

RRA LUR
regional development agency
of Ljubljana urban region

CRE:HUB
Interreg Europe



BEST PRACTICES IN THE FIELD OF CULTURAL AND CREATIVE INDUSTRIES IN LJUBLJANA URBAN REGION

Study visit in the framework of CRE:HUB project, 2nd February 2017

The Ljubljana Urban Region is economically the most developed Slovenian region that generates over one third of the national GDP with the capital of Slovenia, Ljubljana, which is a centre of educational, scientific, research and cultural institutions. Our region and its economic development are marked by a high concentration of creative professions and numerous creative communities. The share of region's inhabitants in a creative profession is about 19%, which is comparable to the situation in the regions of Northern and Western Europe. This presents a great starting point for the CRE:HUB project and future development. Hereby we present selected best practices of the project study visit.

Website <http://www.interregeurope.eu/crehub/>

Facebook: <https://www.facebook.com/Crehub-1770111603261028/>

Twitter: https://twitter.com/crehub_project



SUPPORT ENVIRONMENT



MAO

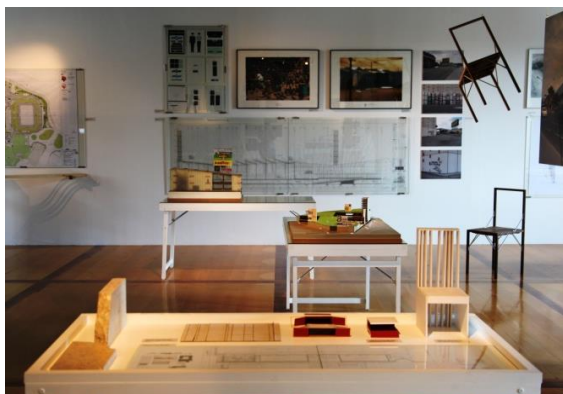
Museum of Architecture and Design is one of the leading museums dedicated to architecture and design of Central and South East Europe. In 2010 MAO became a national institution and since then it has been transforming into a meeting point and a platform for confrontation and democratic dialogue on artistic, ecological, social, economic, political, as well as other aspects of architecture and design. The museum is the venue of a broad range of exhibitions and events with the focus on the heritage that MAO keeps in its architectural and design collection. In this unique environment where past, present and a desire to discover the new come together, MAO, an important European creative hub, serves as a dynamic forum for the exchange of ideas, knowledge and dialogue for and among a wide range of visitors. As the only Slovenian public cultural institution dedicated to architecture and design, MAO also carries out the national mission in the field of architecture and design and is one of the national hubs for the creative sector. MAO is the organizer of world's oldest design biennial, **The Biennial of Design (BIO)**. Over the last few years, MAO has been transforming BIO into something more than just a mere exhibition, and aims to establish it as an international platform for the exchange of ideas, research and experimentation in the field of architecture and design.

In the same manner MAO aims to be active across borders. In 2015, MAO set up the **Future Architecture Platform**, a first pan-European platform, today connecting 16 organizations from 15 countries - architecture museums, festivals, promoters, publishers and producers from Europe - bringing ideas of the future of cities and architecture closer to the wider public. In autumn 2015, the platform announced an open call for young creators, and received ideas by 542 authors from 39 countries. Young generation of selected talents from various disciplines are now exploring their ideas and sharing their critical thoughts on the future of architecture through a pan-European programming -presenting their ideas through member's events, exhibitions, conferences and workshops from Lisbon to Kiev and from Tirana to Copenhagen. Future Architecture members are: Coordinating entity: Museum of Architecture and Design (MAO), Ljubljana (SI). Members: Oris House of Architecture, Zagreb (HR), Museum of Architecture in Wrocław (PL), Belgrade International Architecture Week (RS), National Museum of XXI Century Arts, Rome (IT), House of Architecture, Graz (AT), Copenhagen Architecture Festival (DK), Tirana Architecture Week (AL), Design Biotop, Ljubljana (SI), Lisbon Architecture Triennale (PT), Ruby Press, Berlin (DE); Swiss Architecture Museum, Basel (CH), Prishtina Architecture Week, CANactions, Kiev (UA); One Architecture Week, Plovdiv (BG); Bureau N, Berlin (DE); Dpr-barcelona (ES).

