



■ LOCAL ACTION PLAN

CITY OF PÉCS

Table of Contents:

1. The Basic Context of the Action Plan of the City of Pécs	page 2
1.1. Introducing the city of Pécs, Introducing the Ceramics and Porcelain Traditions of Pécs	page 2
1.2. General Fields of the Action Plan	page 3
1.3. Local Support Group of the City	page 4
1.4. The Structure of the Action Plan	page 6
1.5. Zsolnay Cultural Quarter project – the Most Important Element of the City’s Action Plan	page 7
2. Introducing the most Important Actors of the City’s Action Plan	page 8
3. Objectives of the Action Plan	page 10
3.1. Supporting the Innovations of Ceramic Sector	page 10
3.2. Developing Local Ceramic Industry	page 12
3.3. Ceramic Traditions as Urban Development Tools	page 14
3.4. Developing Cultural and Tourism Potentials	page 16
3.5. Developing City Identity	page 17

1. The Basic Context of the Action Plan of the City of Pécs

1.1. Introducing the city of Pécs, Introducing the Ceramics and Porcelain Traditions of Pécs

Pécs (Slovakian: *Pätkostolie*, Croatian: *Pečuh*, German: *Fünfkirchen*, Serbian: *Печуј* or *Pečuj*, Latin: *Quinque Ecclesiae* in medieval times, Latin: *Sopianae*, in ancient times) is town of county rank; the fifth largest city and one of the regional centres of the seven regions in Hungary, seat of Baranya County in the South Transdanubian Region. It has 160 thousand inhabitants.

Celtic and Pannonian tribes had already lived here, when the Romans founded the city of **Sopianae** in the beginning of the 2nd century. By the 4th century it became the seat of the province and a significant centre of early Christianity. The Early Christian Cemetery, originated from these ancient Roman times, was decided to be inscribed as a UNESCO World Heritage in December, 2000, by the World Heritage Committee.

The bishopric was founded here in 1009 by King Saint Stephen of Hungary, and the first university of the country was founded in the city by King Louis the Great (Louis I of Hungary) in 1367 (today it has about 34 thousand students, and by that it is the largest university of Hungary.) Janus Pannonius, the great poet of the Hungarian Humanism, also, the most prominent Latin poet of Hungarian poetry, as well as the bishop of medieval Pécs, had the city become one of the cultural and artistic centres of the country.

During the Turkish era, several architectural beauties were built in the city, such as the djami (type of mosque) of Gázi Kászim pasha in the main square. Following the 150 year long Turkish occupation, the city was given the rank of a royal free borough by Queen Maria Theresa. This paved the way for the achievement of the middle class and for economic development. Industrialisation accelerated in the first half of the 19th century, Zsolnay-ceramics, Littke-champagne and Angster-organ became world famous products. Mining became the city's most significant branch of economy in the second half of the 20th century, the coal and uranium mines provided employment for 20,000 people. Subsequent to political change and economic transfer, the structure of the city's economy transformed drastically. Parallel to the decline of mining, higher education and health industry gained strength.

Pécs has always been a multi-ethnic city, different cultural layers were mixed, the traditions and cultural values of ethnic minorities were blended during the 2000 year long history of the city. Hungarians, Croatians and ethnic Germans [Swabian] have been able to live together in rich cultural polarity, so it is not surprising that the city became one of the European Capitals of Culture in 2010 together with Essen and Istanbul. The application for the European Capital of Culture title, submitted and declared a winner in 2005, was mainly written by the civil sphere, thus the Pécs2010 Cultural Capital is the programme of the city indeed. The programme is based on 5 cultural investments co-financed by the European Union: Pécs Conference and Concert Centre, South Transdanubian Regional Library and Knowledge Centre, Revival of Public Spaces and Parks, Reconstruction of Museum Street, and the largest investment is the **Zsolnay Cultural Quarter**.

Pécs and ceramics as well as Pécs and porcelain are notions connected to each other in several ways. It is enough to mention the **Zsolnay Factory**. This porcelain factory owns an honoured position in the economy of Pécs as well as in the history of

Hungarian ceramics and porcelain industry and in Hungarian applied arts too. Since its founding in 1853, the products of the factory have received recognition in several ways and have been sold all over the world. Behind these successes stands the genius of the legendary Vilmos Zsolnay, his brilliant organisational skills, his remarkable technological inventions and his artistic talent. The world of Zsolnay's form and design, manifested in real masterpieces, perfectly fitted to the great European trends of the second half of the 19th century such as historicism and Art Nouveau. These have become classical values since then and they are cherished pieces of private and public collectors. The stormy history of 20th century Hungary has affected the Zsolnay Factory greatly. Following the First World War the factory lost its raw material resources and its markets. After the Second World War the period of nationalisation and quantity-centred socialist era came. The democratic transformation did not bring the new and awaited golden age. Transformations happened during the time of general crisis in traditional porcelain and ceramic industry in Europe. The disadvantageous impacts of this crisis have been sharply present in the operation of the factory today. In order to illustrate the drastic decreases in production, the data of two periods can be presented: in the middle of the 1970s there were 2000 employees of the factory, and produced 6000 tons of products. Today it has only 300 employees and the volume of production is 1000 tons.

Zsolnay, as a trade mark, is a high-priority component of self-identity for the citizens of Pécs. Every resident is concerned about the fortune of the factory, everyone is proud of the factory's successes and the events of the last few years deeply worry the people of the city. The present situation of the factory is not indifferent to the Municipality of Pécs. This was not indifferent in the past and it has not been indifferent since December 2005, when the Zsolnay companies became the property of the city. The acquisition of property did not happen in optimal times due to the reasons already mentioned. Managing the factory and ensuring its sustainable operation have been great challenges for the city. The tools for solving the problems were provided by winning the European Capital of Culture title for 2010 and by the investments linked to this title. Pécs was given a chance to handle the crises of its porcelain and ceramic industry in a complex way. Partly through investments intended directly to the industry, partly indirectly, for example through developing tourist attractions and through other market-expanding measures.

