



### Premium ideas for an (even) better urban integration: Castellón Innovation Awards

The city of Castellón is already widely recognised within the UNIC network as a benchmark for the integration of

ceramics in the city life, including a widespread use in public buildings, on pavements and in parks.

But Castellón's goal is to go further in the integration between the city and its most relevant industry. This is why ideas on new materials, applications and techniques are needed. With this objective in mind, the Castellón Local Action

Plan (LAP) includes an action for a new Innovation Award scheme. This prize would award the best product based on innovation, in order to incentivise R&D in ceramics.

Ceramics training, research institutions and alumni deserve an incentive award where their ideas, work and devotion may meet their hopes and effort.



### A new policy orientation for Delft: bridging the gap between image and city identity about "Delft Blue"

Delft is world famous for its ceramics but locally it is acknowledged that there is a

gap between image and city identity related to "Delft Blue".

The UNIC project, and examples such as those from Castellón, have convinced Delft about the need to make its ceramics

heritage more visible, by showing the Delftware collections and let ceramics



"breathe on the streets". With this objective in mind, the Delft Local Action Plan

includes a measure to develop a policy paper establishing a city policy. This policy focuses on strengthening the local climate for Delft Blue and creating the conditions for the approval of the Programme "Delft Ceramics City", including the display of the Delftware historic collections on different locations and making the city "breathe" ceramics. An initial funding of 500 000 € is estimated for this initiative.

### An urban touch of ceramics: establishing a franchise for Zsolnay Art Cafés in Pécs

The Ceramics heritage in Pécs evolves around the Zsolnay name and tradition: Zsolnay products have a unique touch and contribute to an atmosphere that

deserves to be enjoyed, not only in museums or factory shops but also in urban places such as cafés. In the field of catering, those places which serve delicious food and drink besides having a special atmosphere are



usually well appreciated. The Zsolnay Factory produces almost all of the objects which are required by a café willing to offer a special atmosphere, from the utensils to the decoration of premises.

The main aim of this measure is to open a first café in Pécs – in a 627 m<sup>2</sup> building in the Zsolnay Cultural Quarter – and then to expand to a network of franchised Zsolnay Cafés, not only in different parts of Pécs but also in other Hungarian cities as well. Within this proposed action, the legal documents for franchise contracts will be elaborated soon.



### Illustrate the potential of ceramics materials in the urban environment: Limoges' learning curve

While the name "Limoges" is immediately associated with Ceramics and in particular with Porcelain all over the world, it is recognised at local level

that the presence of ceramics is not visible in urban space, this heritage being scarcely visible in the city's daily life.

Limoges' Local Action Plan therefore includes initiatives to promote the use of ceramic materials in street furniture and other urban applications, building on the successful examples from Castellón and other cities.

This initiative includes in particular the

reinforcement of Limoges' participation in the "URBACER" project which goal is to elaborate prototypes of urban furniture made of ceramics. An inventory study of ceramic uses in the city is also to be launched. The first step of this work has been the publication, in July 2010, of an inventory of the visible ornamental and artistic ceramic elements present in the city's architecture and public space.

## Ceramic Art for the Open Air museum in Faenza

The name Faenza, from where faience originates, immediately brings ceramic pieces to one's mind. Today, Faenza calls artists to "live the city", leaving a mark of their stay: a work of art invented, designed, and created in the city and which will remain there forever.

Some of these works may be objects that one can admire indoors, while others, taking the form of a bas-relief, may be seen on walls adjacent to streets or roads: that's the Open Air Museum in Faenza. One of the measures within the Faenza Local Action Plan is to commission the production of new works of art to start implementing this Open Air Museum project.



## Heritage and innovation in Aveiro: ceramic urban furniture meets the new Park of Sustainability

The city of Aveiro is known in Portugal as an enjoyable place to live in and it's making the most to stand up to this reputation. A major step into this direction comes from the massive, structural funds supported Park of Sustainability, which will not only

improve the city's green areas, but will also function as a living lab for new technologies and as a showcase for local products, including ceramics. In fact, as one of the most visible measures within the Aveiro Local Action Plan, the City will launch a public

procurement tender in order to obtain innovative ceramic urban furniture for the park, combining heritage with innovation, and encouraging the local ceramics industry to devote more efforts in the fields of creativity, design and research.

## An injection of creativity for Stoke-on-Trent by increasing ceramics in the public realm: the Ceramics Industry Skills Academy

Stoke-on-Trent's strategic plan is keen on dealing with what is felt like a lack of ceramics in the public spaces and on strategies linked to planning policy and procurement for the use of ceramics in the City.

While several measures have already been considered in this direction – including public works of art to be commissioned, the setting up of a Ceramics "trail", the use of innovative ceramic materials in public buildings, street names on walls made of ceramic tiles, etc – it is assumed that this objective requires an "injection" of new creativity into the city. In order to address this issue, Stoke's LAP

plans to create a Ceramics Industry Skills Academy, its objective being to enhance local capacity and capability to support the vision of a growing and diversifying ceramics cluster in North Staffordshire. The proposed initiative, with a budget of 0,6 M€, will offer a local, co-ordinating and developmental mechanism. The latter will ensure that the cluster gains optimal benefit from resources. But it will also make sure that benefits from other "generic" skill-based initiatives relevant for ceramic firms can be achieved. It will also encourage fresh graduate skills willing to enter the industry and increase the number of entrepreneurs.

