



Stoke-on-Trent new visiting card: the British Ceramics Biennial

In the United Kingdom, Stoke-on-Trent is known as "The Potteries", home of the ceramics industry in the country. But most

recently, it has also been known, in the UK and in Europe, as home to the British Ceramics Biennial, an event that has grown to become one of the highest profile cultural events in the country.

The objective for this action is to go on establishing a highly effective Cultural and

Artistic Festival with a programme that promotes activity in the sector of ceramics. The BCB will also contribute to the growth of local businesses within the target cluster, attracting new business start-ups and supporting existing companies wishing to diversify into other markets. Since 2009,

the festival has been expanded and complemented with other UNIC partners.



The Porcelain Route: how to make tourists stay longer in Delft

The city of Delft has a strong image, anchored on its 17th century heritage, which made the Delft Blue worldwide famous, and on

its association with the Dutch Royal Family and the painter Vermeer. All this makes Delft worth a visit, but given the proximity of Holland's main city, most tourists only spend a few hours in Delft while staying in Amsterdam. The objective of one of the measures in Delft's Local Action Plan (LAP) is

to find how to make them stay longer, and move from a short stay to a long tourism stay. The measure, like all the others concerning Delft, is linked with the key action of the Museum Factory, but also includes a number of temporary exhibitions (including one on the 400 year-old Delft-Jingdezhen

trade relation as well as a feasibility study the implementation a Ceramics Route linking the Delftware Centre and the city centre).

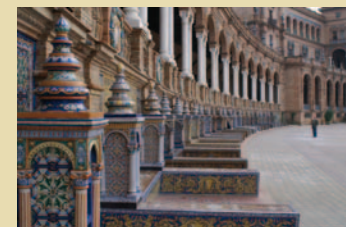


Putting Ceramics right where it should be: the Sevilla Global campaign to include ceramics in the general strategy of municipal tourism

The city of Sevilla is one of the most visited cities in Spain and as a matter of fact, in the whole of Europe. That is no surprise, since there is so much to see in Sevilla, and the

tourism promotion of the city and region is keen on highlighting such elements: the architecture, the "fiesta", the Andalucía way of life, etc.

However, thanks to UNIC, the promotion of the city of Sevilla in Spain and abroad may soon start to reveal yet another of the local wonders: the city ceramics heritage, that can still be found in craftsmen shops around the city. The Local Action Plan includes a measure for the inclusion of ceramics in the general strategy of municipal tourism. This initiative is linked with the production of an inventory and a map of



local ceramic production, included in other actions.

A new tourism development strategy for Limoges: making the most out of the firecrafts: "De Terre et de Feu"

As the Lead Partner of the UNIC project, Limoges has developed an ambitious Local Action Plan, of which one of the main aims is to elaborate a tourism development strategy that will emphasize its cultural heritage as well as artistic creation using firecrafts, including ceramics. It would couple the organisation of wide range happenings with the

coherent pooling of sites and events at local and European levels. In this area, Limoges takes advantage of an already very active programme, namely with an important cultural offer in the field of firecrafts (Biennial, Contest, Exhibitions...). It also benefits from important ongoing investments (some of them backed by the ERDF). Specific

actions within this measure of the Limoges Local Action Plan include in particular the organisation of an International Porcelain Exhibition named "De Terre et de Feu" in the summer 2010, which attracted more than 30.000 visitors. The City also organized its first International Porcelain Creation Contest, whose aim is to promote creation and innovation using Limoges porcelain. The second edition has been launched in 2011, and the created works will be displayed during the summer of 2012 at the same time as the biennial Limoges porcelain exhibition.



From Roman Tradition to Innovation in Cluj-Napoca: setting the foundations for an annual event

The links between the Romanian city of Cluj-Napoca and its Hungarian sister city of Pécs go back much longer than

the UNIC project, but being in the same network has unquestionably brought the two cities even closer.

It is therefore obvious, that in the year of 2010, when Pécs was one of the European Capitals of Culture, Cluj-Napoca also benefited from the attention that this event drew over the ceramics heri-

tage to boost its own activities. One of the measures included in the Cluj-Napoca Local Action Plan is the organisation of a special event linked to Pécs 2010: a Traditional Ceramics Fair "From Roman tradition to innovation". The first event took place in 2010, but the aim for this Fair is to become an annual event.





A new space for Aveiro's ceramics heritage: the project to launch the "Museum of Ceramics and Tiles" in two stages, first online and then physically

If you are a Portuguese or a Porcelain admirer, the name "Aveiro" will immediately start you thinking of fine pieces, as the city is home to the country's most famous manufacturers of Porcelain, and to

many other factories, specialised both in tableware and tiles. This has left the city with a considerable heritage of which only a few pieces are exhibited in the City Museum. As part of Aveiro's participation in UNIC, and building on the experience of several

ceramics museums in other partner cities, it has been decided to include in the Local Action Plan the project of a specific Ceramics and Tiles Museum that can be a showroom of the city heritage and tradition in that field.

The project will be achieved in two stages: first, only a virtual museum will be displayed on the internet, while in a second and more ambitious stage, a "real" museum will come to life in a location still to be defined within the city centre.

Sea, Sun & Ceramics: enhancing Castellón's tourism through a guide and ceramics route to the city's industrial heritage

With its location on the coast of Comunidad Valenciana, near famous holiday resorts visited every year by thousands of tourists seeking sea and sun, it is no surprise that Castellón also places tourism promotion amongst its priorities.

But even if the city benefits from sea and sun, it is clearly focusing on those tourists

that are looking for something more in terms of cultural offer.

To position itself on that market and improve its cultural and tourism offer, the City of Castellón has included in its Local Action Plan a measure to develop a guide to a ceramics route through the city's industrial heritage, helping visitors unders-



tand why Castellón is a world leader in ceramics – a measure that is expected to reveal the real tourism potential of the city.

The Gyugyi Collection: a tourism and cultural asset for Pécs

Since Pécs' Local Action Plan is presented during the year when the city is European Capital of Culture (2010), celebrating through this event the Zsolnay genius and heritage – including a massive project for the renewal of the former

Zsolnay factory as a cultural district – it is only natural that most measures revolve around this theme.

This is also the case with one of the most enduring and emblematic measures contained in Pécs' LAP: the Zsolnay Golden Age exhibition presenting the Gyugyi Collection. The city of Pécs purchased this Zsolnay art collection from Dr. László Gyugyi (art collector) in December 2009. According to the unanimous opinion of

the experts, this collection exhibits the best representation of Zsolnay Factory's Golden Age. The measure planned in the LAP deals with the setting up of the exhibition that is going to be the top attraction of the Zsolnay Cultural Quarter. 580 pieces of art of outstanding quality are exhibited, uniquely installed in a beautiful building.



Faenza's landmark event: increasing the visibility of "Argillà"

The Argillà event has been for some time the most relevant exhibition in the ceramics field in Faenza. However, it is

acknowledged that the main events related to the ceramics of Faenza, including Argillà, are not well known abroad.

In this regard, the Faenza Local Action Plan includes a measure to increase the profile of Argillà 2010, using the UNIC network to improve the international vi-

sibility and attract external participants and visitors. This has largely been achieved with the event that took place early September 2010 and that represented a further step for a larger visibility of Faenza's craftsmen and ceramics workshops in the international arena.