Besides the important tradition of Zsolnay, there are other dimensions of connections between the city and the industry, lesser known to the public: Janus Pannonius Museum has organised the most important national assembly of ceramic profession, the **Pécs Ceramic Biennale**, since the 1960s. Also, based on the support of the Zsolnay Factory, a significant European centre for contemporary ceramic and porcelain art has been formulated in **Siklós**, near Pécs. The position in the **Hungarian silicate industry research and engineer-training** was also relevant, but unfortunately this has ceased to be an active tradition. Chemical engineering training – and within this, porcelain and ceramics engineering training and research activity – was only organised in Pécs beside the Chemical Engineering University in the City of Veszprém during the 1970s and 1980s.

Claims for taking coherent measures aiming at stabilising and developing the Zsolnay trade mark as well as the porcelain and ceramics industry have been inevitably connected to **UNIC-URBACT** programme. By joining the network, established by Limoges, and by active participation, the quantity of useful information for solving the problems as well as the methods of program-formulation have increased and have been enriched. The present Action Plan could not have been

prepared without the inspiration and support of the UNIC-network. The impact of UNIC-network can be seen in the transfer of approach, which has made the horizon of possible actions wider than it used to be: the issues and problems of ceramics and porcelain industry are not exclusively connected to Zsolnay trade mark. Zsolnay has been a priority field of action, but other organisations, aims, co-operations as well as other innovation possibilities have been involved in outside the scope of Zsolnay trade mark.

1.2. General Fields of the Action Plan

One of the first direct results of UNIC programme is a Baseline Study which described the strengths of the city in its **cultural traditions**, its outstanding **cultural potentials** and its **university** recognised nationwide. Based on this, the individual actions of the Action Plan are divided into two main fields:

1. During the writing of the study (Autumn, 2008) the preparation of **European Capital of Culture 2010** investments and programmes had already started. It was obvious that the most important part of intended Action Plan of the City were going to be the draft project-elements of the European Capital of Culture (ECoC), since Zsolnay trade mark, and through this trade mark, porcelain and ceramic traditions were central components of the ideas. The largest ECoC investment is the establishment of **Zsolnay Cultural Quarter**, and by that the Zsolnay Porcelain Factory is directly involved. Besides, the whole spirit of ECoC is inspired by the Zsolnay-cult, and its spiritual connotation. Several events and cultural products can be directly or indirectly connected to the Zsolnay name.
2. The other highlighted target area of the Action Plan of the City is the **University, as the most important local source of innovative energies**. The horizontal cooperation networks of ceramics and porcelain industry have a long history in the area. The practice of the 1970s and 80s was an especially important period, when the two large producing organisations (the Zsolnay Porcelain Factory and the Baranya-Tolna County Brick and Tile Company) and the Silicate Department of the Pollack Mihály Engineering Collage concentrated their very effective cooperation mainly to technical innovation. Many things have greatly changed since then. As a result of the position loss of the porcelain and ceramics industry's producing branches as well as the closing of the Silicate-Engineer training in Pécs, the intensity of cooperation decreased to a negligible level. A very important new circumstance, from the viewpoint of design-requiring branches, is the establishment of the Faculty of Music and Visual Arts at the University of Pécs. The task offers itself: the cooperation system has to be rebuilt, has to be adjusted to the new circumstances, and it has to be enriched by new innovative contents and organisations.

1.3. Local Support Group of the City

A compulsory methodological recommendation of the URBACT programmes is to establish local support groups (ULSG). The philosophy of URBACT specification is clear: a local measure cannot be legitimate and effective without the involvement and support of the concerned civil actors. This is a seemingly obvious relation, but in Hungary – and probably in all post-socialist, new EU member

countries – it has a special significance. The transfer of the legal and economic structures was relatively fast, but there is a huge deficit in the field of local civil networks. Cooperative civil relations can provide the real strength of a community. Every theme, concept or a compulsory stipulation, which helps the actual rebuilding of civil society, is a great support. Accordingly, the city of Pécs sets a high value on establishing the local support group of the city, and considers its maintenance a special and highlighted element of the Action Plan of the City.

When establishing the Supporting Group of the City of Pécs, it was a principal to represent the widest circle of actors, who were involved in shaping the position of ceramics and porcelain industry.

Members of the Supporting Group of the City of Pécs:

Name of organisation	Name of representative	Phone	e-mail	Address
Art-design				
Pécsi Galéria [Pécs Gallery]	Árpád Gamus director	30 260 9142	pecsgal@pecsgallery.hu	7601 Pécs, Pf. 162
Baranyai Alkotótelepek KHT [Creative Workshops of Baranya County Nonprofit Company]	Réka Váczy director	30 502 0401	artcentr@dravanet.hu	7800 Siklós, Vajda J. tér 2.
Közelítés Egyesület [Approaching Association]	Rita Varga president Attila Doboviczki president	70 291 8125 70 398 1149	doboviczki@gmail.com vargarita8@gmail.com	7621 Pécs, Mátyás Király u. 2.
DeForma Alapítvány [DeForm Foundation]	József Sárkány president	30 693 1204	sarkany@jpm.hu	7634 Pécs, Bajmi dűlő 40.
PTE Művészeti Kar [Faculty of Music and Visual Arts – University of Pécs]	Colin Foster dean	30 396 3962	dekan@art.pte.hu	7624 Pécs, Damjanich u. 30.
Bázis Egyesület [Base Association]	Zoltán Pál president	30 957 9434	palzoli@t-email.hu	7625 Pécs, Szőlő u. 33.
Producers				
Zsolnay Porcelánmanufaktúra Zrt. [Zsolnay Porcelain Manufactory Private Company Limited by Shares]	Katalin Péterné Marosy general manager	30 300 3669	zsolnay@zsolnay.hu	7630 Pécs, Zsolnay V. u. 37.
Szemán Stúdió Kft [Szemán Studio Ltd]	János Szemán owner	30 936 1859	vandormester@gmail.com	7751 Szederkény,

