

Identification of *CCIs* in Nicosia / the case of the Pop Up Festival

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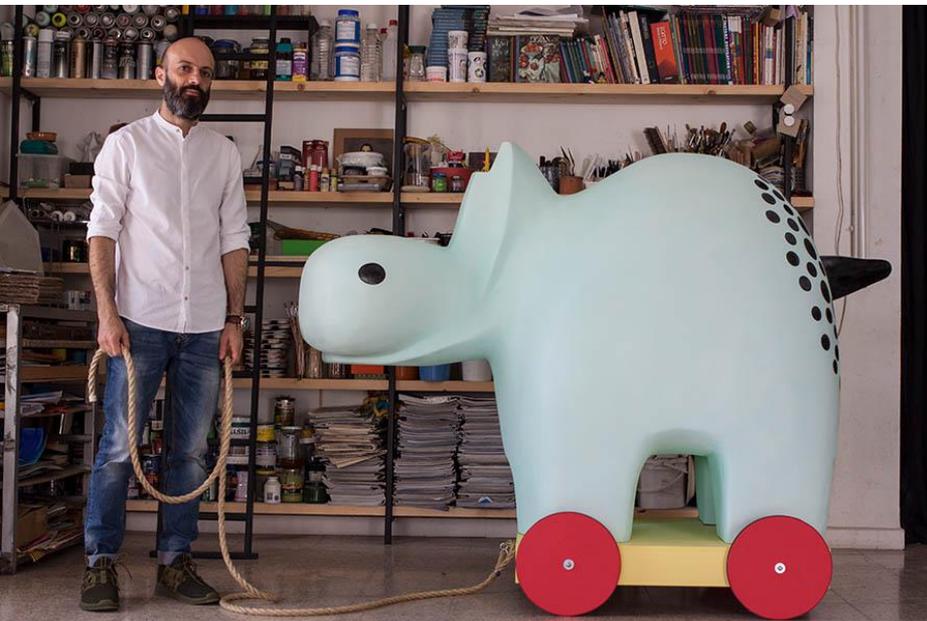
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nicosia
tourism board

Identification of Cultural & Creative Industries in Nicosia

- In recent years Cultural and Creative Industries have remarkably increased in Cyprus and Nicosia. An exceptional yeast of young, creative and qualified people has been risen up developing the so-called Cultural Industries of Nicosia.



Key success factors / the “accelerators”

The key factors that contribute to this, are

- Major **universities** in Nicosia had developed further studies in the creative industries field
- **National funding** opportunities; particularly Ministry of Education & Cultural and Cyprus Youth Organization have provided funding opportunities for enhancing creative industries
- Various organizations have paid particular attention in cultivating the **start ups** philosophy; **creative industries entrepreneurship** has been in the core of the efforts
- **Municipal Galleries and museums** have turn on their attention to the emerging creative artists
- The Creative Industries Tourism has first emerged on **festivals** where creative industries actors came across and **interact with tourists**, creating a significant positive impact within the field

Key success factors / Financial Crisis – A great Opportunity

- The financial crisis seems to be a great opportunity. Affordable, newly renovated studios in the heart of the town had been available for being little creative studio hubs.
- Now, Old Nicosia, has been transformed into a creative artistic and youthlike ghetto, 'buzz' the area making it even more attractive to tourists and businesses



Key success factors / Actions taken by Nicosia Municipality

Under the view of recovery this degraded area for attracting locals and tourists, Nicosia Municipality provide essential support, by:

- Maintaining roads and sidewalks
- Renovating buildings
- Renting in affordable price municipal property to the artists
- Reviewing policies by reducing taxes
- Re-directing the tourists' buses routes for passing through the area
- Promoting the area to the tourists and travel agents



Key success factors / the Municipal Arts Center of Nicosia - NiMAC

- Nicosia Arts Centre is housed in the renovated building of the Old Powerhouse, located in the historical centre of Nicosia and was awarded the Europa Nostra Award.
- NiMAC it's the venue of modern cultural exhibitions and events, an educational centre for children, a publication centre, an experimentally centre where artists could collaborate, interact and present their work to the general public.



Key success factors / the Municipal Arts Center of Nicosia - NiMAC

- Since 2012, NiMAC has been developing a residency programme, the Residency@NiMAC where invited artists, researchers, curators and other cultural producers from different countries have the opportunity to creative think, research and study and present their works in various forms, such as small exhibitions, lectures and participatory workshops.
- NiMAC has been the first permanently establishment centre in Nicosia. A catalyst for transforming the area into a creative industry and attracting tourists.