The museum is coordinating the project for the inclusion of architect Jože Plečnik's oeuvre on the **UNESCO World Heritage** list and will co-ordinate the preparation of the final application and carry out different activities to promote the nomination until its successful conclusion. In 2015 MAO was appointed as the commissioner of Slovenian pavilion of International **Architecture Exhibition at the La Biennale di Venezia 2016**.

MAO, Pot na Fužine 2, 1000 Ljubljana

More about MAO on: www.mao.si, www.bio.si, www.futurearchitectureplatform.org.



ABC (Acceleration Business City)

ABC is the private acceleration group dedicated to the best entrepreneurs from all over the world. Focusing on strong, globally ambitious startups with a finished product, ABC accelerates multiple generations of startups every year. It sources startups through a Global network of institutions such as incubators, universities, and co-working spaces, and brings them towards its network of investors and corporations. Their main uniqueness is that they want to disrupt physical accelerators around the world with the unique Virtual Accelerator Platform accessible anytime, anywhere, to anyone.

ABC is strategically connected to large, multinational enterprises like IBM, Microsoft, Cisco, Oracle and BMW. It is also supported by Harvard and Berkeley Universities. Through this collaboration, ABC can offer its accelerated companies a very wide network and unique access to potential customers, as well as ensuring investment and a push to the global market.

Opening offices worldwide and connecting all the players in the startup ecosystem is crucial. ABC accelerator proved that an ecosystem that already exists, needs to be connected in order to create a revolutionary movement of improvement and attract the best startups and investors. Through our accelerators in Slovenia (Ljubljana), Germany (Munich), Silicon Valley (San Jose) and India/Bangalore (coming soon) we are creating a global bridge for startups. To increase this effect, we are also offering unique programs where we connect the worlds of startups and corporations.

ABC Accelerator Slovenia is spread on more than 12.000 ft² and includes acceleration program, for early stage startups with a finished product, searching for rounds up to 1 million eur, who will test & scale their business in an ideal testing environment. By focusing on strong, globally ambitious teams, ABC Accelerator is bringing the best 30 startups to Ljubljana, Slovenia, where they test, improve and scale their businesses. "Why Slovenia?" someone may ask. With its diversity, Slovenia represents the ideal testing ground before launching to bigger markets, and top talent is actually accessible in this country with a strong entrepreneurial spirit. In Ljubljana, even ABC's location speaks for itself: positioned in the heart of the fastest growing trade center – BTC – startups have direct access to the best testing market with more than 4.500 stores and 22 million visitors every year! The Selected teams join our 3+3 month intensive program in the country known for being "just one phone call away from anyone, including the president". The whole ABC team takes their challenges personally and works 1-on-1 with start-ups, and the same applies to mentors and coaches. Start-ups should expect to change and to work hard, to be ready for clients, investors, and the Demo Day, which takes you to both Silicon Valley and Germany.

ABC Accelerator, Šmartinska cesta 152, 1000 Ljubljana
More about ABC on: <https://abc-accelerator.com/slovenia/>



POLIGON

Poligon is the first Slovenian creative center, based in Ljubljana in a former tobacco factory. It operates as an autonomous, bottom-up, coworking platform for non-profit and for-profit project development with an agenda to empower the rising number of self-employed working in the fields of creative industries, social entrepreneurship and culture.

Since it was opened in February 2014 it has become the most important Slovenian creative hub offering its members and visitors a creative working environment as well as a rich program of various events, lectures and workshops. So far there have been over 650 events that attracted more than 35.000 visitors.

Poligon's biggest asset is the multidisciplinary community of over 200 international members, coming from over 15 countries and working in the fields of graphic and industrial design, programming, architecture, engineering, media, music and video production, non-governmental sector and culture.