				Rákóczy. u.7.
Kovács Gipszforma [Kovács Gypsum Mould]	János Kovács owner	30 439 8218	kov.janos@citromail.hu	7636 Pécs, Mécsvirág u. 11.
Terra Ungheria Kft [Terra Ungheria Ltd]	Hendrix Antoni owner	20 980 6357	antonihendrix@yahoo.com	7720 Pécsvárad, Ipartelep 1.
Dél-Dunántúli Kulturális Ipari Klaszter [South Transdanubian Culture Cluster]	Szabolcs Rabb managing director	20 441 9135	sZRabb@pbkik.hu	7625 Pécs, Majorossy I. u. 36.
Keraker Kft [Keraker Ltd]	Sándor Kozma owner	20 912 2087	keraker@dravanet.hu	7623 Pécs, Marosvásárhely u. 11.
Heritage protection-property utilisation-architecture				
Zsolnay Örökség Kezelő Nonprofit Kft [Zsolnay Heritage Management Public Benefit Company]	István Komor managing director	30 235 6211	zsolkht@t-online.hu	7630 Pécs, Zsolnay V. u. 37.
JPM Zsolnay Múzeum [JPM Zsolnay Museum]	Júlia Fabényi director	30 617 1370	jpm@jpm.hu	7621 Pécs, Káptalan u. 5.
Pécs/Sopiane Örökség KHT [Pécs/Sopianae Heritage Non-profit Company]	Anita Bozóky managing director	30 331 4610	zsatina@hotmail.com	7624 Pécs, Szent István tér 17.
Dél-Dunántúli Építész Kamara [South Transdanubian Architect Chamber]	András Horváth president of the supervisory board	30 226 3660	iroda@hp-arch.hu	7625 Pécs, Majorossy I. u. 36.
Technical research and development				
Burken Kft [Burken Ltd)	Lajos Kandra owner	30 944 4124	lkandra@burken.hu	1155Budapest, Obsitos tér 2.
DDKKK [South Transdanubian Cooperation Research Centre]	Dr. Imre Sánta director	30 400 9030	santa@ddkkk.pte.hu	7624 Pécs, Ifjúság u.6.

1.4. The Structure of the Action Plan

Defining the five thematic fields gave considerable methodological direction during identifying the individual actions of the Action Plan of the City. The concrete actions of the two main action programmes deal with all thematic fields:

Thematic Fields		Pécs 2010 European Capital of Culture Zsolnay Cultural Quarter	Revitalising horizontal cooperation networks University connections
1.	Supporting innovation processes of the ceramics sector	1.1. Establishing a cultural industry incubator house 1.2. Faculty of Music and Visual Arts (including the Department of Ceramics and Porcelain Design) 1.3. „Porcelain-Pécs-Zsolnay” design resident programme	1.4. Establishing 3D prototyping and design studio 1.5. „Ceramics in the 21 st century” – development scholarship by application
2.	Developing local ceramic industry	2.1. Using Zsolnay building-ceramics on Zsolnay Mausoleum and on ECoC projects 2.2. Zsolnay as Hungaricum ¹	2.3. Pécs-Baranyai Porcelán és Kerámia Klaszter [Porcelain and Ceramics Cluster of Pécs-Baranya]
3.	Traditions of ceramics as urban development tools	3.1. 5 hectare brown field rehabilitation 3.2. Establishing franchise for Zsolnay Art Cafe	
4.	Developing cultural and tourism potentials	4.1. Gyugyi Collection – creating the Zsolnay Golden Age exhibition 4.2. Creating an exhibition on the Zsolnay Family and on the History of the factory 4.3. „Pécs and the Zsolnay memories” – creating the exhibition of the city’s thematic touristic programme	
5.	Developing urban identity	5.1. „Everyday Zsolnay” – city campaign	

¹ Hungaricum is thing or phenomenon that is unique to Hungary and therefore representing great value for the Hungarians. From combination of the words Hungary or Hungaria and "unikum" meaning "unique" in Hungarian. [source: www.definition-of.com/Hungaricum]

1.5. Zsolnay Cultural Quarter project – the Most Important Element of the City's Action Plan

The largest investment of the Pécs 2010 European Capital of Culture project is the Zsolnay Cultural Quarter. Production volume of the Zsolnay Factory has significantly decreased due to the general crisis of porcelain and ceramic industry, and as a result most of the buildings, used in earlier production periods, have become unutilized. Culture-based revitalisation of well-located valuable buildings is a Europe-wide time-honoured method. By the implementation of the Zsolnay Cultural Quarter project around 40000 m² building is being reconstructed on a 5 hectare location. The value of the project is 40000000 EUR, 85 percent of which is financed by the European Union.

Partly cultural functions (the Puppet Theatre of Pécs, Cultural Centre, The Gallery, Museums and University units) partly commercial and catering functions (restaurant, café-house, confectionery, shops) partly service functions are going to be found in the renewed buildings.

The city of Pécs expects to have an increase in the force of its tourist attractions as a primary effect of the project. Based on preliminary surveys at least 200000 tourists are expected to visit the Quarter per annum. The operation of the Quarter is supposed to be sustainable without increasing the city's financial capacities. Revenues are expected primarily from tourism and also from commercial and service functions. The building ceramics orders, generated by the investment project and the purchasing of visiting tourists can significantly improve the economic position of Zsolnay Porcelain Manufactory.

2. Introducing the most Important Actors of the City's Action Plan

There are two groups of actors concerning the City's Action Plan. Actors who are active, and have vital impact on the Plan, or they are closely affected by the impacts of the individual actions. This group consists of organisations participating in the Program management, the production and facility-operation organisations and the involved university faculties. The other group consists of organisations that, however important their role is, less affected by the impacts of the individual actions. The circle of the involved can certainly change. One of the indicators of the Action Plan's success is the expansion of the circle of the involved:

-Directly involved:

2.1. The most important partner is **Zsolnay Porcelain Manufactory PLC**². Zsolnay is indisputably the top product of the Hungarian ceramic industry. It has an undiminished national and international recognition and it is one the most famous trade marks of Hungary. It has to have an initiative position in the implementation of the City's Action Plan due to its size, economic power and its fame.

