



RegionArts

Interreg Europe



European Union
European Regional
Development Fund

REPORT EXCHANGE OF EXPERIENCE 04
19-21 JUNE 2019, THESSALONIKI



INTRODUCTION

The 4th Exchange of Experience event (EoE #4) of RegionArts project took place during the period from 19th to 21st of June 2019 in Thessaloniki. It was hosted by the Business and Cultural Development Centre (KEPA) and deployed in three days, including the Steering Committee meeting of RegionArts project partners, a thematic learning workshop and study visits. This exchange of experience was attended by 24 people in total, representing all RegionArts project partners and stakeholder organisations in the participating European regions, as follows:

n.	RegionArts partner	Stakeholder organisation(s)
1	PDF (Porto Design Factory)	Câmara Municipal de Santo Tirso
2	ART-ER	CNA Innovazione Emilia-Romagna
3	Baltan Laboratories	Luscinus Brainport Eindhoven EU Office Eindhoven Municipality
4	KEPA (Business and Cultural Development Centre)	Regional Authority of Central Macedonia Development Agency of Eastern Thessaloniki's Local Authorities – ANATOLIKI S.A.
5	SERN (Startup Europe Regions Network)	Advisor Partner
6	University of Lapland	BEDA - Bureau of European Design Associates / Design Committee of Lapland Chamber of Commerce
7	Koprivnički poduzetnik	KONTEJNER – bureau of contemporary art praxis
8	Molise Region	MIBAC (Ministry of Cultural Heritage and Activities – Molise Regional Secretariat) University of Molise

LEARNING WORKSHOP

On Thursday 20th of June 2019, the thematic learning workshop was held at the premises of the Hellenic Design Centre (inside the pre-incubator OK!Thess).



This interactive workshop, focusing on screening EU projects and their transferability, was organised by KEPA and facilitated by Vassilis Vassiliadis from Vivid Vibes.

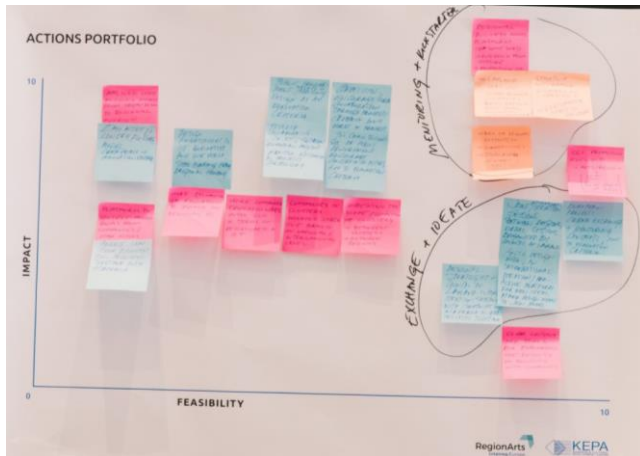
After the welcome and get-to-know session, 7 EU projects and initiatives were presented by different participating regions. These projects were pre-selected by KEPA and the Lead Partner (PDF) from a list sent by the project partners, based on the criteria of promoting collaborations between artists and ICT or related fields within a wider scope of enhancing SMEs' competitiveness.

The projects presented are listed below:

1. **'AYCH – Atlantic Youth Creative Hubs'** – Vera Araújo, Head of Economic Development Division, Municipality of Santo Tirso (PT).
2. **'CNA Digital Innovation Hub: the path towards the application of Industry 4.0 in SMEs'** – Marcella Contini, Head of Industrial Policies DPT, CNA Emilia Romagna (IT).
3. **'Working on a design museum for the future'** – Bas Hessing, Strategic Advisor (economy & culture), City of Eindhoven (NL).
4. **'WORTH Partnership Project'** – Christina Skoubridou, Project Officer, KEPA (EL).
5. **'Arctic Smartness RDI -Excellence (ASR)'** – Samuel Ahola, Project Manager (RegionArts), University of Lapland (FI).

6. **'EMAP – European Media Art Platform'** – Jurica Mlinarec, KONTEJNER – bureau of contemporary art praxis (HR).
7. **'Molise M.A.C.R.O. Multimedia, Cultural Accessibility, Open source networks'** – Davide Delfino, Ministry to Cultural Heritage and Activities- Regional Direction of State Museums of Molise (IT).