Poligon is closely collaborating with other similar institutions around Europe with a special focus on Balkan countries and countries from Eastern Europe. Most collaborations are based on exchange of know-how and residency programs.

Poligon, Tobačna ulica 5, Ljubljana, Slovenia

More about Poligon on: facebook.com/PoligonCreativeCentre/www.poligon.si



CREATIVE COMPANIES



DESNAHEMISFERA

Slovenian design studio Desnahemisfera, which means the right brain hemisphere, was founded in 2011 and is passionate about design and creative thinking. The studio's commitment is to find innovative design solutions beyond the borders of what is known. Some of their most famous projects are:

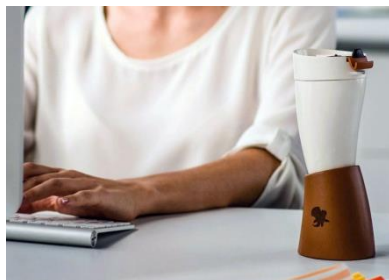
Mag Lev Audio, year 2016, establishment of the company Mag – Lev Audio d.o.o.

Mag Lev is the first levitating turntable visually enhances the experience of listening to vinyl records by levitating the platter. By joining their love for music with careful integration of technology and high-range audio components, they've created a turntable of the future for the medium of the past. They were searching for a way to give people a better, newer way to experience vinyl records. By pushing the frontier of audio technology, they were able to integrate the uplifting experience of music into the turntable design itself, bringing the feeling of zero gravity into the living room.



Goat Mug, year 2015, pledged for 25.000,00 USD on the Kickstarter platform, received 458.071,00 USD

'Goat' is a practical and sustainable mug by Desnahemisfera, in cooperation with Equa, that intends to pay homage to the animals that discovered coffee. Its horn shape not only tells the original story of coffee, but also helps you drink every last drop. In addition, the leather holder is fully leakproof, BPA-free simply turns into a stable stand, allowing it to be easily kept on any countertop. The product comes with a set of two straps – short and long part – that have the ability combine into one. as a result, it can be attached to bag or draped across your shoulder. This way, users can carry their books and other items or talk on the phone, all while carrying a beverage.



Symbiosis, cooperation with Kolpa d.d. Slovenian company

Symbiosis is the combination of a bath and washbasin, the merger of two bathroom fixtures creates a form completely adapted to the human body. All plumbing installations are concealed from the human eye in the dual bottom, bringing to the fore the design purity of the object itself. Besides the design aesthetic, Symbiosis is also a technologically advanced product, as water temperature and water pressure can be controlled at the touch of a button, while its built-in speakers enable you to play your favourite music on your mobile phone or device while you enjoy a relaxing bath.



More of Desnahemisfera on: www.desnahemisfera.com



T.A.F.R.

TAFR is an independent group of students from different faculties of the University of Ljubljana that have developed a new business idea - an autonomous electrical farming robot. The innovation and competitive advantage of this robot is that it uses computer vision to move independently through the vineyard, assess the condition of the vines, apply fertiliser as needed and ensure their protection. The project mission is to improve the everyday working conditions of the vinegrowers using technological development, as technology becomes increasingly useful and sought after in various areas of human activities. The project also contributes to the better integration of green technologies and helps improve the competitive advantage and recognition of Slovene products in the field of agro-robotics on the international level.

The TAFR Groups is the winner of the CREA Ljubljana summer school, organised in July 2016 by the Regional Development Agency of the Ljubljana Urban Region (RDA LUR), which took the group members to the SMAU fair in Milan, the largest fair of information and communications technologies in Italy. The CREA ICT Business Idea Contest was also held at the SMAU fair, where 14 of the best start-up teams from seven countries presented their ideas. The TAFR Group convincingly won first place with their autonomous robot idea.

Their ambition for the near future is to join the Field Robot Event in June 2017, which is an event where top 20 European teams compete with their farming robots. They will continue with the research in the direction that proves to be the most viable for the industry.

More of TAFR on: www.tafr.si