2.2. The **Pécs 2010 Menedzsmentközpont Kft** [Pécs 2010 Management Centre Ltd] is the organisation established for managing the investments and cultural events of the European Capital of Culture programme. Today, this is the most important actor in the city. Its activity has an impact on all walks of life, since all the local organisations and all the citizens of Pécs are affected by the investments and events of the European Capital of Culture for a lesser or greater extent.

² It is a private company limited by shares

2.3. A special actor of this branch of industry is the **Szemán Stúdió Kft** [Szemán Studio Ltd]. It has two priorities. When it was established, it exclusively dealt with incinerator production. For a couple of years, upon its moving to Szederkény, it has dealt with small scale production of frost resisting, large-size ceramic utensils mainly for outer use. The company is popular not only among the potters working in their own workshops but among producers of greater volume. Primarily, Szemán Studio Ltd is a production organisation, which is capable of technical R&D activity.

2.4. **Terra Ungheria Kft** [Terra Ungheria Ltd] is owned by two foreign businessmen who have been living in Hungary for a long time. Primarily the company deals with producing large indoor and outdoor ceramic utensils. The special *raku* technology and the daring use of colours are the characteristics of their products. This is the only company where relevant portion of the production volume is intended for export. There is a permanent and intensive product development activity and the company welcomes Hungarian and foreign artists with open arms. It has an extensive international relation network and market experiences.

2.5. When someone hears the word ceramics, immediately thinks of colourful utensils. Nobody thinks of brick production which represents the largest volume in this branch of production. The greatest potential of the Cluster can be **Baranya-Tégla Kft** [Baranya-Brick Ltd], since it is a unique producer due to the fact that it is able to satisfy individual needs on high technical level. Applying facing bricks with different profiles is a popular tool of architecture. Developing façade-decoration processes by combining brick and glaze-ceramic can be an exciting result of internal cooperation.

2.6. A basic aim described in the specifications of the application is to establish cooperation based on partner relations between the producing organisations of the industry and the institutions of the university. The most valuable condition for the design-requiring industry is the **Faculty of Music and Visual Arts of the University of Pécs**. The most important component of competitiveness in porcelain and ceramic industry is the aesthetic exterior. The lecturers and the undergraduates represent the most important human basis for the absolutely indispensable research activity.

2.7. The **Mihály Pollack of Engineering of the University of Pécs** was founded in 1970. The former college integrated into Janus Pannonius University, the legal predecessor of the University of Pécs in 1995. It has been a faculty since 2004. There have been seven bachelor courses: architect, civil engineer, mechanical engineer, environmental engineer, computer engineer, technical instructor, electrical engineer and there has been one master course since September 2006: architect course.

2.8. UNIC cooperation played an important role in establishing the **South Transdanubian Porcelain and Ceramic Cluster**. Experiences shared by UNIC partners and joint work directed the focus on the hidden innovative energies of the horizontal cooperation. The cluster was established in the spring of 2009. It has 11 members and its operation is supported by significant grants from the South Transdanubian Regional Development Ltd. Cluster management tasks are attended by Geoscience.

2.9. **Zsolnay Heritage Management Public Benefit Company** is an organisation originally intended to manage the historic buildings of Zsolnay Factory. However in the past few years, its main concern has been to develop the project of Zsolnay Cultural Quarter and as a result it has obtained significant results in other fields as well. Concerning the City's Action Plan it is a great benefit of the Company

that it has the widest spectrum of relations and competence in the given field. This company is intended to manage the Zsolnay Cultural Quarter.

-Indirectly involved:

2.10. **Baranyai Alkotótelepek KHT** [Creative Workshops of Baranya County Nonprofit Company] has played an important role in the national and international ceramic and porcelain art since 1967. Almost all the important European potters have created art in the workshops of Siklósi Kerámia Alkotóház [Siklós Ceramics Creative House]. The cloister of Siklós with its well equipped workshops can be a perfect venue for the professional symposium. The creative house makes testing individual ideas of form, technological innovations and prototypes possible.

2.11. A **DeForma Alapítvány** [DeForm Foundation] has organised the important events of Hungarian ceramics and porcelain art since 1993. By creating DeForma art-group it obtained outstanding results in the revitalisation of national porcelain industry. Its most important actions were managed in cooperation with Zsolnay Factory. Due to its open relations it will find the proper designer for the special product development tasks with absolute certainty.

2.12. The potential market for ceramic products is architecture. Every producer of this market permanently tries to find connections to architecture. Generally, with little success. The active participation of **Pécsépterv Stúdió Kft** [Pécsépterv Studio Ltd] in implementing the Action Plan can be a turning point in this process. This company is one of the largest designer offices in Pécs. The company is an expert on Zsolnay traditions, and committed to apply ceramic products in their projects.

2.13. Through the establishment and management of the South Transdanubian Cultural Cluster, the **Kulturális Innovációs Kompetencia Központ Egyesület** [Cultural Innovation Competence Centre] is a natural ally. Its participation can bring a wider context of activities, its management experiences, and extended relations are essential for producing rich content and for disseminating the results.

2.14. The **Meszesi Városszépítő Egyesület** [City Beautification Association for Meszes³] is a civil organisation that rallies the active citizens of Pécs-East. The association is the initiator of „Everyday Zsolnay” program and by that it strengthens the identity of the citizens related to porcelain and ceramic traditions.

