

CULTURAL AND CREATIVE TOURISM VIDZEME

The Cult-CreaTE project is co-financed
by the European Regional Development Fund
within the framework of the Interreg Europe programme



**VISIT
VIDZEME**

Cult-CreaTE
Interreg Europe





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foreword

The Vidzeme tourism region is rich in cultural heritage, artistic traditions and handicrafts, as well as a general awareness of cultural development. Cultural and creative tourism and the creative industries have undergone significant changes in recent years as small and medium-sized enterprises have adapted to changing visitor habits and demands.

This is how the Cult-CreaTE project has given us the opportunity to learn from the best examples in Europe on the interaction between culture and creative tourism, as well as to identify examples of good practice in Vidzeme with high added value and to look for new cooperation models to involve the wider public.

We hope that this guide will provide inspiration for future developments, creating new products, organising events and making the region even more attractive for visitors.



Cult-CreaTE project team at the project closing conference in Cesis, 24 May 2022

what is creative tourism?

UNESCO has defined creative tourism as a planned journey of engagement and authentic experience, a participatory experience of the specific character of an art, heritage or place, connecting with those who live here and create this living culture.

Creative tourism was redefined by the OECD in 2014 as Knowledge-based creative activities that connect creators, consumers, places, using technology, talent or skills to produce meaningful intangible cultural products, creative content and experiences".

"Creative tourism is seen as the new generation of tourism expression and involves tourists and local people themselves in the co-creation of tourism products".

 creativetourismnetwork.org



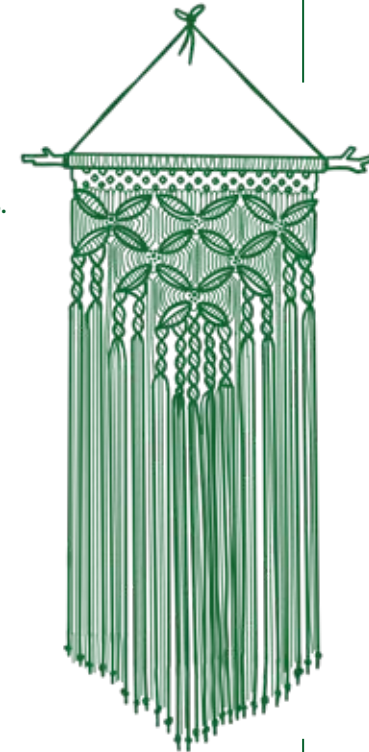
target audiences for creative tourism

TARGET AUDIENCES OF DIFFERENT AGES:

- Tourists interested in intangible cultural heritage and skills.
- Empathy for local communities.
- They spend a significant proportion of their budget on creative, local experiences.
- They stay longer and often travel in the low tourist season.
- They add value to a place, often by contributing their talents to the product.
- Proactive and friendly travellers

WHO ARE THEY?

- Music and dance lovers
- Gastronomy, wine enthusiasts
- Photography lovers
- Handicraft lovers
- Ceramics enthusiasts and others.
- They are seniors, millennials, families, friends groups, student organisations, etc.



CREATIVE TOURISM CAN BE A PART OF OTHER TOURISM AREAS. For example:

- Team building events
- Rural tourism
- Linguistics
- MICE tours
- Beach holidays
- Golf holidays and much more...

where to find and how to develop creative tourism?

Creativity can develop tourism in places where it might be difficult to attract tourists in other ways. Creative tourism is based on the knowledge and skills of local communities. Every place and community has creative and artistic practitioners.

No skills, especially traditional ones, should be underestimated, but they should be brought into the spotlight, polished and put to use, so that they bring both pleasure to those who are interested in them and economic benefits for the local community.

steps

1. Local creative resources and people with these skills need to be identified.
2. We need to know the stories, the history behind the skills.
3. Identify places suitable for hosting tourists.
4. It is worth involving professionals from outside the community who would be better able to assess local resources in the context of tourism.
5. Find partners and network. One is not a fighter.
6. Product design. This could be in the format of a longer course or a workshop.
7. When designing a product, it is important to remember to involve several senses (touch, smell, hearing, taste) and to think about conversation topics, interesting facts, because tourists will want to hear about local life, not just about specific skills.
8. The factor of a creative place creates lasting memories. Places, where several creative personalities come together, has more potential to become a creative space that is attractive to locals and tourists alike, because it creates a special atmosphere and is a stimulus for new ideas.
9. The location and flow of tourist arrivals must be planned. Start with parking, cloakroom, amenities and room layout.
10. Tourists will also want to buy local produce. We need to make sure they have the opportunity to do so.



good examples from abroad

VISIT EMPORDANET

🏠 visitempordanet.cat

Visit Empordanet is Catalonia's marketing platform for several municipalities. The website's tourism offer focuses on local creative people and the experiences you can have with them. For example, you can visit pottery, stonemason, muffin maker and candle maker workshops. Visitors are encouraged to participate in creative activities. Tourists can also visit several farms and learn, for example, about olive growing and olive cooking, taste the produce and go horseback riding. Creative people and their work form an important part of the region's identity.

LOULE CRIATIVO

🏠 loulecriativo.pt

Loule Criativo invites you to experience Portugal with creative activities of the local Algarve culture. This initiative revitalises various traditional skills, which are further integrated into the market, both in terms of tourist involvement and in the development of marketable interior objects and souvenirs.

“...the perfect setting for visitors to enter fully into the spirit of the place, meet and mingle with the locals and discover enriching personal learning experiences.”

This provides good experience and offers creative residencies, training courses and demonstrations.

