



RRA LUR
regional development agency
of ljubljana urban region



CRE:HUB
Interreg Europe



European Union
European Regional
Development Fund

CRE:HUB

*Policies for Cultural Creative Industries:
the hub for innovative regional development*

CULTURAL CREATIVE INDUSTRIES AS A STRATEGY

How to strategically support
Cultural Creative Industries to foster potential

PEER REVIEW AGENDA

On-Field Visit

2–3 October 2017
Ljubljana, Slovenia

Host:

Regional Development Agency of the Ljubljana Urban Region (RDA LUR)

Ms. Tina Pezdirc Nograšek, CRE:HUB Project Manager
tina.pezdirc@ljubljana.si, (+386) 1 306 19 21

Ms. Barbara Boh, CRE:HUB Team Member
barbara.boh@ljubljana.si, (+386) 1 306 19 20



REGIONE BASILICATA



Nafarroako Gobernua
Kultura, Kirol eta
Gazteria Departamentua



Gobierno de Navarra
Departamento de Cultura,
Deporte y Juventud

Kultura Zuzendaritza Nagusia
Dirección General de Cultura



Közép-dunántúli Regionális Innovációs Ügynökség



REGIONE AUTONOMA
FRIULI VENEZIA GIULIA



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**LATVIJAS
UNIVERSITĀTE**
ANNO 1919

UNIVERSITY OF LATVIA



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DAY 1

Date: Monday, 2 October 2017

Venue: City Hall, Mestni trg 1, Ljubljana – Red Hall

am arrival of the On-Field visit team

11:30 – 12:30 pm Briefing with the Slovenian CRE:HUB team members

1:00 – 2:00 pm Lunch (Restaurant Vander, Krojaška ulica 6-8)

Interviewees join the session

2:00 – 2:05 pm Welcome
Ms. Lilijana Madjar, Directress of RRA LUR

2:05 – 2:15 pm Introduction
Ms. Tina Pezdirc Nograšek, CRE:HUB project manager (RRA LUR)

2:15 – 2:30 pm Presentation
State of Art of the CCI Sector in Ljubljana Urban Region
Speaker: **Ms. Nika Murovec**, Institute for Economic Research
Roadmap – Culture and Creative Industry Strategy in Slovenia
Speaker: **Mr. Damjan Kavaš**, Institute for Economic Research

2:30 – 4:30 Interviews, exchange of views and discussion
Mr. Marko Hren, Government Office for Development and European Cohesion Policy
Ms. Natalija Medica, Ministry of Economic Development and Technology
Mr. Staš Ravter, Ministry of Culture
Ms. Anja Zorko, Centre for Creativity

4:30 – 6:30 pm Introduction:
Ms. Tina Pezdirc Nograšek, CRE:HUB project manager (RRA LUR)

Interviews, exchange of views and discussion: CCI stakeholders
Ms. Danijela Grgić, President of the Designers Society of Slovenia
Council of Experts
Mr. Peter Ličen, CEO & Co-founder of Lushna Group and CBDO Chief Business Development Officer of Landezine
Ms. Nina Mihovec, CEO of Wilsonic Design and head of *ooh noo* brand
Mr. Luka Piškorič, Co-founder and managing director at Poligon Creative Centre
Ms. Alma R. Selimović, Development Director at Bunker, a non-profit organization for the realization and organization of cultural events

7:30 pm Dinner »Feed the Creative Hub«
Venue: Srečišče Gallery, Celica, Metelkova 8

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DAY 2

Date: Tuesday, 3 October 2017

Venue: City Hall, Mestni trg 1, Ljubljana – Big Conference Hall (Velika sejna dvorana)

Closed Session for Experts

9:00 – 11:00 am Work on the elaboration of recommendations by
Peer Review Experts

Open Session with Stakeholders group

11:00 – 11:15 am Introduction
Ms. Tina Pezdirc Nograšek, RRA LUR and CRE:HUB project manager