3. Objectives of the Action Plan

3.1. Supporting the Innovations of Ceramic Sector

Action	1.1. Establishing a cultural industry incubator house	
Status	Investment: approved, under implementation	Management: under preparation
Context	The accumulation ability in cultural industry, which is one of the development targets with strategic importance in the city of Pécs, is very low and start-up companies face many problems. There going to be ceramic related entrepreneurs among the companies in Zsolnay Cultural Quarter, who can start their activity within relatively favourable conditions compared to the general market environment.	
Description	Renewal of 1333 m ² building-site in Zsolnay Cultural Quarter, in building no. É19.	
Actors	Pécs2010 Management Centre Ltd- investor	

³ City district in Pécs East

	Zsolnay Heritage Management Public Benefit Company - operator of the buildings Chamber of Commerce and Industry of Pécs-Baranya - supporter SMEs of creative industry – professional users	
Implementation	The building is constructed as a part of the Zsolnay Cultural Quarter project. The system of grants for moving in enterprises is detailed in separate rules.	
Benchmark	Limoges- Technopol	
Date	2011	
Expected results	5 new and 3 already operating creative enterprises	
Costs	Investment: 1300000 EUR	Operation
Resource	Zsolnay Cultural Quarter investment project	Incubator house supporting project, innovation project

Action	1.2. Formulating the campus of the Faculty of Music and Visual Arts (including the Department of Ceramics and Porcelain Design)	
Status	Approved, under implementation	
Context	The Faculty of Music and Visual Arts of the University of Pécs has been operating under unfavourable circumstances. Development needs of the faculty cannot be satisfied within present conditions, thus constructing a new campus became indispensable. It is very important to consider that the future education of art is going to be placed among the walls of the most successful workshop of Hungarian visual culture.	
Description	Buildings, offices, rehearsal rooms, workshops, the rehearsal rooms and the stage of the University Theatre, the student’s cafeteria of the Faculty of Music and Visual Arts as well as the Faculty of Humanities are going to be built in Zsolnay Cultural Quarter, buildings no.: É1,2,22,25,28,32,33,34,74	
Actors	Pécs2010 Management Centre Ltd- investor Zsolnay Heritage Management Public Benefit Company - operator of the buildings University of Pécs, Faculty of Music and Visual Arts – professional user University of Pécs, Faculty of Humanities – professional user	
Implementation	The campus is being built as a part of Zsolnay Cultural Quarter. Facilities are operated by the University of Pécs, Faculty of Music and Visual Arts and the Faculty of Humanities.	
Benchmark	-	
Date	2011	
Expected results	14.000 m ² ground space of university campus high quality conditions for training 1200 undergraduates Research themes and results induced by the synergies initiated by the physical proximity of the University and the Porcelain Factory	
Costs	9650000 EUR	
Resource	Zsolnay Cultural Quarter investment project	

Action	1.3. „Porcelain-Pécs-Zsolnay” design resident programme	
Status	Approved, under implementation	
Context	The industrial units do not have proper sources in the present economic	

	situation for continuous development of design and of new products which are key factors of competitiveness. There are significant traditions of art symposiums in the city of Pécs where participants can experiment along a relatively free theme. Conditions of work provided by the programme sponsoring companies.
Description	Organising research programme of ceramic and porcelain profession, as well as organising a workshop and symposium in which the living classics of the profession, young talents and representatives of other artistic branches, applying porcelain and ceramics, produce outstanding artistic results of quality along a theme corresponding with the product development concepts of the Zsolnay Porcelain Manufactory.
Actors	Zsolnay Heritage Management Public Benefit Company - organiser Zsolnay Porcelain Manufactory Private Company Limited by Shares DeForm Foundation, Creative Workshops of Baranya County Nonprofit Company - supporters 10 Hungarian ceramic-painter and sculptor
Implementation	The duration of the symposium is 8 months. In the planning period (1 st to 3 rd months) the participants prepare for the implementation period (3 rd to 5 th month) by collecting materials, preparing mock-ups, and designs. The hosts of the symposium are going to be the Zsolnay Factory and the Siklós Ceramics Creative House. During the event there will be joint consultations and professional knowledge-transfer.
Benchmark	Limoges -
Date	2010
Expected results	20 pieces of new ceramic or porcelain objects at least 10 of which are new reproducible prototypes.
Costs	25000 EUR
Resource	ECoC programme - Hunarofest Kft [Hunarofest Ltd]

Action	1.4. Establishing 3D prototyping and design studio
Status	Approved, under implementation
Context	Digital 3D technologies, such as spatial data recording, modelling and display face wide range of application possibilities in ceramic industry, but the utilisation is in its infancy. Those service providers who own the necessary hardware and software tools have already been present in the market, but these have not been available as systems for the ceramic industry.
Description	The analysis of the targeted use of 3D technologies is a requirement. The hypothesis is that besides the design of objects, technology can have a special impact on reproducing ceramic objects which are shrinking during the baking process, on reproducing damaged objects and on replacement. Further application possibilities may emerge, such as for example the need for special documentation.
Actors	South Transdanubian Porcelain and Ceramic Cluster
Implementation	Producing a database of possible hardware and software supply, testing the accuracy, the flexibility, the speed and cost effectiveness of the technology through pilot programmes, preparation of an accurate blanket, the estimation of local industrial needs.
Benchmark	Universidade Aveiro - CICECO

Date	31 December 2010
Expected results	A business plan of a multi-functional workshop based on 3D technology, and the pilot programmes of the workshop.
Costs	15000 EUR
Resource	DDOP 1.1.3-0005 programme [New National Development Plan]

Action	1.5. „Ceramics in the 21st century” – development scholarship by application
Status	Approved, under implementation
Context	The thematic use of university knowledge base by producing units many times depends on the lack of money. Several times it would be enough to provide a small amount of scholarship, by which university research themes could be influenced by the needs of the producing units.
Description	Member organisations of the South Transdanubian Porcelain and Ceramic Cluster offer scholarship based on their needs for the undergraduates of the University of Pécs. The scholarship is offered for preparing thesis, for initial training for PhD or DLA theses as well. Recommended themes: elaboration of combined façade ceramic systems, health industry utilisation of porcelain technologies, design and décor-design.
Actors	South Transdanubian Porcelain and Ceramic Cluster
Implementation	Financial and in-kind support within the framework of the project system, in the sum of 2-3000 EUR per theme.
Benchmark	Castellon -Onda
Date	2011
Expected results	8 research programme, at least 2 of them should reveal industrial utilisation results
Costs	15000 EUR
Resource	DDOP 1.1.3-0005 programme [New-National Development Plan]