CORK CRAFT & DESIGN

🏠 corkcraftanddesign.com

Founded in 2005, Cork Craft & Design brings together Ireland's craft and design traditions. It is a social enterprise and promotes professional and semi-professional craftspeople and designers living in Cork and the region. The organisation carries out its marketing functions at national and international level. Cork Craft & Design offers its members networking, sales opportunities and participation in exhibitions.

The organisation plays an important role in raising the profile of Cork as a city of makers, where contemporary and traditional crafts can be seen, bought and skills learned. The organisation organises a major event every year in August - Cork Craft Month - a month-long series of events highlighting Cork's creativity, artisans, designers, skills and products.

In 2023, Cork Craft Month will be part of the first ever national event, National Craft Month.

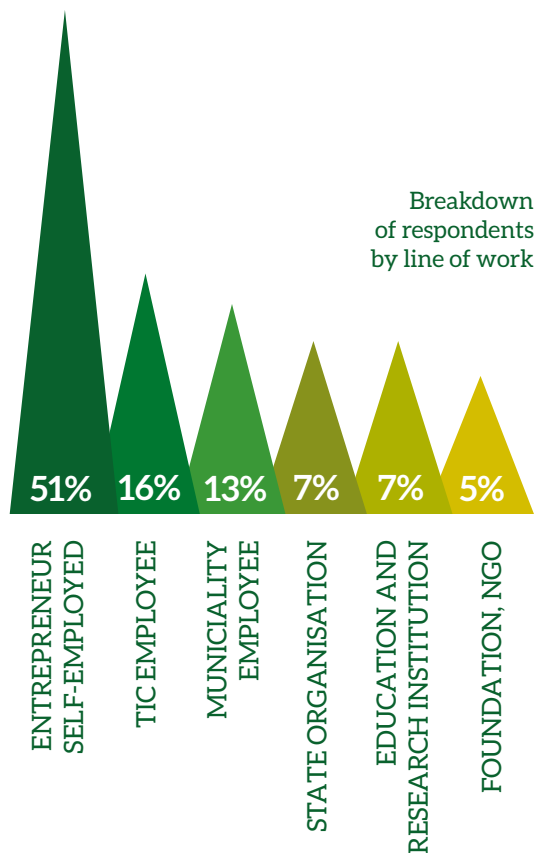


CORK CRAFT MONTH
BROCHURE 2022

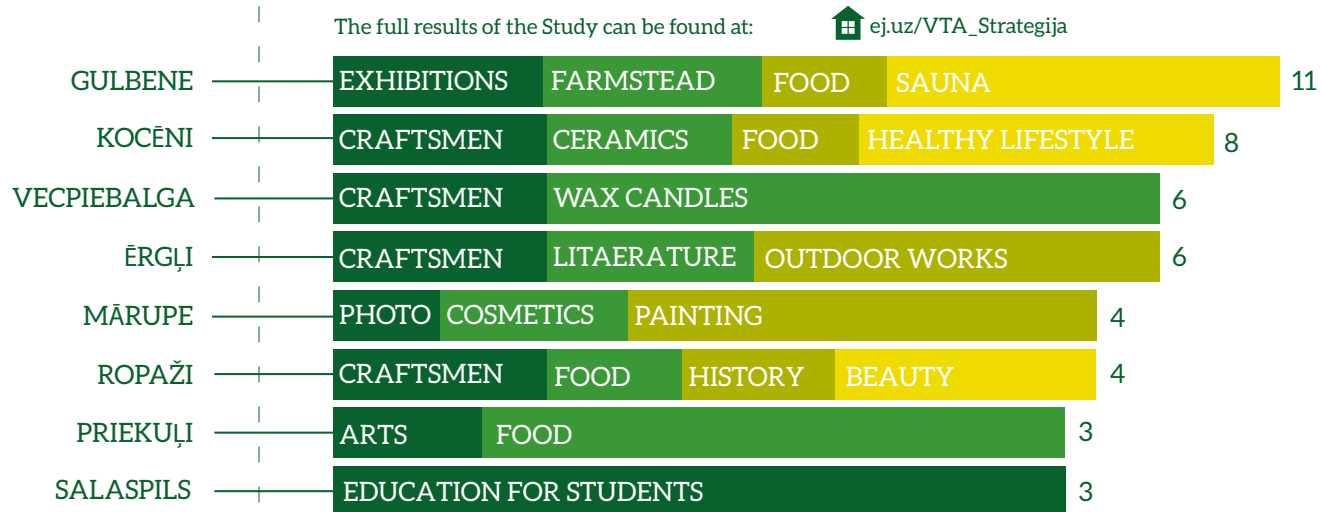


ADDITIONAL SOURCES
OF INSPIRATION

In order to assess the actions needed by stakeholders in the development of creative tourism in Vidzeme tourism destination, as well as to find out which stakeholders have influence and interest in the development of creative tourism and creative industries, a survey was carried out in November 2020. The survey was sent electronically to project partners, TICs, entrepreneurs, Vidzeme Planning Region, industry-recognised creative industry experts. 60 responses were received and analysed.