11:15 – 11:45 am Presentation of initial findings and draft recommendations by experts:

Mr. András Lévai, Application Engineer at RTL Magyarország, Hungary
Ms. Ildikó Rózsás, KAPTÁR National Youth Service Nonprofit Ltd., Hungary
Mr. Adrián Larripa Artieda, Founder and CEO at bigD Design and
Innovation Consultancy, Co-Founder of PACO Design Collaborative, Associate
Professor at TECNUN University of Navarra and at CREANAVARRA Design
Center, Spain
Mr. Javier Martin Pascual, partner at La Nube, Creative and Digital
Industries space and CEO at MLMR Architecture Consultancy, Spain

11:45 – 1:30 pm Open debate with the Regional Stakeholders Group
Moderated by **Ms. Barbara Predan**

Invited representatives of national/regional/local institutions:
Government Office for Development and European Cohesion Policy, Ministry
of Economic Development and Technology, Ministry of Culture, Ministry of
Finance, SPIRIT Slovenia - Public Agency for Entrepreneurship,
Internationalization, Foreign Investments and Technology, Municipality of
Ljubljana, Centre for Creativity, Slovene Enterprise Fund, Institute for
Economic Research, Academy of Fine Arts and Design, British Council;

Invited CCI stakeholders:
Bunker / Stara elektrarna, RogLab, Designers Society of Slovenia, Poligon
Creative Centre, Punkt, Sanje Publishing, SCCA-Ljubljana, Monoo Production
Company, SiTi Teater, Wilsonic Design, Mashoni Design Studio, Lushna,
Pekinpah Association and others

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PARTICIPANTS IN THE PEER REVIEW

Visiting experts

Mr. András Lévai, Application Engineer at RTL Magyarország, Hungary

Ms. Ildikó Rózsás, KAPTÁR National Youth Service Nonprofit Ltd., Hungary

Mr. Adrián Larripa Artieda, Founder and CEO at bigD Design and Innovation Consultancy, Co-Founder of PACO Design Collaborative, Associate Professor at TECNUN University of Navarra and at CREANAVARRA Design Center, Spain

Mr. Javier Martin Pascual, partner at La Nube, Creative and Digital Industries space and CEO at MLMR Architecture Consultancy, Spain

Visiting Partners

Ms. Anne Kurzweg, External Expert CRE:HUB Interreg Government of Navarre, Spain

Mr. Máté Szalók, CRE:HUB partner and Junior Consultant at CTRIA, Hungary

Representatives of ministries and institutions

Mr. Marko Hren, Government Office for Development and European Cohesion Policy

Ms. Natalija Medica, Ministry of Economic Development and Technology

Mr. Staš Ravter, Ministry of Culture

Ms. Anja Zorko, Centre for Creativity

Mr. Gorazd Jenko, Government Office for Development and European Cohesion Policy

Ms. Ana Cvetko, Government Office for Development and European Cohesion Policy

Other representatives invited from (3 October 2017): Ministry of Finance, SPIRIT Slovenia – Public Agency for Entrepreneurship, Internationalization, Foreign Investments and Technology, Municipality of Ljubljana, Slovene Enterprise Fund, Institute for Economic Research, British Council

Slovenian CCI stakeholders:

Ms. Danijela Grgič, President of the Designers Society of Slovenia Council of Experts

Mr. Peter Ličen, CEO & Co-founder of Lushna Group and CBDO of Landezine

Ms. Nina Mihovec, CEO of Wilsonic Design and head of *ooh noo* brand

Mr. Luka Piškorič, Co-founder and managing director at Poligon Creative Centre

Ms. Alma R. Selimović, Development Director at Bunker

Other CCI stakeholders invited from (3 October 2017): RogLab, Punkt, Sanje Publishing, SCCA-Ljubljana, Monoo Production Company, SiTi Teater, Mashoni Design Studio, Pekinpah Association and others

External Experts:

Mr. Damjan Kavaš, Senior Researcher, Institute for Economic Research

Ms. Nika Murovec, Assistant Research Specialist, Institute for Economic Research

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VISITING EXPERTS (short CV)



Mr. Adrián Larripa Artieda

bigD Design that Matters and Innovation Consultancy,
PACO Design Collaborative (Spain)

Graduated as Industrial Design Engineer at University of Zaragoza, and conducting part of his studies in Jonkoping University in Sweden. He worked as design assistant for the famous London design studio Fredrikson Stallard and later as engineer and designer at the R&D Center Jeronimo de Ayanz at UPNA University, Spain. In 2012 he completed a Master in Industrial Design Engineering and Innovation at Politecnico di Milano. The same time he also worked as industrial designer in the Global Design Lab of 3M, designing for global brands such as Post-IT and SCOTCH.

Currently he is the founder and CEO at bigD Design and Innovation Consultancy where they strategically operate at the intersection of design, business and technology harnessing multidisciplinary collaboration to explore ideas, provide solutions and capitalize on opportunities in powerful and unique ways.

Adrián Larripa Artieda is also a Co-Founder of PACO Design Collaborative, Associate Professor at TECNUN University of Navarra, and Associate Professor at CREANAVARRA Design Center.



Mr. Javier Martín Pascual

La Nube, Creative and Digital Industries space and
MLMR Architecture Consultancy (Spain)

Javier Martín Pascual has specialized in Urban Planning and Design Management. He is partner at La Nube, Creative and Digital Industries space and CEO at MLMR Architecture Consultancy. Since 2014 he is a collaborator at bigD Design that Matters and Innovation Consultancy. In 2016 he was a lecturer in Design management – Creation of Start-Ups class at CREANAVARRA Design Center.

His MLMR architectural company was founded in 2010, and has offices in Pamplona and Getxo. Their main objective is to offer design management and design services for works related to building design and interior space design.

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Mr. András Lévai

Application Engineer at RTL Magyarország (Hungary)

András Lévai holds a Master in Economics from Corvinus University of Budapest and a PhD in Economics – Regional Science from the Széchenyi István University. His doctoral research topic was Creative Hubs, Creative Cities, Creative Industries. He is also studying law at Széchenyi István Egyetem / Deák Ferenc Faculty of Law and Political Sciences.

Since 2007 he works at M-RTL Zrt. as Application Support Engineer, IT Project Manager. He has research experience in the sector of creative industries and creative economy. At the University of Amsterdam András Lévai works as a guest researcher (Using textmining to gain knowledge from job vacancies / Creative industry classifications) and in at a Doctoral School of Regional and Economic Sciences/Széchenyi István University involved in a Research program on the Industrial District in Győr, with focus the creative economy.



Ms. Ildikó Rózsás

KAPTÁR National Youth Service Nonprofit Ltd. (Hungary)

Ildikó Rózsás is a project manager in several EU projects. From 2015 she is the manager of Kaptár National Youth Supplier Nongovernment LTD. The mission of the Kaptár National Youth Service is to support the youth workers and teachers with workshops, conferences and youth professional publications. Another important topic is managing the structural communication between the government and the youth.

Ildikó Rózsás received a Bachelor's degree in andragogy at the University of Pécs, Pécs (Hungary). For three years she worked in management and organisation at the University of Szent István. And since 2015 she also works as a social worker at the University of Károli Gáspár, Budapest (Hungary).

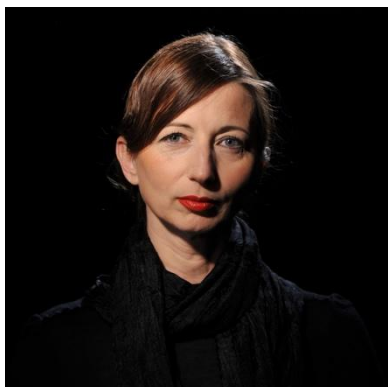




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SLOVENIAN CCI STAKEHOLDERS



Ms. Danijela Grgić

President of the Designers Society of Slovenia Council of Experts

Studied at the Faculty of Architecture at the University of Ljubljana. Since 1992 working as an independent designer in her own studio. A member of Designers Society of Slovenia (DOS) since 1995. Exhibited at DOS 2010, 2012, 2014 and 2016 Review Exhibitions. Elected President of the DOS Council of Experts in 2013.