3.2. Developing Local Ceramic Industry

Action	2.1. Using Zsolnay building-ceramics on Zsolnay Mausoleum and on ECoC projects
Status	Approved, under implementation
Context	Zsolnay building-ceramics have been applied for 150 years on those buildings of the city which have great cityscape significance. That is why the city has a unique architectural style. And that is the reason why the reproduction of original Zsolnay building-decorations became so important concerning the reconstructions of European Capital of Culture Pécs 2010 programme. The tradition of using Zsolnay building-ceramics is a noble aim regarding the new investments of the ECoC programme.
Description	Applying Zsolnay building ceramics on the reconstructed and the new buildings of the investments of the European Capital of Culture 2010 programme in Pécs.
Actors	Pécs2010 Management Centre Ltd - investor The winning contractor of the implementation tender – customer Zsolnay Porcelain Manufactory Private Company Limited by Shares - producer

Implementation	Based on original production documents and onsite surveys, the Zsolnay Factory reproduces the building ceramics which have to be replaced, and produces the newly designed building-ceramics and ceramic facings for the new buildings.
Benchmark	Castellon „New university campus” „Festival-house”, Sevilla
Date	2010-2011
Expected results	Applying Zsolnay building-ceramics on the facades and interiors of the emblematic buildings of great importance of cityscape in the European Capital of Culture 2010. the economic situation of the Zsolnay Porcelain Manufactory is stabilised.
Costs	2000000 EUR
Resource	Zsolnay Cultural Quarter project and the Knowledge Centre project

Action	2.2. Zsolnay, as a „Hungaricum”
Status	planned
Context	The protected national assets in a country are not only buildings or works of art. These are also brands and products that are important from the point of view of national identity. In the past few years, the category of national trade marks, the so called Hungaricums have been evolved. These can be connected to typical Hungarian brands such as Pick salami, Tokaj wine or <i>horribile dictu</i> , the Herend porcelain. Hungaricum is an informal category, the title can only be won through informal channels, the process of giving this title is not regulated by law. But the existence of the title itself shows the power of a brand or products, and it contributes to strengthen the position of a product on the market. Zsolnay products have not born the title Hungaricum yet.
Description	Norm-creation of national brands is one of the legislative programmes of the Hungarian Parliament. The interests of Zsolnay brand have to be represented in the legislation process.
Actors	Member of Parliament from the City of Pécs
Implementation	Members of Parliaments of the City of Pécs have to be requested to represent the interests of Zsolnay brand during legislation processes.
Benchmark	Limoges
Date	2011
Expected results	Zsolnay becomes a registered and protected national brand
Costs	non relevant
Resource	non relevant

Action	2.3. Porcelain and Ceramics Cluster of Pécs-Baranya
Status	Approved, under implementation
Context	Every experience, for example the know-how of UNIC among them, shows that horizontal, profession-based cooperation networks reveal significant innovative energies. Clusters, the horizontal industry-organisations have been naturally evolved during the development processes of Western European industries. The notion of cluster has been used only for a few years in the Hungarian economic-development policies. Creating thematic clusters are supported by the regional operative programmes in the 2007-2013 programming period of the EU.

	Call for project proposals were open under number DDOP [South Transdanubian Operative Programme] 1.3 until 31 October 2008 for starting clusters. The City Pécs, as an owner of the Zsolnay Heritage Management Public Benefit Company successfully applied for grants and established the South Transdanubian Porcelain and Ceramic Cluster in 21 April 2009, with 10 member organisations.
Description	The South Transdanubian Porcelain and Ceramic Cluster provides the organised legal framework for horizontal professional relations, such as the cooperation between the knowledge-base University of Pécs and the production organisations. This cooperation is significant from the point of view of the innovation processes.
Actors	Zsolnay Heritage Management Public Benefit Company – cluster management organisation University of Pécs, Faculty of Music and Visual Arts, Zsolnay Porcelain Manufactory Private Company Limited by Shares, Terra Ungheria Ltd, Creative Workshops of Baranya County Nonprofit Company, Szemán Studio Ltd, Baranya Brick Ltd, DeForm Foundation, KIKK [Cultural Innovation Competence Centre Association], PÉCSÉPTERV Studio Ltd
Implementation	The Cluster establishes its management, its joint communication and the tools for transparency, implements the professional tasks, detailed in application and expands the number of its members.
Benchmark	Stoke-on-Trent, Aveiro, Castellon
Date	2010
Expected results	The establishment of accredited and operating cluster with at least 13 member organisations.
Costs	100000 EUR
Resource	DDOP 1.1.3-0005 programme [New-National Development Plan]

3.3. Ceramic Traditions as Urban Development Tools

Action	3.1. „Zsolnay Cultural Quarter” - 5 hectare of brown-field rehabilitation
Status	Approved, under implementation
Context	Production volume of Zsolnay Factory has significantly decreased as a result of the general crisis of the porcelain and ceramic industry; thus most of the buildings, used in earlier production periods, have become unutilized. As a result, 8 hectares of brown field have taken shape close to the centre of the city. The revitalisation of Zsolnay estates has been an ambition of the city. Since drastic growth in production, which would require the total utilisation of the building complex, cannot be expected, finding new functions for these buildings is also necessary.
Description	The reconstruction of the empty buildings of Zsolnay Factory, including its gardens, roads and decorative pavement and the renovation of its works of art are needed. Partly cultural functions (the Puppet Theatre of Pécs, Cultural Centre, The Gallery, Museums and University units) partly commercial and catering functions (restaurant, café-house, confectionery, shops) partly service functions are going to be found in the renewed buildings.
Actors	Pécs2010 Management Centre - investor

