

CREATIVE SPIRITS – CITY IMPLEMENTATION CASE EXAMPLE

Summary

Cultural Mapping Project - Újbuda

Case Example Summary

Lack of knowledge related to the cultural sector as well as to the offer of cultural or other activities in the target area prevented the municipality, residents and businesses from taking advantage of the offer of the city. By offering accommodation to cultural industries and mapping the offer in the city it was possible to ensure a better understanding of the needs of the sector as well as design a better support offer to develop the cultural sector further.

Solutions offered by the case example

A detailed research project to undertake a mapping of all cultural assets into a database to improve knowledge of the cultural sector in the city and ensure better informed decision making processes.

The CHALLENGE

The Újbuda Cultural Center (KVK) concept was adopted in October 2015 as part of the Integrated Settlement Development Strategy (ITS) of the district. As a result of its implementation, many new cultural and creative industry players have moved to the district. However, there was a lack of evidence of the newcomers as well as of the breadth and variety of the cultural and other activities in the target area. Comprehensive information on the cultural assets was also missing, although this could be a valuable resource to elected officials, citizens, and other key stakeholders. As part of the concept, the municipality runs a subsidised rental program in the framework of which it provides space for creative industries from the properties owned by the municipality. This program is highly popular, but was not yet evaluated. Therefore, the municipality wanted to launch a research project to generate a shared awareness and understanding of the status, condition, behaviour, knowledge, skills of the creative enterprises and the spaces in which they operate, as well as the community's further assets. This was based on the belief that this information could serve as a support, resource, or source of strength to one's self and others in the community.

How was the above challenge overcome?

The solution was to commission a research project that was undertaken by the Hungarian Contemporary Architecture Centre. The objective of the project was to get to know the creative businesses, organisations working in the target area, acquire data about their main characteristics and spatial relations, and about their resources and cooperation. The methodology used was cultural mapping. The diagnostic element of the mapping involved an initial desk research and a mapping exercise, building a database of the nearly 300 cultural and creative industry (CCI) organisations working in the target area. To ensure our classification of the CCIs sub-sectors to be analysed is as sensitive as possible to the context of the target area, the project combined the most widely used definitions of CCIs across the EU. The rest of the diagnostic mapping exercise was interactive and participant driven. This worked by setting up a series of sub-sector focus groups with key players involved in the area of the local creative economy (civic leaders; representatives of local cultural institutions/organizations; artists and cultural practitioners; stakeholders from informal, independent cultural groups; tourism and heritage stakeholders; business organizations). At the end, a World Café workshop was organised to discuss the 4 most important topics emerged from the

interviews, and to allow for the engagement of the broadest possible cross-section of the community.

What difference has this approach made?

The project underpins community support for planning and the future development of the cultural strategy. The needs of the community were revealed through the analysis that can be now responded with greater accuracy. The database gives greater visibility to the local creative ecology and provides the necessary evidence to improve decision-making in the design of bespoke policies to strengthen the sector. The result indicator was the database of the organisations, based on which as an output indicator, new services, projects can be based and that can be used to achieve the Municipality's broad strategic objectives.

What lessons might other EU cities take from this Case Example?

Despite the good short-term results obtained, it remains clear that support and recognition from different stakeholders and from social and psychological services are necessary. Otherwise, the sustainability of changes may fail. Each school, each teacher, each student, each family is different. Interventions and supervision need to be tailored to each situation on an ongoing basis. A shift from implementing isolated ESL measures to introducing integrated, comprehensive actions, involving different stakeholders keeps being the main challenge to be faced.

Key Facts and Figures:

Start and end dates of case example - January – May 2019

Date of preparation of this case example – May 2019

Who prepared the case example? - Municipality of Újbuda

Budget – 5M HUF