

# OVERVIEW ON PILOT LOCATIONS

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## Introduction

The CINEMA project aims to foster urban regeneration by collaborating with creative industries. The revitalisation of urban areas and city centres is a key challenge for social cohesion and competitiveness in the Danube Region. However many regions in the Danube area lack a vision or strategies on how to utilise the potential of creative industries in the urban context and have little knowledge or awareness on the potential of the Creative Industries (CI). The CINEMA project aims to change this and will develop roadmaps, tools and concepts of cross-fertilisation. This will support the local and regional administration and retail in order to shape new urban economies, involving creatives and citizens.

Together we will bring creative spirit and innovation to urban economy sectors by

- developing creative spaces in previously abandoned areas and buildings,
- revitalising retail and small businesses by encouraging the cooperation between creatives and retailers and
- establishing support centres for creatives.

All this takes place in pilot locations throughout the participating regions where the tools will be developed, tested and realised. This will serve as a blueprint for all further urban development activities in the Danube Region. The locations vary from abandoned industry compounds to medieval inner city centers. Here is an overview on the pilot locations:

## Slovenia: Kamnik



Kamnik, a beautiful small alpine city with a medieval touch, where you can find two castles, a monastery and a colourful street lined with artisan workshops and shops, also suffer from the abandoned inner-city area. A first on-site meeting with the mayor of Municipality of Kamnik (Mr Slapar) and experts from CIMA (Mr Murauer) and representatives from Chamber of Commerce and Industry of Slovenia and [#FCKE](#) (RRALUR) was held on 24.-25. August 2020. The purpose of this on-site visit was to gather high-valuable and qualitative information about the pilot location, which are the basis for the preparation of sustainable solutions to revitalise the inner-city area and making it more vivid, lively and attractive. During the visit experts also made the first checking of business-supporting organisations and also the first conversations with their representatives. The first impression and estimations are very positive, and we can hardly wait on the profound analysis and the next steps.

## Germany: Herrenberg



The beautiful City of Herrenberg is located in the Stuttgart Region between Black Forest and the Nature Reserve “Schönbuch”, app. 30 km Southwest of Stuttgart. It’s characterized by its unique historical old town - large sections of the old city wall are still standing (or have been rebuilt) and numerous timber-framed houses surround the "Marktplatz" (market square). The well-known Collegiate Church is the landmark of Herrenberg. Also the surrounding area makes the location

particularly attractive: Nature Reserve Schönbuch is one of southern Germany’s largest enclosed forests. It invites you to relax, visit some cultural sites or use the many hiking or cycling paths.

Currently, Herrenberg is struggling with an increasing number of vacancies in the historical city center. The CINEMA project wants to revive the stationary retail trade in the old town and fill vacant shop floors, with the help and support of the local and regional creative industry.

## Austria: Leonding



House No. 44 is the oldest building in the city of Leonding in Austria. Built in 1832, its facade is listed as protected and it always had a special meaning: it formerly hosted the school and the city council. The building is now owned by the City of Leonding and is like a historic central focus point in the city. It’s blue and stands in front of the church, the combination of the yellow church and the blue house is the most frequently chosen photo subject in Leonding. However House No. 44 is rarely frequented despite its central location. The aim within the CINEMA project is to awaken the building from its slumber to build up a vibrant, frequented and attractive centerpiece for the future city center development. It should be the starting point for a vibrant inner

city development as a whole. We hope for inspiration, ideas and new approaches on of how to best awaken the city center from its cinderella sleep!

## Bulgaria: Gabrovo



Gabrovo is a city of crafts and traditions, humour and satire. The Bulgarian city is a member of the UNESCO Creative Cities Network in the field of crafts and folk art and the Creative Tourism Network. A vivid example of Gabrovo's cultural heritage and urban environment is District 6. It is located in the heart of the city centre and dates back to the 18th century, when it was populated by craftsmen and traders. Nowadays, most of the buildings in District 6 from the Revival period are privately owned. Some of them are completely

deserted, while others are only partly used. One can find here restaurants, cafes and guest houses, but rarely shops or other small businesses. Revitalising the area and the local economy are among the priorities of [Община ГАБРОВО/GABROVO Municipality](#). The CINEMA project aims to attract the creative industry to District 6 and to establish new cross-sectoral partnerships, in order to make the district great again.