Key success factors / the Pop Up Festival

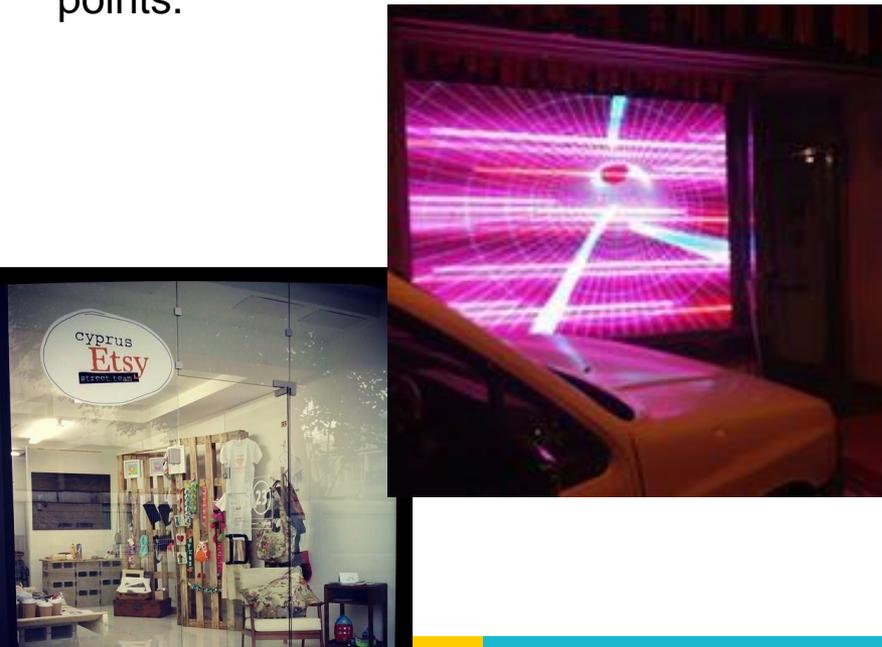
- NiMAC as an artistic curator and Nicosia Municipality as the organizer, have organised the Pop Up festival.

The **major objectives** of the festival were:

- Assist to the recovery of the Nicosia center particularly the main shopping and business district
- Promoting local contemporary artists and the local creative industries
- Attracting cultural tourism and facing seasonality

The concept:

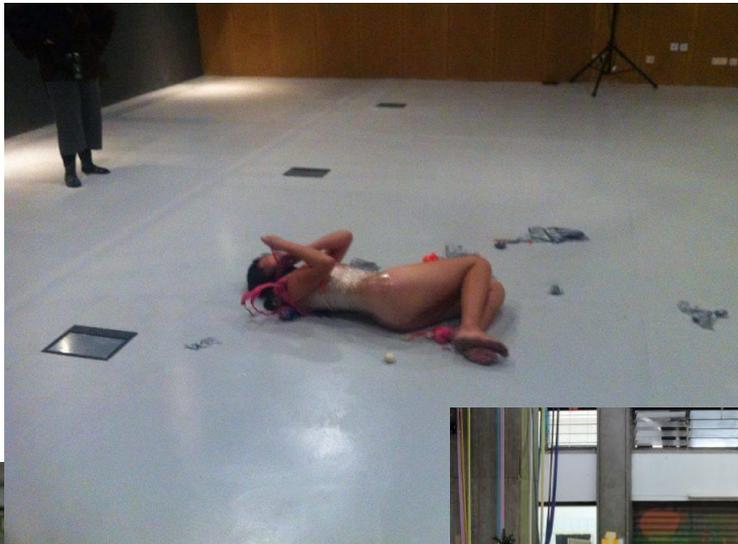
- Nicosia municipality is funding for a period of 2 months, November – December, the rent costs of studios, which have been turned on to be workshops, studios, galleries, selling points.



Key success factors / the Pop Up Festival

For this period of time, general public and tourists have the chance to:

- interact and get know the artists and their works
- exchange ideas, products and services
- participate in workshops, seminars and courses
- attend special events



The impact of festivals for tourism and creative industries

Even if there is a rise in skepticism regarding the “festivalisation of culture and cities”,

Festivals are still a powerful, unique and effective tool for:

- Developing “new” places and “new” audiences
- Increasing city’s branding and marketing
- Allowing local artists to communicate their authentic style to tourists
- Allowing tourists to creatively experience locals and cities’ creative clusters
- **Developing a permanent – sustainable “eco-system” consisted by the creative industries and creative tourism**

Is that enough? The main objective

Nicosia wants to include its self among other European cities which their tourist products are extended in heritage, arts and creative industries.

Product category \ Type of place	Village	Town	City	Metropolis
Heritage	Cluster 1	Cluster 2		
Heritage + The Arts		Cluster 3	Cluster 4	
Heritage + The Arts + Creative Industries			Cluster 5	Cluster 6

Source: City Tourism and Culture, p.5.

Fig. 7. A framework to classify places and their cultural product

Cluster 2	Cluster 3	Cluster 4	Cluster 5	Cluster 6
Ávila Bamberg Bern Canterbury Córdoba Delft Granada Heidelberg Luxembourg Oxford Monaco Nicosia Pisa Siena Valleta Würzburg York	Avignon Basel Bayreuth Bologna Bratislava Bruges Florence Gent Krakow Ljubljana Oslo Santiago de Compostela Sofia Tallin Venice Vilnius Zagreb	Athens Antwerp Bucharest Edinburgh Glasgow Hamburg Helsinki Porto Prague Riga Rotterdam Salzburg Seville Warsaw	Amsterdam Barcelona Brussels Budapest Copenhagen Dublin Lisbon Lyon Milan Munich Naples Stockholm Vienna NICOSIA?	Berlin Istanbul London Madrid Paris Rome

Source: City Tourism and Culture, p. 6.

Is that enough?

In conclusion,

It seems that at the moment Nicosia,

- does not have a coherent strategy based on which creative tourism will be developed
- Further to its capability for organizing festivals and special events, Nicosia does not have adequate policy instruments by which a holistic plan for developing creative tourism will be put in place.

Therefore, the results of the Cult-CreaTe project will essentially contribute to any efforts of Nicosia municipality towards achieving its objective.



Thank you!

Questions welcome



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