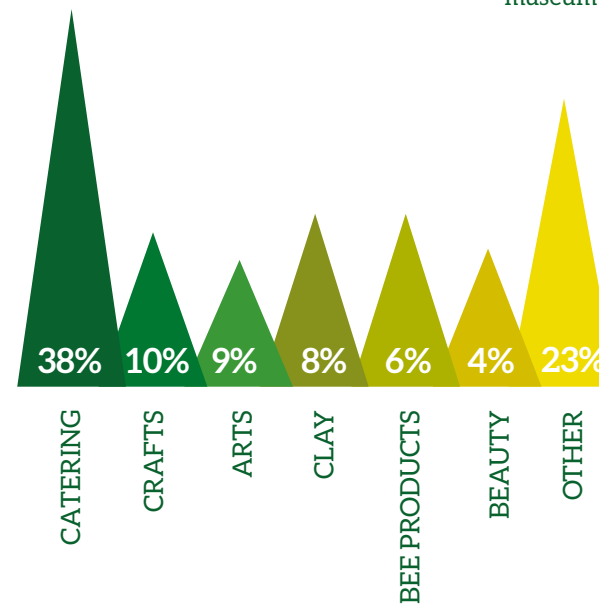


Vidzeme situation study



Eight Vidzeme tourism destination municipalities' website tourism offers that include a creative tourism component (accessed 28-30 September 2020)

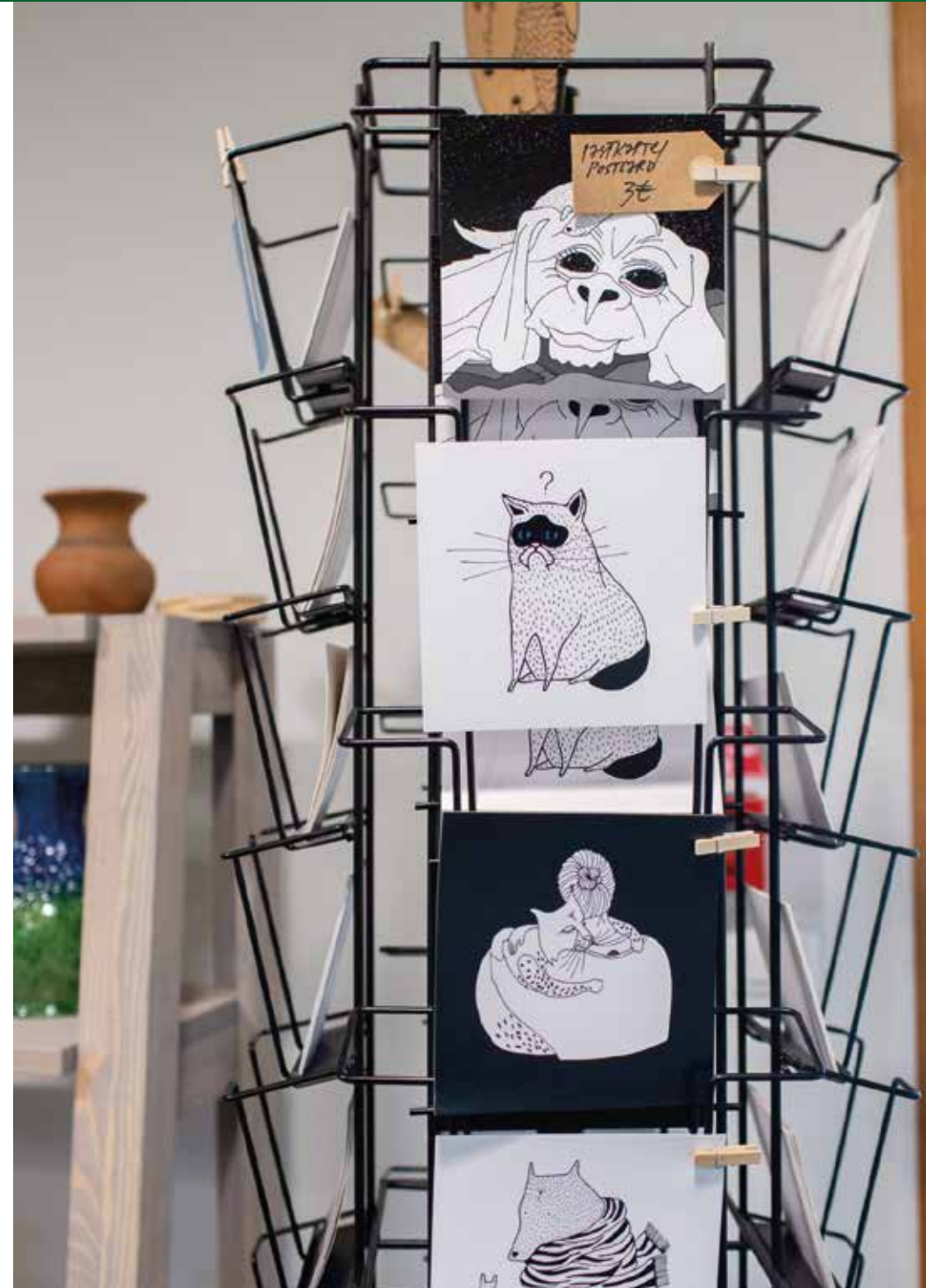
Thematic breakdown of participatory offers, excluding museum and collections offers



Vidzeme Creative Hives - identity and marketing

The idea of Vidzeme Creative Hives is based on an umbrella organisation for several creative hives in Vidzeme. It is a networking and sales platform providing recognition and marketing. The aim of the Hives is to develop creative tourism in Vidzeme as a competitive tourism niche by attracting new members and funding for various projects.

Creative Hives are based on collaboration between different craftsmen and fields. Creativity is one of the ways to revitalise and attract tourists to places where this resource is not well used. Creative hives can be set up in historic buildings, manor complexes (e.g. Vecpiebalga Manor), pubs, museums and elsewhere. Tourists will be much more motivated to go to a place where there is more to offer. Creative people working together have the ability to both revive a place, its atmosphere and contribute to the economic development of a place through tourism and the sale of goods.