## Serbia: Sombor



The pilot location in Serbia for the CINEMA project is the baroque Grašalković palace in the city center of Sombor. Grašalković's palace, although one of the most historically and architecturally significant buildings in the city, is in poor condition, but it is being renovated, independently of the current project. After the revitalization Grašalković palace will be a regional center of cultural and educational life and a perfect space for promotion of innovation and creativity in various sectors of the economy. Grašalković's palace was named after Antun Grašalković, an aristocrat of South Slavic origin

born in 1694 in present-day Slovakia. As an expert in law and economy and a loyal subject of the Habsburgs, Grašalković worked as a manager of royal affairs, guardian of the Hungarian crown, secret adviser.

## Romania: Resita



Unlimited potential. An industrial hall quite poorly executed but wonderfully designed, absolutely in the spirit of Mies van der Rohe with Fachwerk metal structure and masonry panels plus profiles glass, one of the most beautiful and titrated materials today in the architecture of cultural institutions in Europe. Gorgeous and waiting for rehabilitation. The infrastructure to be revitalized is a former industrial site composed by an industrial building and land, out of use for more than a decade, at the moment in

an early stage of degradation. The local administration's intention is to carry out a reconversion project of the industrial site through the rehabilitation and operationalization of the existing building into a space dedicated to creative industries. The aim is to develop here a "makerspace" type facility, a practical learning space for what means the metal processing, both for students attending dual school, but also for companies in the city. At the same time, the space is intended to become an exhibition centre for metal works, to host events and to bring together sculptors from all over the world. The transformation of the space into a support infrastructure for the creative industries will, at the same time stimulate entrepreneurship in a sector with a tradition in Resita.

## Moldova: Balti

The Centre for Innovation and Technology Transfer in Balti municipality is a pilot location for the CINEMA project. It is about 6000 m<sup>2</sup>, settled on the campus of the Alecu Russo Balti State University in the city centre of Balti, Republic of Moldova. The building is empty since its



construction (2004-2005) due to reduced number of students in the last 14 years. According to the project this Centre will serve as an innovation and economic accelerator for the North region of the Republic Moldova, providing access for students and young specialists to training rooms with laboratories and 3D printing areas, co-working places, and business offices for start-ups in IT, automotive and fashion manufacturing as well as other creative industries. The Centre will have a positive impact on over 4500

students of the University of Bălți Alecu Russo. In the framework of the CINEMA project, the IT companies and creative industries will have the possibility to collaborate on technological researches and development projects. All this will create a favourable and innovative business environment in the North region of the Republic of Moldova.

## Slovakia: Košice



Košice, the second-largest city in Slovakia and a former industrial city. The catalyst shifting Košice from an industrial to a modern, creative twenty-first-century city was the award of the title European Capital of Culture in 2013. Since then, a lot of initiatives and actions took place to support the creative industries in Kosice. The pilot location in Slovakia for the CINEMA project is the former tobacco factory. The complex of buildings is situated close to the historical centre of the city of Košice. Hidden

empty floor spaces at Strojarenska street are known for its industrial and raw appearance with a huge potential for creatives. Some parts of the buildings are in use and good shape, but most of them need a complete reconstruction in terms of infrastructure. After the complex reconstruction, there will be a Regional Creative Centre, which will be focused on the development of CCIs and provide service to creative individuals and entities. The centre will provide business support activities through creative incubator and accelerator, services aimed to develop creative talent and skills through open workshops and innovative studios or internships, networking support, services supporting market access and fostering demand for creative work.

