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Building successes



URBACT THEMATIC NETWORK  
CREATIVE CLUSTERS IN LOW DENSITY URBAN AREAS

*THEMATIC WORKSHOP*

**THE SPACE OF THE CREATIVE CLASS**

**Urban Facilities and Strategies for Creative Entrepreneurs**

*Hódmezővásárhely, Hungary, October 10-11, 2010*



*Sponsored by URBACT Programme and the Municipality of Hódmezővásárhely*



**FINAL PROGRAMME**

HOTEL GINKGO SAS  
6800 Hódmezővásárhely, Zrínyi street 2

## Saturday, 09 October Arrival of partners and participants

- Early evening
- Arrival of partners and participants to Hotel Ginkgo Sas  
6800 Hódmezővásárhely, Zrínyi street 2, [www.hotelginkgosas.hu](http://www.hotelginkgosas.hu)
- 20.00
- Welcome drink in the Rotary Hall of the hotel

## Sunday, 10 October Study trip and URBACT Creative Clusters steering committee

09.00 – 11.00

### STEERING COMMITTEE OF THE URBACT NETWORK ON CREATIVE CLUSTERS

Venue: Hotel Ginkgo Sas, 6800 Hódmezővásárhely, Zrínyi street 2.  
Agenda: see the specific programme delivered for this session.

[ Free time for those participants not directly involved in URBACT Creative Clusters Network ]

11.00 – 13.00

### THE VÁSÁRHELY AUTUMN EXHIBITION AND THE ARTISAN FAIR

A walk around the landmarks of the Hódmezővásárhely famous “Autumn Week”. First, the Vásárhely Autumn Exhibition. A unique programme not only in the town but all over the Country, where every art branches is represented since the first edition in 1954. The participation in this event is by invitation which means that artists are invited to have connection with the town in some way.

Beside the Exhibition, a huge artisan fair is organized in the main street of the town, where visitors can taste a number of local products and traditions.

13.00 – 14.30

Lunch at the Black Eagle Restaurant.

14.45 – 18.30

## FOUR CREATIVE-BASED FACILITIES IN HÓDMEZŐVÁSÁRHELY

14.45 – 15.45

### **Emlékpont.**

[http://www.emlekpont.hu/eng/general\\_information/welcome\\_page/welcome\\_page.html](http://www.emlekpont.hu/eng/general_information/welcome_page/welcome_page.html)

Emlékpont is an avant-garde museum dedicated to the period between 1945 and 1990. That is Hungary under the soviet influence. It shows how and who are that people who lives this half a century in HMV. Emlékpont uses the most up-to-date exhibiting techniques and museum teaching opportunities. As a result the facility is much more than a museum.

16.00 – 16.45

### **Hódfő Social Employment Centre.**

This centre links to the Hódmezővásárhely tradition in embroidery. The centre produces different kind of traditional and modern products like embroidery, leather products, decorations, ornaments, bags... for both Hungarian and European markets. The products have to be marketable and profitable, however mass production is not possible in this field. Because of their labour-intensiveness, unique handicraft products are expensive and there is very low demand for them, also because folk embroidery is not fashionable nowadays for the younger generations.

17.00 – 17.45

### **Downtown Pottery House** [Mr. Sándor Ambrus, potter, folk-artist].

As it is known, the town famous for its folk-art traditions, and at the end of the 19th century, HMV was the citadel of pottery, because the most potters worked here. The representative of this past is Sándor Ambrus, who established the Pottery House in 1989. His own style was developed from the shapes and patters of 19th century folk-ceramics.

18.00 – 18.30

### **Tile-stove workshop** [Mr. Ferenc Török, tile-stove maker].

In 2004, Ferenc Török, potter, his father and his brother started a family business of stove building, providing complex services on the market: the enterprise manages the process from sales management to the creation and building of the ordered stove. The former master potter extended the range of products with the inclusion of stove tiles of traditional folk techniques and motifs. He also builds special Hungarian traditional types of stoves and ovens.

18:30 – 18:45

Back to the accomodation

20.00

### **Partneship dinner**

Bagolyvár Restaurant.

## Monday, 11 October URBACT thematic workshop

09.00 - 09.15 REGISTRATION

09.15 - 10.00

### OPENING SESSION

Chair: Dr. János Lázár, Mayor of Hódmezővásárhely.

Welcome speech by Dr. János Lázár, Mayor of Hódmezővásárhely.

Welcome words by Zoltán Hegedűs, chair of the economy committee and Ervin Schleiffer, local creative entrepreneur.

Introduction to the URBACT Network on Creative Clusters by Miguel Silvestre, Óbidos City Council.

Introductory note on the workshop theme by Miguel Rivas, URBACT lead expert.

10.00 – 11.30

### SESSION 01. BUILDING THE CREATIVE SPACE: CONCEPTS, TRENDS, STRATEGIES [ I ]

Chair: Anikó Varga, town-development office, Municipality of Hódmezővásárhely.