The Vidzeme Creative Hives shop / workshop / gallery is open in Cēsis from summer 2022. The Piebalga Porcelain Gallery is located here, where you can paint porcelain and buy finished products. On the other side there is a shop where products from all over Vidzeme can be seen and bought.

The products are high quality, site-specific, environmentally friendly and handmade.




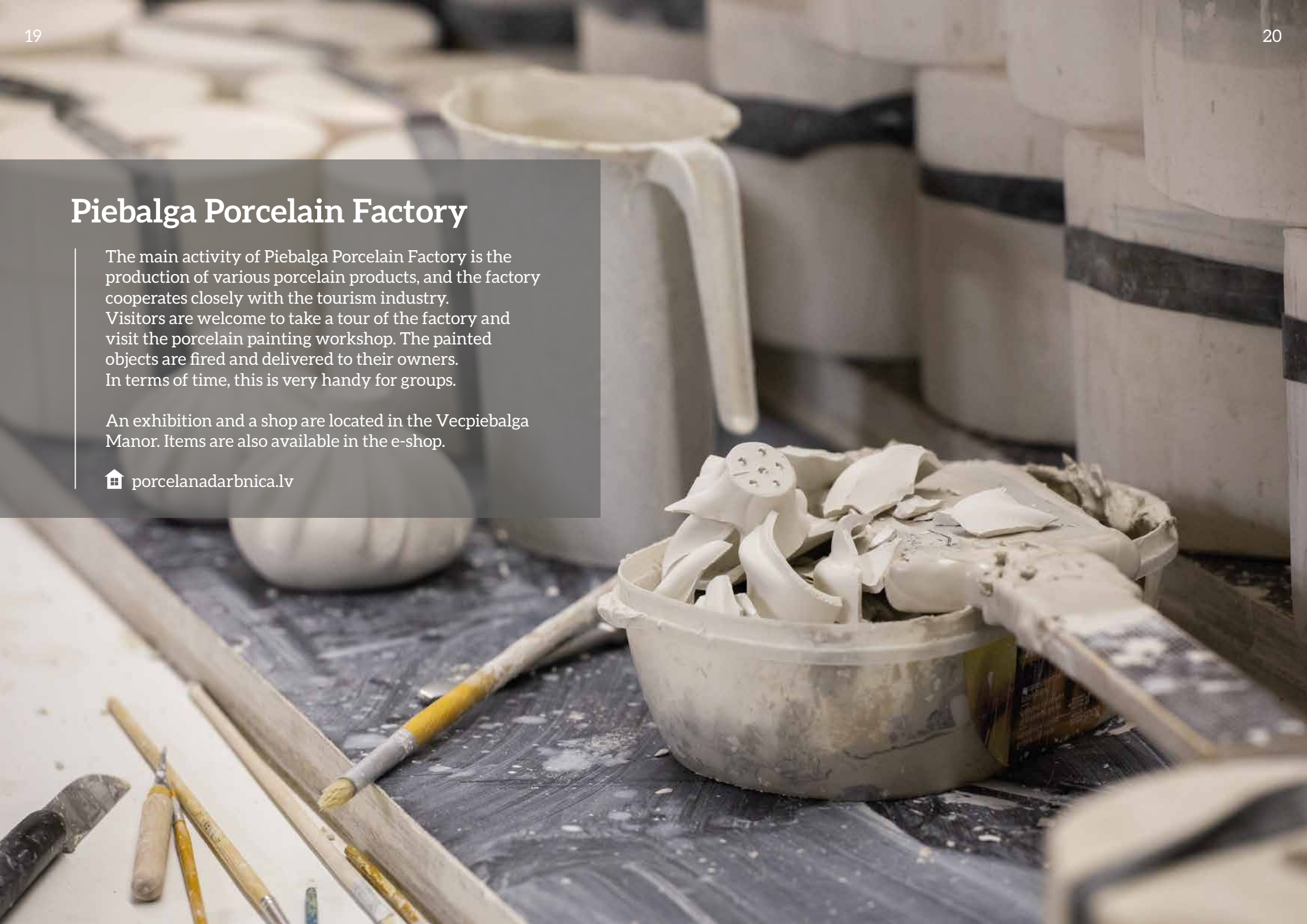
Various masterclasses are organised by the Creative Hives - clay, wicker weaving, knotting, fingerlings, etc. Good coffee is available on site, and groups can order a meal. In summer, coffee can be enjoyed on the outdoor terrace. The town's festivals also feature outdoor markets and workshops.

Piebalga Porcelain Factory

The main activity of Piebalga Porcelain Factory is the production of various porcelain products, and the factory cooperates closely with the tourism industry. Visitors are welcome to take a tour of the factory and visit the porcelain painting workshop. The painted objects are fired and delivered to their owners. In terms of time, this is very handy for groups.


An exhibition and a shop are located in the Vecpiebalga Manor. Items are also available in the e-shop.

 porcelanadarbnica.lv



Ērgļi station

The renovated Ērgļi Station offers delicious coffee and lunch, and the surrounding area hosts various events, such as the annual tourism gathering, tours led by Maris Olte, lectures and various sporting events.

 stacija.eu

Ērgļi Station is a place where people finally meet, someone comes with incredible things, someone comes back from halfway around the world..."

Māris Olte

The UNESCO World Heritage Site of the Strūve Geodetic Arc point in the Sestukalns of the Madona Municipality is also nearby, as well as the R. Blaumanis Memorial Museum "Braki" and the Brothers Jurjāņi Memorial Museum "Meņģeļi".

