: 8 countries, 14 cities, 40+
places
- Team: 30+ students, 7 study programmes

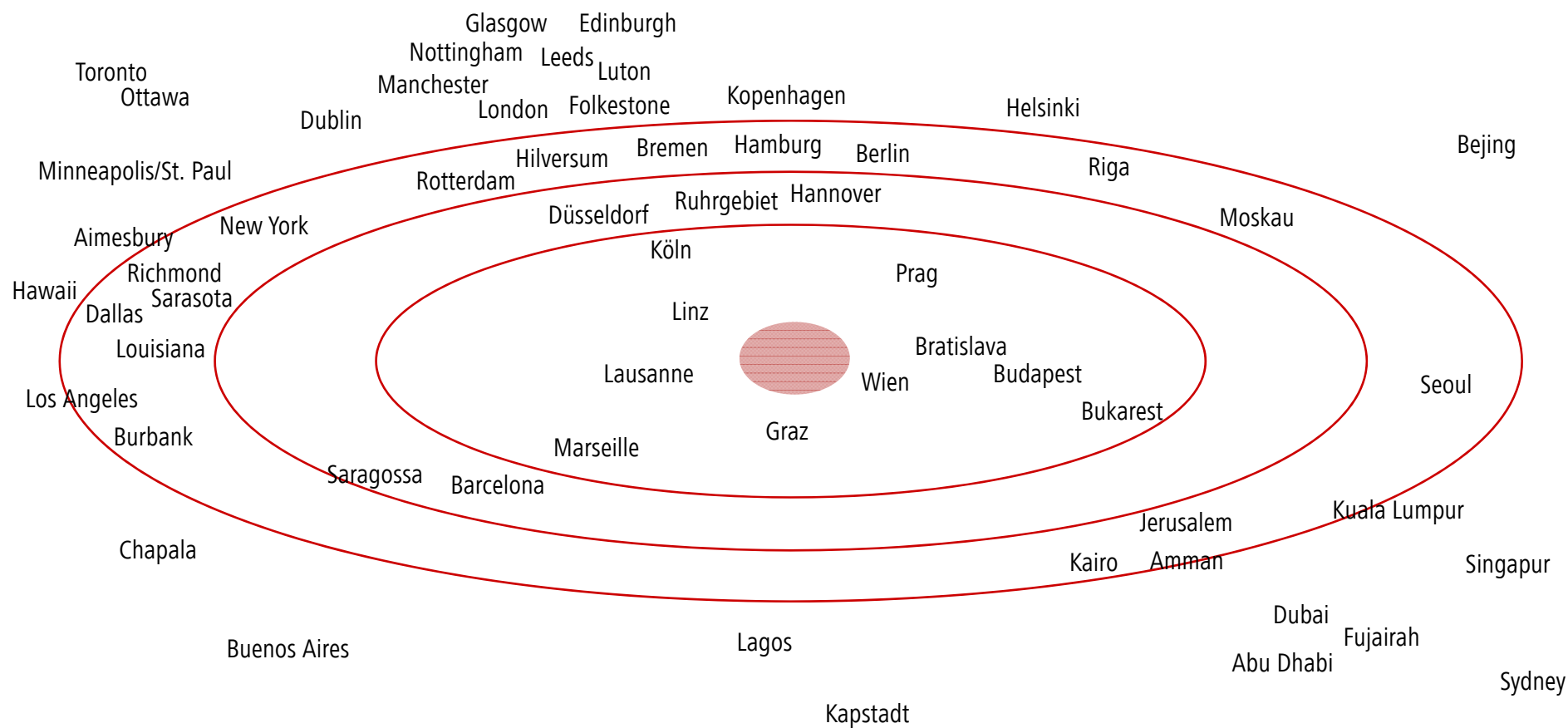
What we've learnt is, that 3P are key to creative scenes: place, potentials, people



