



Hódmezővásárhely



**EUROPEAN UNION
European Regional
Development Fund**



Ms Aniko Varga – Municipality of Hódmezővásárhely

Micro-strategies I:

***Creative school contests: an experience in
Hódmezővásárhely***

Reggio Emilia (Italy), 6 May 2010



The Creative School Contest

- was announced in November 2009
- „My town in 15 years”
- aim is to know next generation’s imagination, opinion about the town
- between 11-18 years old children
- apply either individually or in groups (max. 3 person)
- no limit for creativity: different types of work just like drawing, painting, poem, essay, sculpture, music etc.
- The town is and will be built for our children, so their imagination are really important!



„MYTOWN IN 15 YEARS“



Deadline:
12th March, 2010

Further information:

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The CREATIVE CLUSTERS project is cofinanced by European Union within URBACT II Programme.

„MYTOWN IN 15 YEARS“

HAVE YOU EVER IMAGINED HOW OUR
TOWN WILL LOOK LIKE IN
15 YEARS?
WHAT KIND OF HÓDMEZŐVÁSÁRHELY
CAN YOU IMAGINE?

Now here's the chance to share your creativity
and skill!

We are waiting for
11-18 years old students' visualization in form of
poem, essay, report,
drawing, painting,
sculpture, music, video
or other artistic ways
(description of the
concept is compulsory)



You can apply for either
individually or in group
(max. 3 person)

The prize:

**International study visit to
the EU in the field of
creative industries**



Valuation of the arts I.

- a six membered jury rated the arts and decided the rank. Members of the jury were painters, artists, museum director, cultural referent
- arts from 8 local schools (2 secondary school and 6 primary school)
- 44 work arrived: 2 presentations, 1 sculpture, 6 mock-ups, 30 drawings, 5 paintings.



Valuation of the arts II.

- jury regarded creativity and new ideas as the most significant aspect, but they also observed what kind of new technologies and methods were used in order to prepare the arts
- difficult to decide → more categories: 1st, 2nd, 3rd place, three Extra awards and two Junior Awards
- valuable presents were given to children (books, painting,-drawing sets, pens etc.



- the winners' (3 students) award is an international study trip (Belgium in September)



Valuation of the arts III.

- announcement of results on 2nd April 2010 in the prestigious Alföld Gallery, where at the same time an Exhibition was also opened from the arts of children (it could be seen till 18 April)



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Experiences I.

- positive „shock” is the number of arts
- 80 children/students took part in the contest from 8 local schools
- expressed their creativity and fantasy, but also their desires
- main topics: water, environment protection, sport, renewable energy sources



Experiences II.

- imaginations are almost the same: children dream about fountain in the city centre, but they also wish bath with huge slides, big shopping centre, cinema, zoo and sport grounds for skateboarding, canoing
- another leading idea: decoration of big block of flats with lively colours, patterns
- important aspect is the renewable energy sources: wind power-stations, overhead railway operates with solar energy
- there was only one ceramic-work, a sculpture, which visualised a multi-functioning look-out tower with restaurants, conference rooms, playgrounds etc.



Conclusions I.

- main topics-water, sport, renewable energy- exactly show us what is important for children →
- congruent imagination with the municipality's plans but it also:
 - shows new ways/ideas in development
 - shows what kind of town should be built
- It's good that present projects are partly similar to these ideas, example Healthy Vásárhely Programme- healthy life, sport programmes-
- BUT we have to think over our plans and deal with renewable energy resources and waters more

Conclusion II.

- Local Support Group will examine and talk about children's thoughts and ideas
- the best of them will be chosen and accepted by LSG members
- these ideas will be built in and used in the Local Action Plan.
- these ideas are very constructive and containing next generation imagination about our town, which is the base of development.

Main messages

- the opinion of young children is really significant, thus in the future, in every 2 year organization of different kind of contests in this topic: how they see the town, what they want to change (it's worth to listen to the next generation)
- children are the future, the town is built for them!!
- the best creative imaginations are used for future town-development

Communication

- contest was advertised in the region- in local newspaper, local television. Lots of placards were placed in local schools and institutions in order to promote it
- since November 2009, when the contest was announced till 2nd April 2010, the day of the Official Opening Ceremony of the contest, there were 4 press appearances on the website of the town, 1 press appearances on the website of the local radio and 5 appearances in local television (reports, news)
- through media, we could promote the whole project and let local citizens about its main messages

Creative children build the future Hódmezővásárhely





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Thank for your attention!

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