“Divi Jūliji” | International art festival

For several years in a row, the Gulbene Museum of History and Art has been organising the international art festival "Two Julies". It is dedicated to the Latvian masters of applied arts Jūlijs Madernieks and Jūlijs Straume, whose roots are in the Gulbene region. The festival is based on the fields in which both masters worked. These include textile art, typography, interior design and others.

The festival covers five areas of activity: knowledge, skills, tradition, creativity and enjoyment. The festival provides a varied, creative programme where visitors can learn variety of skills, talk to artists and craftspeople, eat delicious food and buy works directly from their creators.

This is an example of how a museum can creatively use its collections, themes, combine the local with the international and use the creative industries in the realisation of an event.

Vienkoči park

Park is an example of how traditional craft skills can be used to create engaging tourism programmes, training courses and events. The Park is particularly specialised in the production of unicycle boats.

The park is home to the Woodcraft Museum, which traces the development of woodworking from the Stone Age to the present day. Themed workshops are held here, where you can work and learn new skills. They take place over several days or even weeks. The park also offers workshops suitable for children, such as making jewellery from natural materials.

The Woodcraft Museum also makes beautiful bowls for sale.

Vaidava Ceramics

Vaidava Ceramics is a family-owned company that has been producing beautiful vessels from Latvian clay since 1980. It is handmade. Made by craftsmen with years of experience. The company respects traditional methods of making earthenware, complemented by modern and functional designs and methods.

The company offers guided tours of the factory, where you can see the process from start to finish, and groups of five or more can get creative in the clay workshop.

Visitors can make snack boards, plates and bowls. The factory has an on-site shop, but you can also buy the bowls in the e-shop.

“Mailīšu fabrika” weaving workshop

This is an example of creative use of traditional weaving skills and intangible heritage. Owners are welcoming visitors to their factory by participating in various events. By this they are promoting weaving skills and adding value to their products.

Mailīšu fabrika positions its products as "fabrics with a story". On a tour of the factory, you can see and measure all kinds of hand powered looms that have been used in Latvia since the 9th century. The on site exhibition displays among others the semiautomatic single-loom looms of Pēteris Viņumsons, included in the National List of Intangible Cultural Heritage.

Weaving skills have also been handed down from generation to generation and the workshop strengthens that tradition which is an inspiration from the past. It is not only a factory, but also a cultural place.

🏠 facebook.com/MailisuFabrika





Kangari former railway station

Kangari Station is a good example of how an industrial heritage site can be creatively developed and slowly and gradually brought to life with various open-air concerts and other events. The former railway tracks are now the site of a bicycle and pedestrian route called the "Green Railway", which also is included in various events.

The station and railway themes are used in the marketing, thus emphasising the original function of the place and allowing visitors to feel the atmosphere of the station through the events.

 kangarustacija.lv

Legends of Āraiši

Legends of Āraiši is an engaging interactive game through the Āraišu territory. The content of the game uses local intangible heritage - legends and stories. The game is developed in Actionbound for tourists visiting various tourist attractions in Āraiši. Each of them has a story and some questions to answer on the game platform. The game also acts as an audio guide, as the stories are also recorded and listenable.

As a result, players gain knowledge and scores. They can compare their score with other players' scores.



Daugava Museum

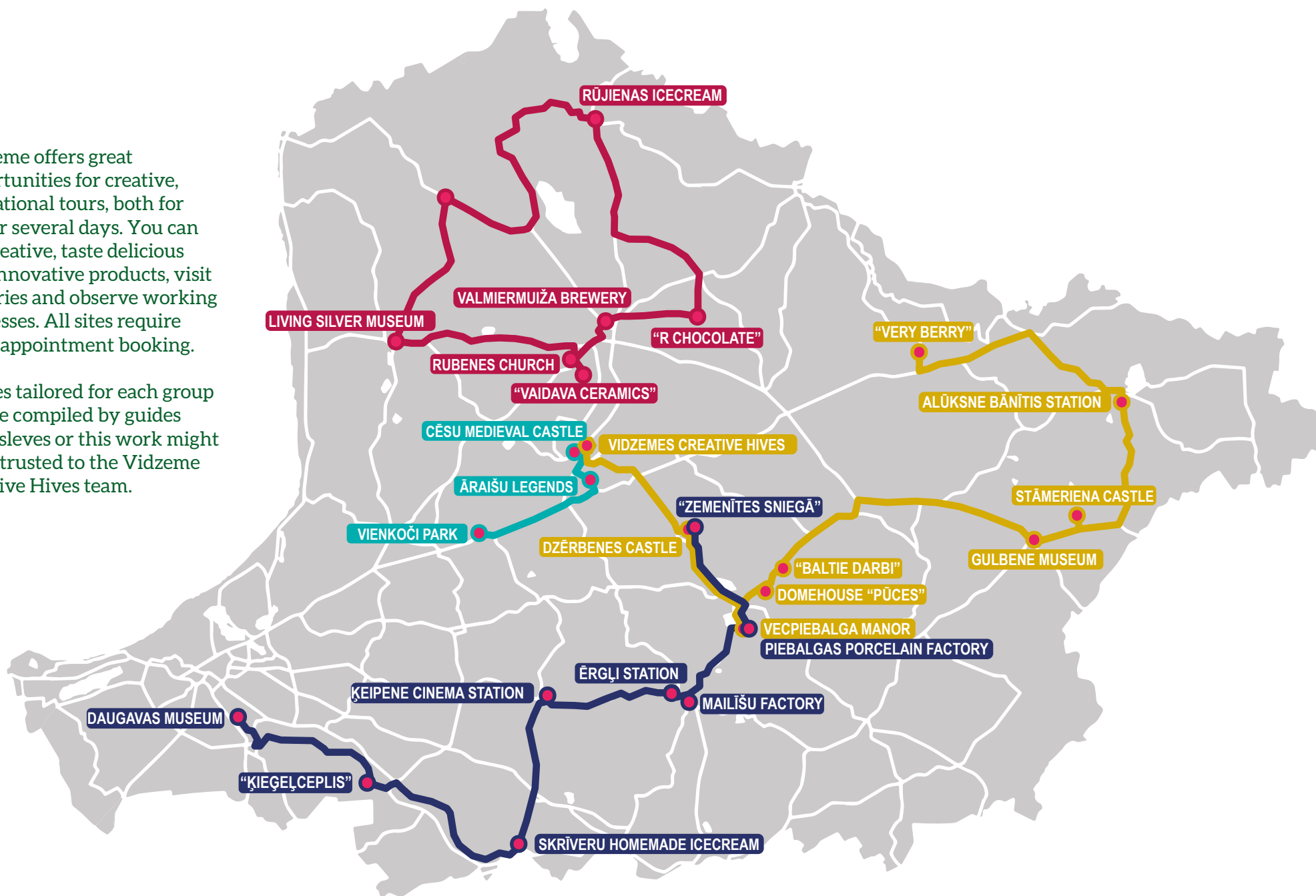
The Daugava Museum's exhibition is designed as a river meandering from ancient times to the present day, with each meander introducing visitors to a particular theme. In this way, with the help of various modern means of expression, every visitor has the opportunity to actively participate in the exploration of history.