	Reneszánsz Zrt [Renaissance Ltd] and Magyar Építők Zrt [Hungarian constructors Ltd] Consortium – contractor Zsolnay Heritage Management Public Benefit Company - operator
Implementation	The largest investment project of the European Capital of Culture 2010 programme in Pécs.
Benchmark	Limoges, Stoke-on-Trent
Date	2011
Expected results	5 hectare of brown-field revitalisation 40000 m ² of renewed and revitalised of listed buildings Operation model that is sustainable in the long run Increase in the tourist attractiveness of the city of Pécs Direct marketing of the products of the Zsolnay Porcelain Manufactory
Costs	40000000 EUR
Resource	85 % European Union, 10 % State co-financing, 5% own contribution of the City of Pécs

Action	3.2. Establishing franchise for Zsolnay Art Cafe	
Status	Approved, under preparation	
Context	Zsolnay products have a unique touch. In catering, usually those places are successful which serve delicious food and drink besides having a special atmosphere. The Zsolnay Factory produces almost all of the objects, from the utensils to the decoration of the interior, which are required in a café with special atmosphere.	
Description	The goal is to create a gastronomic system which includes utensils, furniture, decoration of the interior, the items on the menu, the clothes of the staff, the designs of the decoration. The main aim is to establish a network of Zsolnay Cafes not only in different parts of Pécs but also in other Hungarian cities as well.	
Actors	Zsolnay Heritage Management Public Benefit Company- owner of the franchise Operators of the cafes	
Implementation	In building no.: É 14 of the Zsolnay Cultural Quarter, 627 m ² is intended for the cafe. Parallel to this, the full aspect of the design is prepared, and then the first Zsolnay Art Café is finished. Later the legal documents for franchise contracts are going to be elaborated.	
Benchmark		
Date	2011	
Expected results	One of the gastronomic attractions of Zsolnay Cultural Quarter, Cafés with special atmosphere in different parts of the city of Pécs, New decors, utensils and forms.	
Costs	Investment 1620000 EUR	Elaboration of the franchise system: 10000 EUR
Resource	Zsolnay Cultural Quarter project	The budget of Zsolnay Heritage Management Public Benefit Company

3.4. Developing cultural and tourism potentials

Action	4.1. Gyugyi Collection – creating the Zsolnay Golden Age exhibition	
Status	Approved, under implementation	
Context	The city of Pécs purchased a 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.	
Description	The exhibition of the Gyugyi collection is going to be the top attraction of the Zsolnay Cultural Quarter. There are going to be 580 pieces of art of outstanding quality, uniquely installed in a beautiful building.	
Actors	Pécs2010 Management Centre - investor Dr László Gyugyi –directing the exhibition Zsolnay Heritage Management Public Benefit Company - operator	
Implementation	The exhibition is installed in building no.: É24 in the Zsolnay Cultural Quarter. The pieces of art are going to be uniquely installed with special lighting.	
Benchmark	Limoges, Selb, Aveiro	
Date	2010	
Expected results	An exhibition, showing almost 600 masterpieces of Zsolnay’s art representing historicism and art nouveau.	
Costs	Building investment, installation: 750000 EUR	Organising the exhibition: 50000 EUR
Resource	Zsolnay Cultural Quarter project	The budget of Zsolnay Heritage Management Public Benefit Company

Action	4.2. Creating an exhibition on the Zsolnay Family and on the History of the factory	
Status	Renewal of the building: approved, under investment	Organising the exhibition: under planning
Context	It is a usual scene in all revitalised industrial facility to show the relics of the activities of the given industry. This is not going to be different in the Zsolnay Cultural Quarter. That is unique however, is that the factory was the home of the Zsolnay family too, so it is natural to exhibit the relics of the most famous family in Pécs on the premises of the Factory.	
Description	The exhibition has 3 themes introducing the history of the Zsolnay family and the factory. The first one is the family history, the second is the development of the technology in the factory and the third is the historic development of the buildings.	
Actors	Zsolnay Heritage Management Public Benefit Company - operator Members of Zsolnay family -donators Janus Pannonius Museum - directing the exhibition	
Implementation	The rooms of the exhibition is placed in buildings no. É13 and É14 on 994 m ² . The content of the exhibition is donated by the Zsolnay family and is presented by the already existing collections of museums as well	

	as by the public contributions of the “Everyday Zsolnay” programme.	
Benchmark	Stoke on Trent, Onda, Limoges, Aveiro	
Date	2011	
Expected results	A permanent exhibition on the history of the Zsolnay Family, the buildings of the Zsolnay Factory as well as the technological development of the factory.	
Costs	Investment: 950000 EUR	Organising the exhibition: Cannot be calculated
Resource	Zsolnay Cultural Quarter project	Donations, programmes and projects to be started later

Action	4.3. „Walks in Pécs with Zsolnay” – creating the exhibition of the city’s thematic touristic programme	
Status	Approved, under planning	
Context	Using Zsolnay building ceramics on the buildings of the city of Pécs played a highlighted role in formulating the architecture of the city. It has a great significance also that several public pieces of art were produced by the Factory. One of the symbols of Pécs is the well with the heads of bulls. Besides public places, there are several memories of Zsolnay which can be found in privately owned places, thus visiting those needs preparations.	
Description	The thematic walks contain paths that can be visited during one or two days and touches upon all the Zsolnay memories of the city including the buildings decorated with Zsolnay ceramics, public monuments including exhibition places, galleries as well as restaurants and cafes connected to Zsolnay.	
Actors	TÉDÉEM Kft [Tourism Destination Management Ltd]	
Implementation	TÉDÉEM Kft [Tourism Destination Management Ltd] with its seat in Pécs deals with tourism destination management. The company plans the programme of the walks and organise the marketing of the service.	
Benchmark	Delft	
Date	2011	
Expected results	Thematic tourism product or one of two days. Thematic city marketing product	
Costs	non relevant	
Resource	non relevant	

