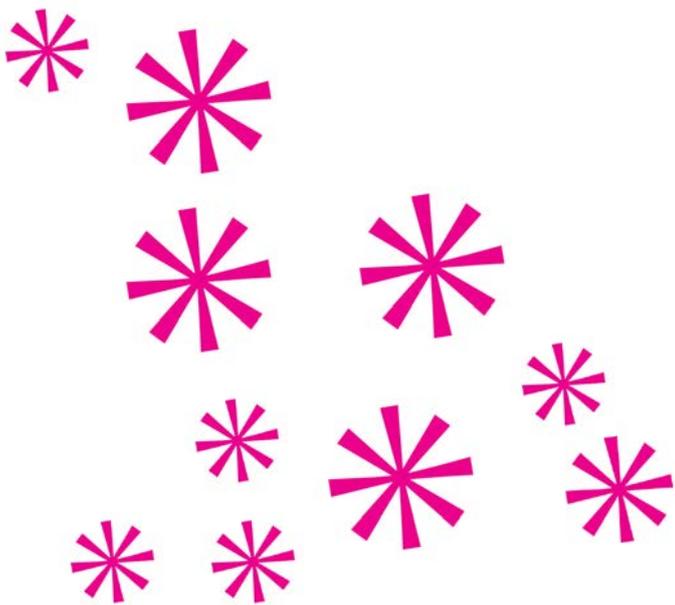


**THE FIRST INTERNATIONAL SUMMER SCHOOL
OF CREATIVE ECONOMY**

**Cultural heritage and creative industries: exploring new creative
focal points**





Summary:

The Summer School of Creative Economy is designed as a program of cooperation and exchange of multidisciplinary knowledge in the field of creative economy. This year the Summer School of Creative Economy will be organized as a program of education (a series of trainings and workshops) on two interrelated topics: 1) the current use of older and heritage buildings by Serbia's art communities and creative industries; and 2) the adaptive reuse of heritage buildings for the development of art and creative industries and local community life.

The Program is realized by [The Creative Economy Group](#) in cooperation with [the University of Pennsylvania – School of Design \(USA\)](#). The Summer School will be intended for 9 students from the USA and 9 students from Serbia. They will stay 2 weeks and visit Serbia (*in situ* visits of heritage in Belgrade, Pancevo, Zrenjanin, Kikinda and Kragujevac) in the period 31.05.-12.06.2015.

Outputs of the Summer School will include valorisation and initial project ideas for rehabilitation heritage buildings in Belgrade, Kragujevac, Kikinda, Pancevo, Zrenjanin with new methodology implemented and directed by US lecture D. Rypkema from University of Pennsylvania. The students will work with community stakeholders as well as young students and heritage professionals from Serbia. Final stage is presentation of works in publication including methodology and guidelines for management of this kind of rehabilitation projects, using heritage resources for local economic development, implementing participatory rehabilitation planning and connecting heritage spaces with local community and local art and creative industries as a user of these spaces.

Description: The Summer Course of Creative Economy is designed as a program of cooperation and exchange of multidisciplinary knowledge in the field of creative economy. It is to enable integration of culture and of creative industries in the process of economic development and urban planning and shaping public spaces while also developing educational tools for education and capacity building of future professionals in the area of urban designing and conservation planning and creative economy. Its goal is to become a knowledge and information lab with the purpose of raising institutional capacities and public awareness about preserving the value of heritage and drawing attention to abandoned buildings and possibility of their use for improvement of quality of life and economic situation in local communities through development of arts and creative industries and local tourism.

This year the Summer Course (a series of trainings and workshops) will be realized on the topics of identifying the current use of heritage buildings by Serbia's arts community and creative industries and the revitalization of abandoned buildings with heritage values as a means of development of art and creative industries. The Program is lead-by the University of Pennsylvania – School of Design and the Creative Economy Group, Belgrade in cooperation with The Republic Institute for protection, Belgrade and the Institute for research in cultural development, Belgrade.

Program mentor of the Summer School is Donovan Rypkema, lecturer at the School of Design, University of Pennsylvania and leading expert in the field of economics of heritage preservation and rehabilitation of heritage buildings. The Summer School will be intended for 9 students from the USA and 9 students from Serbia.