She is a designer for SNG Drama Ljubljana, Slovenia's national theatre, for more than two decades. The Visual Identity Designer at the renowned Borštnikovo srečanje (theatre festival) in Maribor as well as for SNG Maribor in 2010. Published in trade publications and catalogues. Exhibits at Modern Slovenian Graphic Design (exhibit and catalogue, 1999) and at the 1st, 2nd, 5th, 6th and 7th Biennial of Visual Communication in Ljubljana. Her other passions include dance and photography. Currently she is planning an independent exhibition entitled *Drama 20+*. She has been the recipient of many design awards.



Mr. Peter Ličen

CEO & Cofounder of Lushna Group and Chief Business Development Officer of Landezine

Architect with more than 10 years of experience managing companies and creative multidisciplinary teams of experts. Currently in charge of designing set of unique hospitality products and services Lushna glamping. He is also a Chief Business Development Officer of a Landezine.com, a leading digital publishing platform for exploration, promotion and empowerment of landscape architecture addressing environmental and spatial issues of the 21st century with more than 5500 unique visitors per day.

His main interests are: Architecture as spacial, social, cultural and economic management and design; Music and Art as ultimate communication tool; People as endless pool of experiences and knowledge; Books as legitimate voyeurism; Design as development of tools for modern man and society; Marketing as social exchange; Hospitality as art of sharing experiences and values; Nature as remedy for modern society.

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Ms. Nina Mihovec

CEO of Wilsonic Design and head of *ooh noo* brand

Industrial designer, Nina Mihovec, recipient of many design awards, is the director of Wilsonic Design. She received a Bachelor's degree in industrial design at the Academy of Fine Arts and Design, University of Ljubljana and then (in 2013) also a master's degree at the Faculty of Mechanical Engineering, University of Ljubljana. In 2015 she also finished Advanced management programme at IESE Business School.

The Wilsonic team is made up of experienced strategic communication designers, a certified advisor on the development of new products, industrial and graphic designers, engineers, and product leaders. The goal of the team is to provide the entire chain of services that occurs when a client orders the development of a new product. They successfully realised project of automotive field, medical, technical, toys, consumer goods, etc. Since October 2014, the company has also launched and led a thriving brand for toys and bedding called *ooh noo*. The brand is exceptionally popular in northern European, the United States, and Japan. All *ooh noo* products are conceived of, designed, manufactured, and promoted by the Wilsonic Design studio. The studio has been the recipient of many awards, among others six Red Dot Awards.



Mr. Luka Piškorič

Co-founder and managing director at Poligon Creative Centre

Luka Piškorič is a co-founder and managing director of Poligon – the first Slovenian creative centre, operating as an autonomous platform for empowerment of freelancers and communities from the fields of creative economy, social entrepreneurship and culture. He has also co-funded Slovenia Coworking and Slovenia Crowdfunding initiatives.

With over 20 years of experience in the cultural and creative sector he is collaborating as an international expert with USAID on development of creative services industry in Moldova and with EU-Eastern Partnership's Culture & Creativity programme in Armenia and Azerbaijan. As a crowdfunding expert he has consulted several Slovenian and international innovators and startups on successfully conducting their crowdfunding campaigns. He lectures about crowdfunding, coworking and creative economies at numerous international conferences and universities.





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Ms. Alma R. Selimović

Development Director at Bunker, a non-profit organization for the realization and organization of cultural events

Alma R. Selimović received a master's degree in Management of non-profit organizations and a bachelor's degree in Cultural studies at the Faculty for Social Sciences in Ljubljana. She also studied Cultural Management at the City University, London on a British Council scholarship and holds a European Diploma of Cultural Management by Marcel Hicter Foundation.