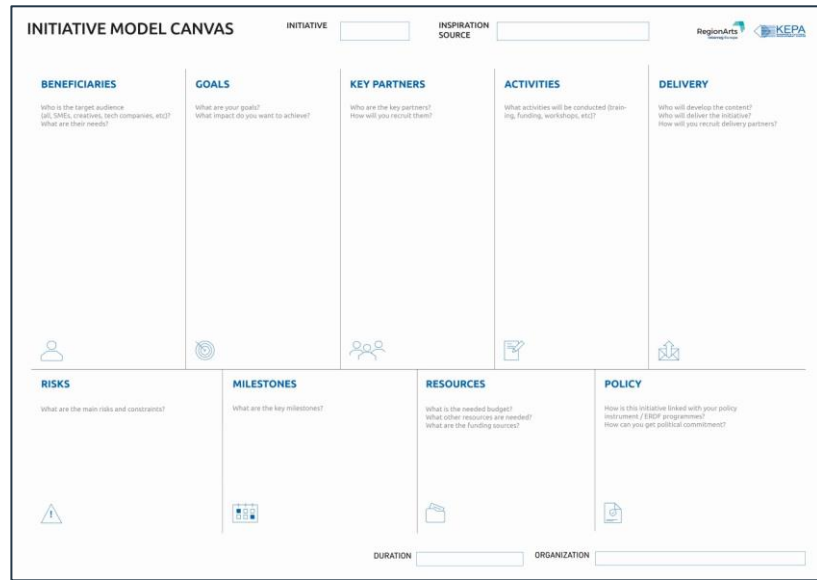
Afterwards, during the ideation session, the participants worked in teams per participating region, to firstly re-examine the strengths and weaknesses of their ecosystem, by validating the pre-work done before the event.



They then passed to brainstorming ideas about activities to address the challenges of the ecosystem, getting also inspired by the projects and initiatives previously presented. After writing down their ideas individually, they put them into an 'Actions Portfolio' according their impact and feasibility assessment. All teams used the same tools, which were especially developed by KEPA for this workshop.

At the end, each team discussed about their potential activities and chose two of them that they would present to the other participants.

Finally, all teams worked on the Initiative Model Canvas, which helped them to give a shape to their chosen ideas for activities/projects. At the end, all the participants had the opportunity to go around and see all ideas put into the model, during the experience sharing session.



STUDY VISITS

On Friday 21st of June 2019, KEPA organised several study visits to organisations that activate in the fields of art/creative industries and/or ICT. The first visit was at the **Museum of Byzantine Culture**, where the Director gave an overall presentation of the museum and its activities, focusing especially on those related to ICT applications. Then, the participants had the opportunity to go through the main exhibition of the museum, in order to observe its main parts.



Afterwards, the delegation was transferred to the reconstructed Old Slaughterhouse of Thessaloniki, where the Head of Production and Communication of **LABattoir project** welcomed the participants and introduced them to the concept of LABattoir method, which is to initiate a new conception of creativity, to invent new activities and practices, and engage artists and creative citizens with art, design and new forms of "social practice".

This presentation of LABattoir project was followed by the presentation of **Creativity Platform**, an interdisciplinary platform for exchange of ideas, actions, research and applications related to "creative capital" and to "creative economy" in the city of Thessaloniki and in Greece in general, given by its Director.

The last study visit was at the **Information Technologies Institute (ITI) of the Centre for Research & Technology Hellas (CERTH)**. In the 'smart house' a group of ITI's scientific team made a presentation/demonstration of on-going projects, with emphasis on those that combine ICT with creative industries, like 'V4Design', 'MindSpaces' and 'iProduce'.

CONCLUSIONS

During this 4th Exchange of Experience event the participants had the opportunity to:

- Learn about EU projects and initiatives that promote collaborations between artists and ICT or related fields within a wider scope of enhancing SMEs' competitiveness.
- Work in teams by using tailor-made hands-on tools, in order to formulate ideas that could address the challenges of their ecosystem.
- Get informed about good practices and visit organisations in Thessaloniki (Central Macedonia) activating in the fields of art/creative industries and/or ICT.
- Network and exchange experiences with representatives from organisations of other European regions.

In this respect, the EoE #4 managed to meet its primarily set multiplied goals by also achieving outputs and results that can contribute to the effectiveness of RegionArts project; it can be – thus – considered as a highly successful one.



Contact Information

RegionArts Coordinator

Porto Design Factory (Porto Polytechnic Institute)

imp@sc.ipp.pt

Communication:



www.interregeurope.eu/regionarts



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