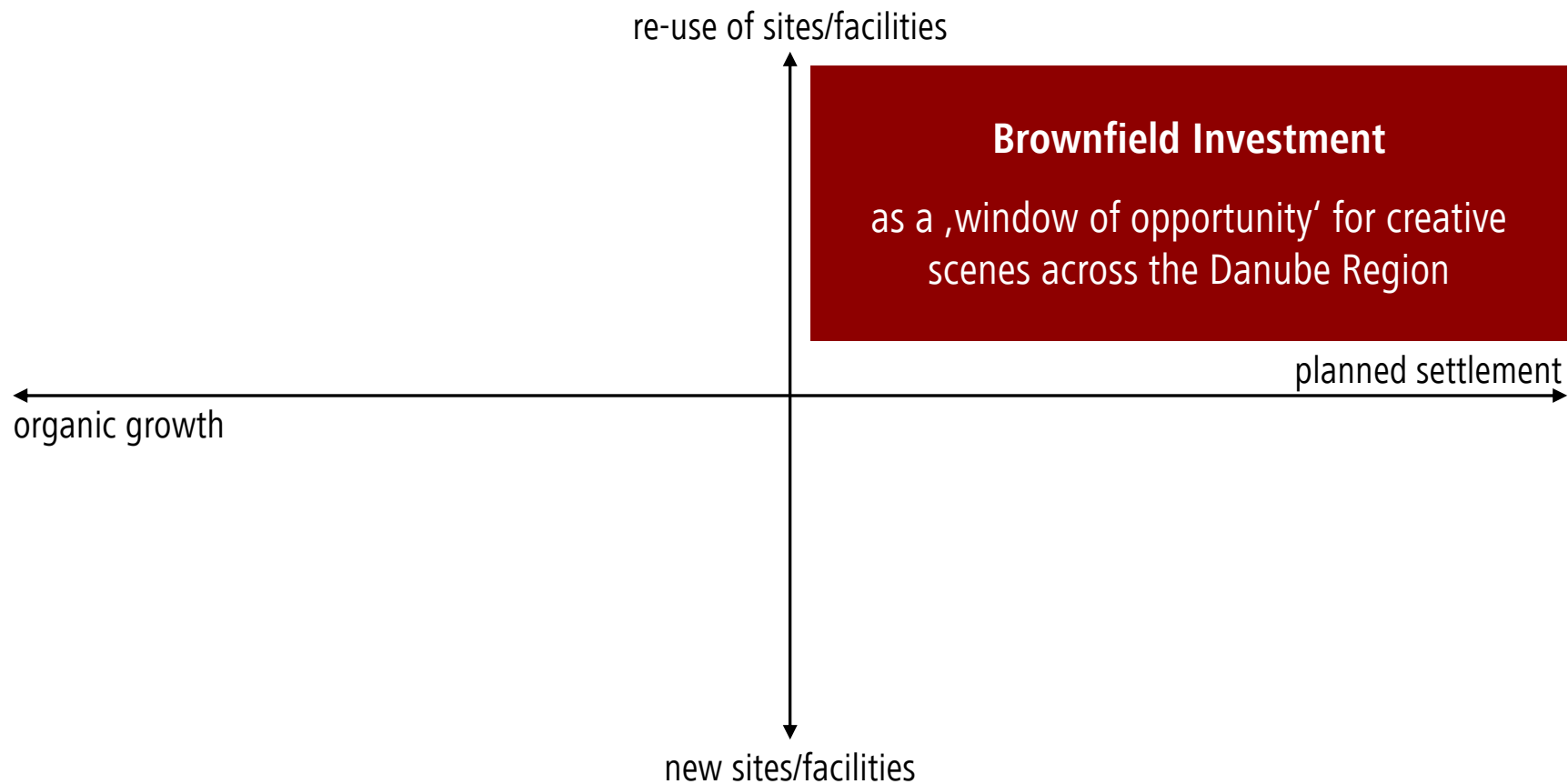
Creativity needs a physical place, where it *can happen*



Creating creative places is a major trend for urban development world-wide



Vanishing of former industrial structures may provide opportunities for CI







Source: http://mestskezasahy.sk/95/portfolio_item/the-most/, 01.07.2016



Open society goes along with economic cohesion, *hint*: creative scenes may help



Creative scenes may not only have societal impact but also an economical

Richard Florida, The Rise of the Creative Class (2012)

- „The real **driving force** is the rise of **human creativity** in our economy and society.“
- „**Access to** talented and **creative people** is to modern business what access to coal and iron ore was to steelmaking. It determines where companies will **choose to locate** and grow, and this in turn changes the way cities must compete.“

CESCI, Regional analysis of the Danube Region (2014)

- „In this diverse **cultural environment** and ethnic mixture the Danube could become the symbol of the cooperation [...]. This region means **economic resource** (creative industry) and natural value at the same time for the population [...]. “, p. 383
- „[...] more emphasis on promoting and encouraging the **faster development of creative industries** in the region’s EU transnational programme [...] is likely **to bear fruit** in the medium run.“, p. 246