Interactive solutions make the exhibition easily understandable for different audiences and at the same time allow visitors to decide for themselves which aspect of the history of the Daugava and Salaspils to focus on. Creative events are organised in the museum's extensive grounds and park.

 daugavasmuzejs.lv

Vidzeme offers great opportunities for creative, educational tours, both for one or several days. You can get creative, taste delicious and innovative products, visit factories and observe working processes. All sites require prior appointment booking.

Routes tailored for each group can be compiled by guides themselves or this work might be entrusted to the Vidzeme Creative Hives team.



**DOLES SALA–SKRĪVERI–ĒRGLI–
VECPIEBALGA–DZĒRBENE****~ 185 KM
2-3 DAYS**

Explore unique materials from the 'River of Destiny' about Latvia's earliest history, starting with the first Stone Age human settlement. Then go to the "Living Clay" ceramics workshop, where you will have the opportunity to work on your own. Afterwards, the "Skriveru homemade ice cream" will be waiting for you with varied and unusual flavours. Then head to the Ķeipene Cinema Station, where original art installations and elements are set up in the premises.

In Ergli visit the Mailīšu factory, where all types of hand-powered looms can be seen and tried out. They have been used for weaving in Latvia from the 9th century, to the present day.

If you want to try out a potter's wheel or make ceramic beads, visit the "Potter's House". You will also be inspired by the restored former Ergli railway station - a creative space with a pop-up restaurant, where you can take your time. Further in Vecpiebalga Manor, visit the Piebalga Porcelain Factory, where you can paint porcelain, and in the "Gardenia Eco" workshop you can create your own scented candle.

On your way home, visit the Lamp Design Workshop in Dzērbene, where colourful, artistic paper lamps are made, and Dzērbene Castle, where the creators of lovely and personalised gifts "Strawberries in the Snow" are.

**VALMIERMUIŽA-KOCĒNI-VAIDAVA-
LIMBAŽI-RŪJIENA-VALMIERA****3 DAYS**

Take a tour of the Valmiermuiža Brewery to learn about the brewing process and enjoy a tasting. Stop by the Rubene Church, where you can see a multimedia exhibition integrated into the restored interior, telling the history of the area from the 13th century to the present day. At Vaidava Ceramics, learn about the beautiful process of making vessels and create a vessel with your own hands.

The road then winds to the Burtnieki quarter of Limbaži, home to the famous Museum of Living Silver, with the works of silversmith Olegs Auzers. Nearby, the "9 Arodi" association brings together local craftsmen to preserve Latvian crafts and skills.

You will also be able to try out some of them. In Mazsalaca, experience bee life, wax extraction and resin casting. Treat your taste buds at the Rūjiena ice cream factory. Next, visit the home of the Kalnmestru blacksmith, where you will not only hear fascinating stories, but also have the opportunity to take part in blacksmithing.

Pop into the R Chocolate factory to make a chocolate snack. Visit Inga Logina's felting workshop, where you will learn how to make felt sauna hats, robes, boots and many other things, and you will also be able to try your hand at felting. In Valmiera, it's worth attending the Valmiera Drama Theatre performance and enjoying the restaurants Von offer.



CĒSIS–DZĒRBENE–VECPIEBALGA– JAUNPIEBALGA–GULBENE–ALŪKSNE–APE

4 DAYS

A visit to the Medieval Castle of Cesis will be a valuable experience for any history enthusiast, and next to the castle is the Vidzeme Creative Hive Shop-Gallery, where you can see and buy products made by Vidzeme craftsmen. Visit the Lamp Design Workshop, where colourful, artistic lamps and paper art are created, while Dzērbene Castle is home to the creators of personalised gifts "Strawberries in the Snow". The Vecpiebalga Manor complex is home to several creative entrepreneurs - "Piebalgas porcelāna fabrika", where you can see the factory, an exhibition and paint porcelain yourself. "Gardenia Eco" candle workshop, where you can make natural wax candles enriched with herbs and essential oils, and "Apimi", which produces products from all the material provided by bees - honey, wax, propolis.