The Course will be held in the period June, 31.05-12.06.2015 and it is designed so as to combine theoretic lectures, trainings and workshop activities carried out by students, young heritage professionals from Serbia and the USA. It is aimed at offering a specific multidisciplinary theoretical and methodological approach to research in the domain of urban structures and heritage with the purpose of underscoring possible directions of urban regeneration, urban re-designing and adjusting said buildings so as to accommodate the needs of the local community, creative entrepreneurs and artists in certain micro location.

It is foreseen that students visit heritage buildings, while familiarizing with status and rehabilitation requirements thereof, in addition to gaining insight into possibilities of revitalization of space, as well as into the needs of the local community, creative entrepreneurs and artists in Belgrade, Kikinda, Zrenjanin, Kragujevac, and Pančevo. The part of the School designated to workshop activities will be given to the opportunity to explore the solutions for use of abandoned spaces for creative and art industries' purposes (exhibition spaces, education, co-working spaces for creative entrepreneurs, art incubators, gallery facilities, experimental studios for development of creative tourism, art info centers, community center, incubators for creative entrepreneurship, etc.) and assess the purposefulness and aspect of economic sustainability for the intended use.

Outputs of the course will include understanding and interpretation or relations between the heritage buildings and its user and local community, in addition to interpretation of the relation between the user and community and urban landscape. The workshop and trainings will enable striving for shaping of space suitable for accommodating the needs and both functional and technical requirements of the local community and creative industries users while at the same time abiding by the standards of protection of heritage buildings and high conservation standards. One of the predominantly prominent aspects of the Summer School lies in its multidisciplinary and mainstreaming the economic sustainability component i.e. cost-benefit method of assessment of the rehabilitation potential, and in particular of effects the revitalization of said buildings in target places would have on the agglomeration of local creative economy, development of the art scene and civil initiatives in culture, as well as improvement of quality of the cultural and everyday life in certain micro-locations.

The final part of the Summer School includes presentation of urban and architectural works on models of use of heritage buildings together with guidelines for improvement of use and sustainable management of heritage in development of the local community, art, and creative industries. The publication will be bilingual – published in English and Serbian, illustrated by architectural joint works of developed both American and Serbian students who took part in the Summer Course. In this manner, the Publication is to be used as an educational tool in the local practice and in that of the USA in addition to presenting the results of an inter-cultural view of the local heritage and creative industries.

The methodology of the Summer School envisages the following:

- Exploring the phenomena of creative industries and creative economy // global – national context / local context;
- Researching norms and standards of protection of heritage in Serbia and the USA, in addition to urban policies, phenomenon of agglomeration of the local U.S. economy by means of development of creative industries, acquainting with the local creative scene in Serbia and with the community, its needs and expectations with regard to functionality of space; presentation of USA case studies
- Identifying through GIS mapping and other means the current use of older and heritage buildings by the creative industries.
- Understanding through focus groups and interviews with workers in creative industries what are the attributes of heritage buildings that cause them to be attractive to those firms.

- Examining the possibilities of revitalization of heritage buildings according to functional and technical requirements of creative entrepreneurs, and examining functional needs of creative entrepreneurs;
- Becoming familiar with economic sustainability, direct and indirect effects that potential revitalization of buildings may have, in addition to specific circumstances for revitalization of buildings with monumental values in Serbia, implementation of such projects and main risks pertaining to implementation thereof, and models of participatory urban planning;
- Identifying potential buildings that might become new spaces for cultural attractions, acquainting with urban-technical particularities of buildings, as well as with urban planning regulations, positioning buildings in a broader vision of urban development/space observed;
- Becoming familiar with assessment of value of heritage building, exploring the rehabilitation potential and possible purpose of the building, cost benefit analysis etc.
- Development of the concept of intervention on a given building;
- Checking the possibility of realization of solutions on selected buildings, urban locations;
- Presenting the solutions to stakeholders in the local community;
- Drafting of final elaborates;
- Developing concept solutions and recommendations for improvement of spatial planning at selected micro-locations;
- Developing and publishing results achieved at the Summer School with possible models of rehabilitation of heritage buildings as an instrument for development of culture and creative industries and guidelines for managing local community development based on heritage and culture industries resources that have a direct effect on employment and income generation.