Expert survey confirmed: ‚Creative class‘ helps economy to grow

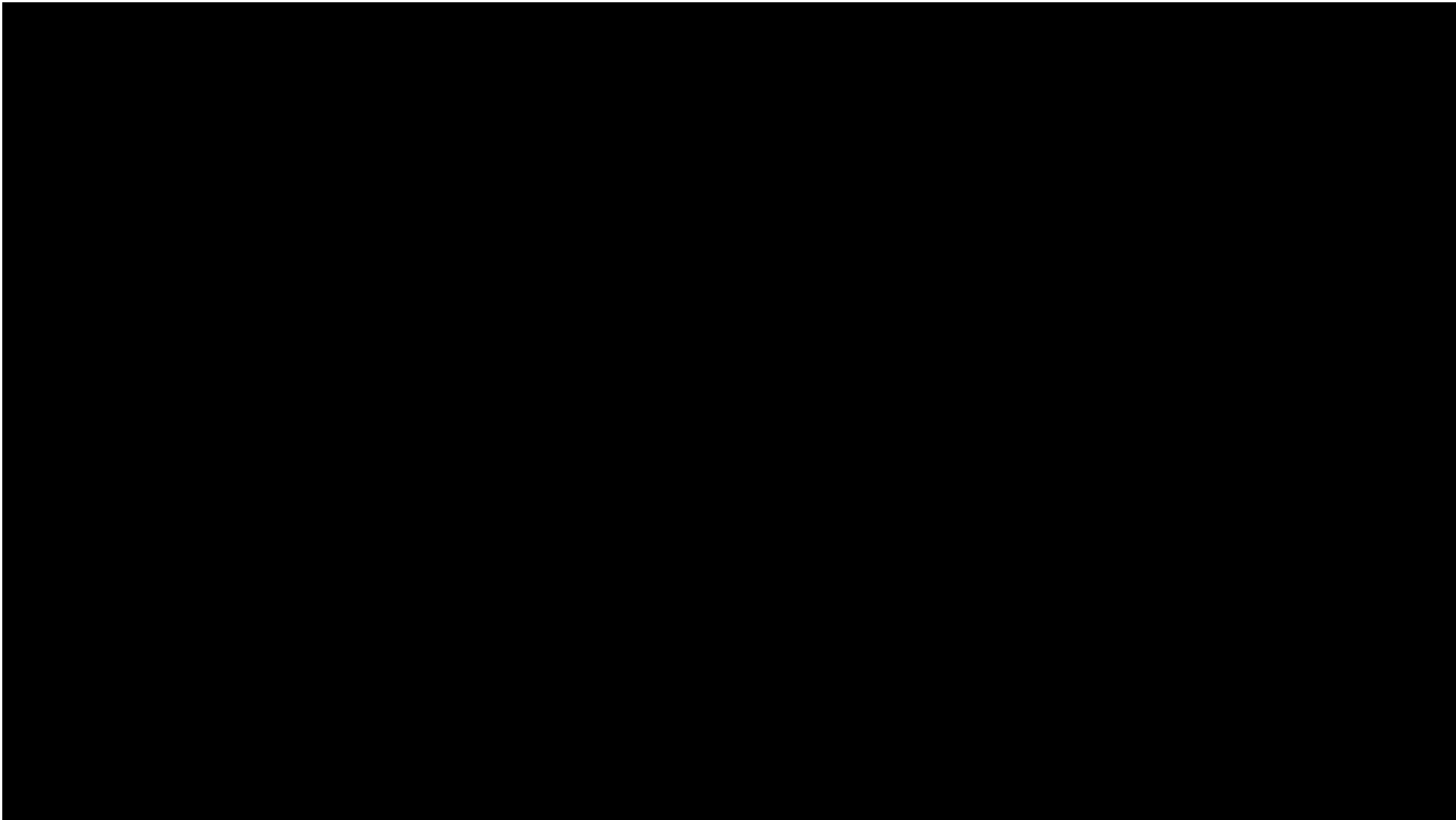
	München	Stuttgart	Erlangen	Heidelberg
„A location generates economical growth if it attracts creative class people.“	➔	➔	➔	➔

Moreover, it is good to know, that ...

- >30% of students in Croatia are in fields, which are relevant to creative industry (CI).
- CI in many DR countries perform above average in terms of productivity, growth rates etc (e.g. Czech Republic, Bulgaria, Serbia)
- 9 ECOC cities are in Danube Region (including forthcoming)

But above all, it's about people: meeting, connecting, changing, growing





And don't forget: Creativity is about honey!

*And now:
Over to you,
Ivan!*

Thank you!