In Jaunpiebalgs, stories about clay and crafts to make yourself await in the dome house "Pūces", while in "White Works" the master offers to show and tell the history of linen costumes from antiquity to the present day, as well as to show her collection of costumes. Find out more about clay and working in the slip-free technique in the "Marika's Works" workshop. Then it's on to Gulbene, where the Gulbene Museum of History and Art, located in the orangery of Vecgulbene Manor, awaits. The museum houses the exhibition "Two Julies", which focuses on the works of applied arts masters Julius Madernieks and Julius Straume, as well as other collections and evidence of the region's history. Experience working with wood in the "Rubenis Woodwork" workshop, and jewellery and mini souvenirs. Here you will have a guided tour with demonstrations and an introduction to the working process.



A must-visit is the romantic pearl of Europe - the Stamerien Palace. The history of the castle is closely linked to the Italian chamber singer Alice Barbe and the writer Giuseppe Tomazi di Lampedusa. The road then heads to Aluksne. Visit the multimedia exhibition in the former railway station, take a stroll through the park and visit the sound and light adventure "The Eighth Brother of Marienburg". Enjoy romantic walks in the night-time Aluksne with illuminated buildings, environmental attractions and the musical bridge. Visit 'Very Berry' farm to learn about the fields where the healthy berries are grown, experience the production process and taste the product.

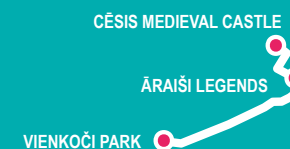
CĒSIS-ĀRAIŠI-LĪGATNE

~ 30 KM

1 DAY

Visit the Medieval Castle of Cesis, where the West Tower hosts the extraordinary multimedia exhibition "The Story of Cesis Castle", which allows visitors to relive the most important events of the castle's history. Visit the Vidzeme Creative Hives shop-gallery next to the castle, where you can see and buy crafts made by Vidzeme artisans. There is also the Piebalga Porcelain Gallery, where you can feel the fine porcelain, paint it yourself. In the Āraiši Lake Castle Archaeological Park, explore the story of the lake castle through an interactive exhibition and a guided tour.

Experience ancient history as you taste hearty porridge cooked in Iron Age clay pots over a fire. In Līgatne, visit the Woodcraft Museum of the Vienkoči Park, where you can learn about the nuances of unicycle production from the Stone Age to the present day. You can also try out an ancient tool yourself. Take a guided walk through the historic centre of Līgatne and visit the cave cellar, where you can taste local wine. You will also find a variety of nice places to eat in Līgatne that will not disappoint.



PROJECT PARTNERS



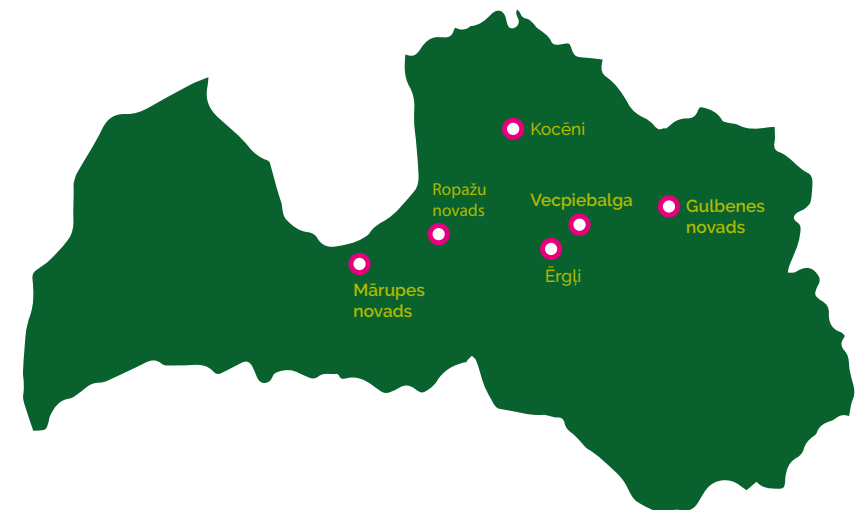
Vidzeme Tourism Association (lead partner)
 Veneto Region (Italy)
 City of Cork City Council (Ireland)
 Pécs-Baranya Chamber of Commerce and Industry (Hungary)
 Nicosia Tourist Board (Cyprus)
 Dundee City Municipality (United Kingdom)
 Kujawsko-Pomorskie Region (Poland)
 Naoussa Municipality (Greece)
 European Cultural Tourism Network (Belgium)

The Cult-CreaTE project (Contribution of Cultural and Creative Industries to Cultural and Creative Tourism in Europe) is a project of the EU Interreg Europe interregional cooperation programme, involving partners from nine different European countries since June 2018.