The Summer School of Creative Economy will be realized in partnership with relevant public institutions and civil organization, local community groups in charge of the field in question: Institute for Protection of Cultural Monuments Kragujevac, Institute for Protection of Cultural Monuments Pančevo, Ministry of Culture and Information of the Republic of Serbia, Embassy of the United States in Belgrade, Faculty of Fine Arts Kragujevac, associations of creative entrepreneurs, independent art scene etc.

Target group: Graduate and master students from Serbian-based universities, as well as seniors from the School of Design – University of Pennsylvania. These are all young people at the outset of their career who will be able to use the knowledge gained at the Summer School for practical work while also becoming promoters of a responsible and contemporary manner of use of heritage buildings so as to cater the needs of the community, artists and creative industries, as well as sustainable local development in their respective environments. Ž

Expected short-term results:

- Identifying abandoned heritage buildings, with possibilities of re-purposing thereof in Belgrade, Kikinda, Zrenjanin, Pančevo and Kragujevac explored;
- Identifying and quantifying the current use of heritage buildings by creative industries;
- Increased knowledge of Summer School participants with regard to urban aspects of creative economy in the USA and Serbia;
- Cooperation established between future American and local urban planners, architects, urban economists and managers in culture at the beginning of their career;
- Knowledge and experiences gained from the U.S. practice with regard to rehabilitation of buildings with monumental values passed to Summer School participants, in addition to skills in assessing their respective rehabilitation potentials;
- Summer School participants gained knowledge of participatory urban planning;
- Students empowered to work in multidisciplinary and mixed teams;

- a methodological and practical guidelines drafted to assist local policy makers, tourism experts, heritage professionals and other stakeholders in managing local economic development based on heritage and culture industries resources that have an effect on employment and income generation.

Long-term results:

- Awareness raised about new approaches to understanding and interpreting relations between the architectural building and its user, as well as of interpreting the relation between the user and urban space;
- The Summer School methodology is used in everyday work of stakeholders from urban planning and local development of creative economy;
- Some of the solutions with regard to re-purposing of buildings are further developed by stakeholders thus being practically implemented;
- Ongoing promotion of the Publication results in raising public awareness about possibilities to use abandoned buildings for purposes of arts and creative industries and improvement of the level of quality of cultural and tourist life at certain micro-locations;
- Contacts established at the Summer School enable joint work carried out by the School of Design, University of Pennsylvania and local students on other projects;
- Inter-cultural dialog established in addition to understanding of different contexts of urban planning – both American and Serbian;

How to apply: sent your short CV and motivation letter on english to mail: kreativnaekonomija@gmail.com until 15.05.2015 deadline 17h. You will be informed about selection process by mail.

The school is free of charge for selected participants.

PROGRAMME

31 May 2015:

19h // reception and greetings, meet other students, Short intro lectures from Hristina Mikic, Creative Economy Group Belgrade and Donovan Rypkema, School for Design, University in Pennsylvania

1 JUNE 2015:

Estela Radonjić Živkov, Republic Institute for the Protection of Cultural Monuments // Protected cultural heritage monuments: the policy of preservation, possible problems and limitations, guidelines for heritage protection

Zoran Đelov, Ministry of Construction, Transport and Infrastructure // Urban Planning and Creative development of Serbian cities

Aleksa Ciganović, Adviser, Republic Institute for the Protection of Cultural Monuments // Architectural problems of using and rehabilitating cultural heritage as requirements for artists and creative entrepreneurs: practical problems and possible solutions, guidelines for integration heritage principals in urban planning, Q&A

Meeting point // Gallery HUB 12, Karađorđeva 59

Gallery HUB 12, **Milica Pekić**, director HUB 12- presentation of gallery work and the modern art scene in Serbia

Interviews or Focus Group discussion with young and emerging artists

Visit to the Warehouse in Kraljevića Marka Street – presentation of **Darka Radosavljević, Radomir Lazović and Vesna Milosavljević** – independent cultural scene in Belgrade

interviews and focus group discussion with artists from the independent cultural scene

2 JUNE 2015:

Hristina Mikic, Creative Economy Group and **Bojana Subašić**, Institute for research in cultural development // Culture and Creative Industries in Serbia: statement, needs and possibilities of artist and creative entrepreneurs, Q&A