Ü

3.5. Developing urban identity

Action	5.1. „Everyday Zsolnay” – city campaign
Status	Approved, under preparation
Context	Almost all the citizens of Pécs are connected somehow to Zsolnay Factory. Either them or their ancestors have worked in the Factory, or obtained a document, taken photographs or, naturally, uses the products of the Factory in their homes; decorate their interiors or their gardens. It is possible that they own objects that can raise the interest of the public, and there is a chance that these objects represent a greater value than it was thought of.
Description	During the campaign, based on the call the citizens of Pécs offer their Zsolnay objects connected to their everyday lives, photographs, documents that somehow are related to the Zsolnay Factory. Following a selection by the experts, these pieces are going to be the instalments of a temporary exhibition.
Actors	City Beautification Association for Meszes - initiator Pécs2010 Management Centre - financing Zsolnay Heritage Management Public Benefit Company - organiser
Implementation	Based on the call made by the Meszesi Városszépítő Egyesület [City Beautification Association for Meszes] the objects are offered by the citizens of Pécs. The objects are selected and evaluated by experts, city historiographers, art historians. The selected items are going to be installed in a temporary exhibition on the premises of Zsolnay Cultural Quarter.
Benchmark	Castellon-Onda
Date	2010
Expected results	Campaign, involving the citizens of Pécs Temporary exhibition from the collection of selected items Emerging of documents and pieces of art with special value
Costs	15000 EUR
Resource	Zsolnay Cultural Quarter investment project, ESF budget

5. Political statement and signatures

- Political statement from Mayor or Vice-Mayor
- Signatures

Nr.02-2/71-5/2010/27.04.10

LETTER OF ASSESMENT Action Plan of the City of Pécs

Dear Madam, Sir,

I, the undersigned mayor, representing the municipality of Pécs, as project partner in the activities of the URBACT Fast Track Thematic Network project entitled UNIC, led by City Hall of Limoges, confirms our assesment, that in the case of signing procedures at European Commission level, we commit to implement the proposed actions within the Local Action Plan named *PÉCS UNIC*.

We also commit to produce as a result of the implementation process of the proposed actions during the exchange and learning activities, specific communication tools of Local Action Plan using the knowledge and expertise generated by our joint working network

The specific challenge we would like to address in this Local Action Plan, suggestively named *PÉCS UNIC*, as a Project Partner, is providing our support to the local development of the ceramic sector by benefiting the exchange of experience and best practices through the promotion of integrated policies, by optimizing the heritage and innovation partnership.

We are convinced that by implementing these proposed actions through this *PÉCS UNIC LAP*, we will be able to better answer these challenges. In this context, if the plan is approved and signed within the framework of the URBACT II Programme, we will participate as partner in the project on taking the specific roles and implement activities as indicated in the *PÉCS UNIC LAP*. Furthermore, we commit to involve the members of URBACT Local Support Group, formed of key local stakeholders relevant to the implementation process of the activities of our plan.

To this end we also formally commit to report the outputs and to monitor the process of the implementation of activities and actions outlined within the Local Action Plan attached.

Yours sincerely⁴

Name in capital letters:
Zsolt Pava

Function:
MAYOR OF PÉCS CITY HALL

Official stamp

⁴ The signatory person has to be an elected representative with authority to sign for the Partner.

6. ANNEXES

- Detailed information on actions, where relevant
Activity:

Objectives:

I) Supporting the innovations of the Ceramic Sector

- 1.1 Establishing a cultural industry incubator house
- 1.2 Formulating the campus of the Faculty of Music and Visual Arts (including the Department of Ceramics and Porcelain Design)
- 1.3 “Porcelain-Pécs-Zsolnay” design resident programme
- 1.4 Establishing 3D prototyping and design studio
- 1.5 “Ceramics in the 21st century” – development scholarship by application

II) Developing Local Ceramic Industry

- 2.1 Using Zsolnay building-ceramics on Zsolnay Mausoleum and on EcoC projects
- 2.2 Zsolnay, as a “Hungaricum”
- 2.3 Porcelain and Ceramics Cluster of Pécs-Baranya

III) Ceramic Traditions as Urban Development Tools

- 3.1 “Zsolnay Cultural Quarter” – 5 hectare of brown-field rehabilitation
- 3.2 Establishing franchise for Zsolnay Art café

IV) Developing cultural and tourism potentials

- 4.1 Gyugyi Collection – creating the Zsolnay Golden Age exhibition
- 4.2 Creating an exhibition on the Zsolnay Family and on the History of the factory
- 4.3 “Walks in Pécs with Zsolnay” – creating the exhibition of the city’s thematic touristic programme

V) Developing urban identity

- 5.1 “Everyday Zsolnay” – city campaign

Partners:

Partner	Role	Description
Zsolnay Porcelain Manufactory	Lead Partner	Famous Hungarian trademark, top product of ceramics industry

Pécs 2010 Management Centre Ltd	Partner	Organisation charged with managing investments and cultural events of the EcoC programme
Szemán Studio Ltd	Partner	Production organization, capable of technical R&D activity
Terra Ungheria Ltd	Partner	Export based ceramic production, extensive international relation network
Baranya-Brick Ltd	Partner	High level of brick production, able to satisfy highly technical demands
Faculty of Music & Visual Arts, University of Pécs	Partner	Essential actor in design and research activities
Mihály Pollack of Engineering of the University of Pécs	Partner	Former college, assimilated by Pécs University since 1995. Offers masters degree for architects
South Transdanubian Porcelain and Ceramic Cluster	Partner	Established in 2009, 11 member strong institution managed by Geoscience
Zsolnay Heritage Management Public Benefit Company	Partner	Mainly concerned with the development of the Zsolnay Cultural Quarter
Creative Workshops of Baranya County; Nonprofit Organisation	Associate Partner	Important player in Ceramic/Porcelain art since 1967.
DeForm Foundation	Associate Partner	Has heavily cooperated with Zsolnay factory.
Pécsépterv Studio Ltd	Associate Partner	One of the largest designer offices in Pécs, integrates ceramic products in their projects
Cultural Innovation Competence Centre	Associate Partner	Natural ally for content production and result dissemination
City Beautification Association for Meszes	Associate Partner	Civil organization, strengthens citizen identity related to porcelain and ceramic traditions