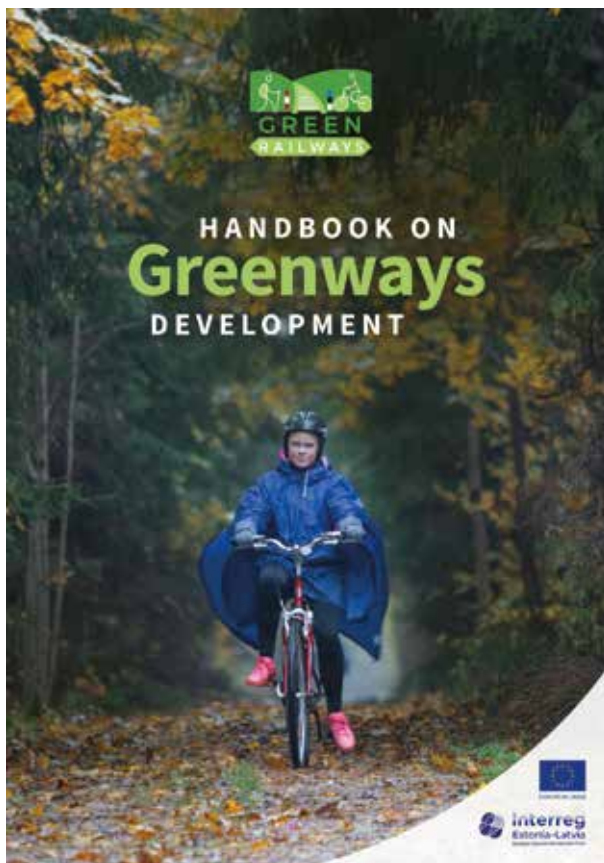
The project has four priority themes:

- 1) Assess the contribution of cultural and creative industries and their potential for developing cultural and creative tourism.
- 2) Best examples of cultural and creative tourism based on the cultural and creative industries.
- 3) Development of a cultural and creative tourism product based on the cultural and creative industries.
- 4) Governance and business models.

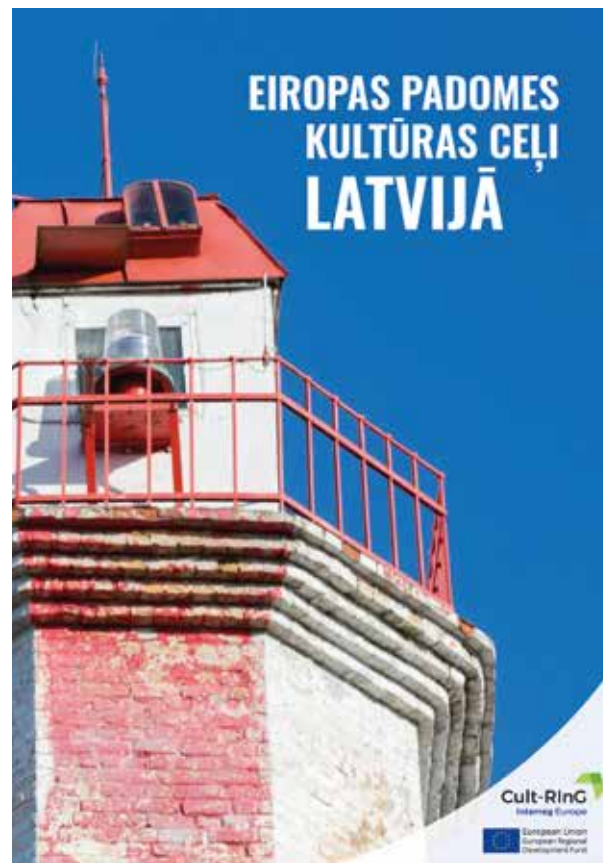
The project's lead partner is Vidzeme Tourism Association, with a total budget of EUR 1 798 270 3UR, of which 85% co-funded by the EU.



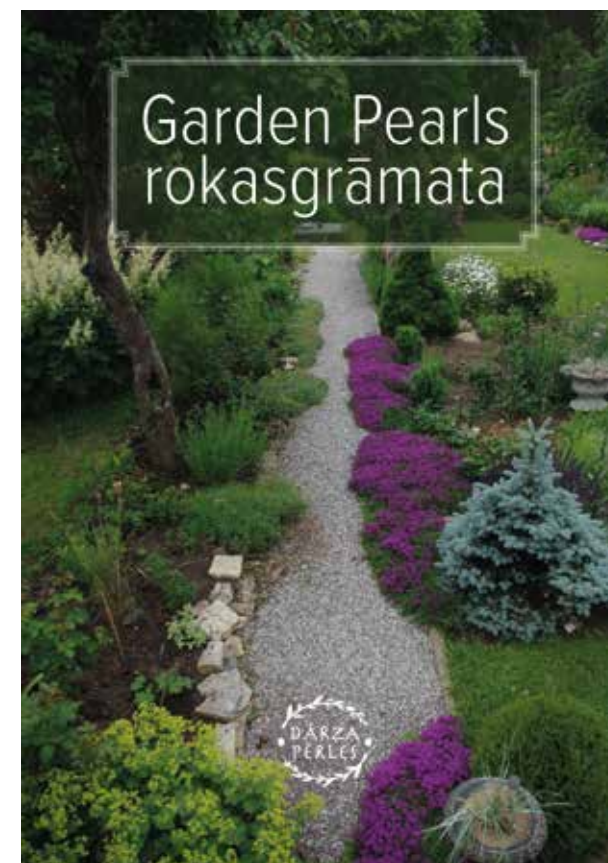
Project duration: 01.06.2018-30.11.2022



Handbook on Greenways Development
Year of publication: 2019
🏠 greenrailways.eu



Council of Europe Cultural Routes in Latvia
Year of publication: 2020
🏠 ej.uz/Cult-RInG



Garden Pearls
Year of publication: 2020
🏠 gardenpearls.eu

PROJECT: Ilze Ceļmillere  glassmountainstudio

PHOTO: Ilze Ceļmillere, Gita Memmēna, Jānis

Sijāts, from project partners' archives

Map base / Klusā karte: Ieva Treimane

2022



Midsummer bonfire in Brīvnieki, on the farm of potters Baiba and Einārs Dumpji, 2022