Nenad Radujević, Ksenija Marković, Belgrade Design Collective // Creative entrepreneurs in fashion design and their requirements, using abandoned spaces for the needs of fashion designers: experiences and using spaces for Belgrade Fashion Week in Belgrade, Q&A

Donovan Rypkema, US approach to protection of heritage buildings

(mini bus transfer)

visits Brick Factory, Belgrade – Club of heavy industry lovers // presentation and discussion with **Viktor Kiš** and other artists gathered around this alternative space

13.15 – 17.30 visiting Pancevo

(mini bus transfer)

Lecture regarding cultural heritage in Pančevo with the focus on its industrial heritage // Institute for the Protection of Cultural Monuments in Pančevo

Visit to heritage sites in Pančevo, learning about technical-urban characteristics of the Red Warehouse in Pančevo

Dom Omladine, Pancevo // interview and discussion with artist community and creative entrepreneurs who use heritage building for explosion of their work, and other artistic purpose // host: art programme editor, Boris Stanic

3 JUNE 2015:

Morning departure to Zrenjanin and Kikinda

Host: Dejan Molnar, Faculty of Economics in Belgrade // Creative Economy Group

Dejan Molnar – Economic development of the city Zrenjanin, Q&A

visiting city of Zrenjanin and presentation of main cultural heritage buildings Institute for the Protection of Cultural Monuments Zrenjanin, cultural heritage and Zrenjanin spatial plan, its position to cultural heritage and future urban development of the city.

Discussion with local artists and creative entrepreneurs in Zrenjanin

Kikinda

History of Kikinda and its urban center, visit to the museum's historical collection // Lidija Milašinović, director, National Museum of Kikinda.

Discussions with artists, youth, NGO's and the Association of Women in Kikinda

Economy and creative entrepreneurship in Kikinda // presentation and lectures

Visit and presentation of Suvača, Estela Radonjić Živkov, Republic Institute for the Protection of Cultural Monuments, Belgrade

Visit to the Center of Applied Arts "Terra" Kikinda,

Visit to Mokrin – Mokrin's house

4 JUNE 2015:

Visit and reception at the USA Embassy in Serbia and lectures (provisional programme)

HE Michael Kirby, Ambassador of US in Serbia

John Giblin, atase for culture, US Embassy in Serbia

Marija Bjelopetrovic, US Embassy Belgrade // Ambassadors Found and preservation heritage buildings in Serbia, Q&A

Donovan Rypkema, School for design, University Pennsylvania, Principles of adaptive reuse; Conducting feasibility analysis

Methodology for work, tasks, expected outcomes, work on projects

Note: access to the US Embassy is under special Security Control Protocol

5 JUNE 2015:

Kragujevac

Host: Đorđe Milovanović and Marko Grković, Institute for the Protection of Cultural Monuments, Kragujevac

Presentation of cultural heritage in Kragujevac with the focus on the industrial heritage in Kragujevac, Đorđe Milovanović, Institute for the Protection of Cultural Monuments Kragujevac, Visit to the Technical-Military Institute - understanding its history. Visit to the museum Old Foundry

Discussion with representatives of the artists and creative entrepreneurs in Kragujevac // visiting the Academy of Applied Arts in Kragujevac, discussion with artists from Kragujevac

Visit to the Work Colony and understanding its history

6 – 10. JUNE 2015:

Work on projects, follow-up interviews

Work on projects, follow-up interviews

Work on projects; work on presentations

9. June 2015.

Lectures and evaluation of project idea from the point of cultural policy and national and international standards

Asja Drača-Muntean, Assistant to the Minister of Culture for international relation and EU integration // Serbian cultural policy, international standards and Conventions concerning cultural heritage, cultural, urban and natural spaces, Serbian case studies....

Ivana Zečević – Advisor, Ministry of Culture and information // support policy, international and national framework in developing cultural industries

Discussion, feedbacks for future development of idea

11. JUNE 2015:

Final presentations of projects from the Summer School

June 12 2015:

free day, free networking meeting between participants

Mid of August 2015:

Dead line for finalisation of project works for publishing until mid of August 2015.