She has joined the Bunker team in 2003 as part of the production team for the Mladi levi festival. In 2009 she has worked for an advertising company Formitas BBDO Pleon in Ljubljana as an Account Director and Head of PR department. Her clients were: European Commission (DG TREN, DG SANCO, DG COMM), Unilever, Spar, Nokia Siemens Networks ... Since 2010 she has been the producer of the festival Mladi levi, festival Drugajanje (Maribor), Festival of letters (Ljubljana). She was also the communications officer at Slovene dance platform Gibanica. Currently she is the Development Director in Bunker, focusing mainly on fundraising, development of projects bringing together education and contemporary art and leading the Create to Connect network. All her project focus on establishing long-term relationships with the audiences and on the empowerment potential of arts. She is interested in cultural policies, linking contemporary art with formal education and art as a generator of social change and innovation.

EXTERNAL EXPERT



Mr. Damjan Kavaš

Senior Researcher, Institute for Economic Research

Mr. Kavaš holds a Ph.D. in Economics from the Faculty of Economics in Ljubljana. He has 20 years' experience in evaluation, research, and policy analysis in the fields of economic and regional development and cohesion policy programmes. For the last 15 years, Damjan Kavaš has been involved in the preparation, implementation monitoring and evaluation of Cohesion policy programmes and national strategic documents in Slovenia. Due to his involvement in international research projects and studies (co)financed by European Commission (DG Regio tenders, transnational programmes, CBC programmes, FP programmes, EaSI) he has good knowledge of European policies; European Cohesion Policy and its interrelationship with the Europe 2020 Strategy. In the last years he was involved in different projects and policy documents related to the promotion of creative industries at the regional, national and cross-border level. He is lecturer at two faculties.

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HOST AND CRE:HUB PROJECT MANAGER



Ms. Tina Pezdirc Nograšek

Project Manager at Regional Creative Economy Centre (RCKE)

Tina Pezdirc Nograšek is an architect/designer with a degree from the Faculty of Architecture and a master's degree from the Academy of Fine Arts and Design. As a project manager at Regional Creative Economy Centre (RCKE) that operates under the auspices of the Regional Development Agency of the Ljubljana Urban Region (RRA LUR), she is dedicated to promote the understanding of design as a discipline and a way of thinking, which is highly focused on solving problems and can contribute significantly to the restructuring of larger systems, organizations and public institutions. At the same time, her goal is to highlight the role that design plays in developing new economic and social value through project cooperation and involvement of different stakeholders as well as the achievement of successful outcomes (e.g. the 'Connecting Design and Industry' business chain, presentation of Slovenian design in London and Brussels, 'The Set of Social Games for People Suffering from Dementia').

She has been appointed as an advisor to contribute to various strategic documents in the field of CCI at the local and national level. In 2013, she coordinated and prepared a set of policy actions that were integrated into the Regional Development Programme 2014-2020. She is also a member of the BEDA's (Bureau of European Design Associations) Design Policy Cluster, in the framework of which she has implemented different activities focused on the process of creating strategic documents in the field of design.

MODERATOR



Ms. Barbara Predan

Co-founder of the Pekinpah Association and director of the Institute of Design, an academic research organisation

Barbara Predan received her doctoral degree from the Scientific Research Centre of the Slovene Academy of Sciences and Arts. She has published several professional and scholarly articles and is the author of 5 books and more than 15 exhibitions. Since 2010, she has been co-editing Zbirka 42, a series of books on design, under the auspices of the Pekinpah Association. She regularly lectures at international academic and professional conferences, and leads a number of workshops in the field of service design.

Predan was also the Slovenian ambassador in Design for Europe project. Worked as a Slovenian representative in Design Policy in Action led by Design Council UK and Politecnico di Milano. She is also a co-founder of CODEC, international co-design collaborative.

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