



Linz becomes  
a creative city!



An initiative of the  
**City of Linz,**  
**Economic Services**  
and the  
**Network  
Design & Media**












The Creative Community is ...

An economic-political initiative
 

- of the **City of Linz** in co-operation with
- the **Network Design & Media** and in close co-operation with
- **Chamber of Architects and Engineers**
- **Chamber of Commerce Upper Austria**
- **Ars Electronica Museum, Linz**
- **University of Arts, Linz**
- **Creative companies**
- **Artists**








## Sectors of the Creative Economy 1/2

City region of Linz

Firms Employees

Books, Literature and Press	125	1.650
Music and Phono	49	900
Movie, Video, TV and Radio	52	1.119
Advertisement	256	2.128
Architecture and cultural heritage	366	3.791

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## Sectors of the Creative Economy 2/2

City region of Linz

Firms Employees

Information, Communication, Multimedia and Internet	500	8.337
Crafts and craft work (painting arts, graphics, fashion, design, photography)	174	1.845
Entertainment	47	903
Research, Development, Education, Consulting	413	9.580
<b>Total</b>	<b>1.982</b>	<b>30.253</b>

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## Priorities & Objectives

- Illustration of **Creativity as a resource** for economic success
- **Valorization of the benefits of creativity** for the broad public
- **Lobbying for creativity** and creative services
- Create **framework conditions for projects and cooperation**
- **National and international networking** of Creative's, Artists and Designers with employers
- **Creation of centers for start-ups**

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## Centers for start-ups for Creative's in Linz 1/2

### Lederfabrik

Leonfeldner Straße 328



### Lencia Schmuckfabrik

Carlonegasse 8



### Linzer Hafen

Regensburger Straße 9



Neu 01.07.09

### Q70 – Business Center

Semmelweisstraße 70a



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## Centers for start-ups for Creative's in Linz 2/2

- Agreement between the City of Linz and private estate / property owners
- 500 m<sup>2</sup> in each creative-center
- Netto lease: 5,50 € per m<sup>2</sup> (without operating costs)
- The City of Linz supports the netto lease of all companies that are not older than three years for 40 m<sup>2</sup>
  - 50 % in the 1. year
  - 40 % in the 2. year
  - 30 % in the 3. year

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## Project examples – in retrospect

- Services for Creative's in the start-ups: Coaching, Information services, training, networking with potential employers
- Set-up of networks and partnerships among creative and artistic sectors on regional level
- Support of the network partners and their creative activities and events

Examples: design & success, Economy meets arts, from the idea to the successful company; „Kunst & Können“ – Linzer Handwerkstage...

- Media activities


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- Development of the „cdi = creative DienstleisterInnen“ – data base
- Creativdepot  
Creative work und protection of it in times of copy and paste
- Organization of cross sectoral and awareness raising events  
Example: “Do you know economy? Do you speak arts?”  
“Everything apart from common”  
Presentation of studies like „Faktor Kreativität und Auswirkungen auf den Standort Österreich“  
„Galleries on stage“ „Creative awaking in a car house  
Involvement of experts, entrepreneurs, creative’s and artists →best practice examples
- Platform for the support of networking and communication

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## Best practice examples



## Best practice examples

Kreativkaufmann Ludwig Eidenhammer & Eder Matten  
gemeinsam mit >als 30 KünstlerInnen




## Creative Friends

- This group comprises everyone, enterprises and institutions, which support the aims of the Creative Industries and with whom we work together.



Bsp: Land OÖ, TMG, Siemens VAI, Landesmuseen, tech2b, i2b&go, Tourismus Linz, Johannes Kepler Universität, Bruckner Universität, Ausbildungsinstitute, techEnter, Industriellenvereinigung, Linz09, Lentos, LIquA, ...






## Studien

- **Future strategies for the Creative Industrie in Upper Austria**  
OÖ Zukunftsstrategie für die Kreativwirtschaft in OÖ  
Dr. Julius Stieber, Amt der OÖ Landesregierung
- **Is Linz or Upper Austria attractive for international skilled employers?**  
**Wie attraktiv ist Linz bzw. OÖ für Internat.Spitzenkräfte?**  
Industriellenvereinigung
- **Importance and rating of the three „Ks“ Art, Culture and Creativity“ for Upper Austrian enterprises**  
**Bedeutung und Stellenwert der Faktoren der „3K“ – Kunst, Kultur und Kreativität für OÖ Unternehmen**  
IV Junge Industrie
- **Creativity and Innovation**  
**Kreativität und Innovation**  
METIS Institut für ökonomische und politische Forschung  
Harry Gatterer, Elisabeth Zehetner, Bund Junge Wirtschaft
- **Pre-study for a cultural use of the area of the Austria Tabak enterprise**  
**Vorstudie zur kulturellen Nutzung des Areals der Austria Tabakwerke**  
JKU a.Univ.Prof. Dr. Robert Bauer
- **„What LINZ changes“ „Was Linz verändert“**  
„Siemens VAI – Dr. Thomas Duschlbauer, LIMAK

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„Linz is proud of its creative milieu,  
which is well-known internationally.“  
Principal guideline of the Creative Community




**Thank you very much  
for your attention!**







„Dieses Projekt wird im Rahmen des Programms Regionale Wettbewerbsfähigkeit aus Mitteln des Europäischen Fonds für Regionale Entwicklung sowie aus Mitteln des Landes OÖ und / oder der Stadt Linz gefördert.“