10.00 - 10.20

#### **Spaces for creative people: concepts, trends and the European kaleidoscope.**

*Catarina Selada, head of policy research, INTELI-Intelligence in Innovation, Lisbon.*

10.20 - 10.40

#### **Revealing spatial structures in supporting creative-based strategies: a case from low density urban area.**

*José Martins dos Santos, project director Wilhelm & Co. Portugal, executive consultant for Óbidos Tourism Association.*

10.40 - 11.00

#### **Reggio Territorio Esteso: re-formulating city positioning.**

*Saverio Serri, Reggio Emilia City Council.*

11.00 - 11.30

General discussion.

Discussant: Péter Gauder, director of Studio Metropolitana, Budapest.

11.30 - 12.00

Coffee-break.

Press conference.

12.00 - 13.30

**SESSION 02. BUILDING THE CREATIVE SPACE: CONCEPTS, TRENDS, STRATEGIES [ II ]**

Chair: Helen Ball, head of culture & creative industries, Barnsley City Council.

12.00 - 12.20

**Creative entrepreneurs in space: the case of Budapest.**

*Tamás Egedy, Hungarian Academy of Sciences - Geography Research Center.*

12.20 - 12.40

***Creative Quarters in Ruhr Metropolis: a new concept in building the creative city.***

*Bernd Fesel, Director of ECCE – European Centre for Creative Economy, Dortmund.*

12.40 - 13.00

**Creative Óbidos [Portugal]: range of key facilities and brand strategy.**

*Miguel Silvestre, Óbidos Town Council and URBACT Creative Clusters lead partner.*

13.00 - 13.30

General discussion.

Discussant: José Martins dos Santos, project director Wilhelm & Co Portugal.

13.30 - 14.30

Buffet lunch.

14.30 - 16.20

**SESSION 03. BOOSTING CREATIVE ENTREPRENEURSHIP: PROGRAMMES AND SUPPORTING MEASURES**

Chair: Petronela Sturz, Mizil City Council.

14.30 - 14.50

**City strategies attracting and retaining the creative class: a Hungarian perspective.**

*Bence Ságvári, Hungarian Academy of Sciences – Institute of Sociology.*

14.50 - 15.10

**Bringing a sector to life: attracting and retaining creative talent.**

*Tracey Johnson, creative and digital industries sector specialist, Barnsley Town Council.*

15.10 - 15.30

**Attracting and retaining talent: a strategy in Central Finland.**

*Raija Partanen, project manager on culture and creative economy, Regional Council of Central Finland.*

15.30 – 15:50

**How a town can help in order that creativity becomes the nest of the town?**

*Péter Gauder, director of Studio Metropolitana, Budapest.*

15.50 - 16.20

General discussion.

Discussant: Bernd Fesel, Director of ECCE-European Centre for Creative Economy, Dortmund.

16.20 – 16.40

Coffee-break

16.40 - 17.00

**Key lessons and overall remarks.**

*Miguel Rivas, URBACT lead expert on creative clusters.*

20.00

**Farewell dinner**

Red salon at the Black Eagle Restaurant.

## FURTHER INFORMATION AND REGISTRATION

Participation in the URBACT one-day thematic workshop is free although registration is mandatory. Contact the local organization desk to ask for a registration form.

**Anikó Varga, Municipality of Hódmezővásárhely**  
Tel +36 62 530100/234. Mobile +36 30 554 1446  
[vargaa@hodmezovasarhely.hu](mailto:vargaa@hodmezovasarhely.hu)

Registration includes participation in all the workshop sessions, workshop materials, coffee breaks and lunch buffet on October 11th. Contact local organization desk in case you are interested in the study trip scheduled on October 10th.

Translation facilities English-Hungarian will be provided.

## HOW TO REACH HÓDMEZŐVÁSÁRHELY

### By bus transfer from the Airport

All flights from abroad arrive at Budapest Ferihegy airport. From there the local organizer has arranged a private bus transfer to Hódmezővásárhely at a very reasonable cost on Saturday 9th October. Please, contact directly to the company "Fixshuttle" and refers to the trip arranged by the Municipality of Hódmezővásárhely.

FIXSHUTTLE  
Mr. Lajos Galambos (can speak English)  
Tel +36-20-663-9367  
[info@fixshuttle.com](mailto:info@fixshuttle.com)

### By train

If your flight arrives at Budapest Ferihegy1, you'll have the chance to buy a train ticket to HMV (one change in Szeged) with InterCity train. Time schedule and information on <http://elvira.mav-start.hu/elvira.dll/uf> and on phone number +36 (1) 371 94 49. The train station is about 3-5 minutes from the Airport.

If your flight arrives at Ferihegy2, you'll have to pick up a taxi, go to Ferihegy1 and then the same process than before.

### By car

HMV is situated in South-East Hungary, 193 km from Budapest. M5 motorway leads to Szeged and then you have to drive through the town following the direction of Hódmezővásárhely, come along on road 47 and you arrive in the town.

## ACCOMMODATION IN HÓDMEZŐVÁSÁRHELY

Special rates have been arranged with Hotel Ginkgo Sas: room for one person 12 000HUF (about €43)/night; room for two person 14 000HUF (about €50)/night. When booking, please mention URBACT Creative Clusters.

Hotel Ginkgo Sas, [www.hotelginkgosas.hu](http://www.hotelginkgosas.hu)  
6800 Hódmezővásárhely, Zrínyi u. 2.  
Tel +36 62 532 532, Fax: +36 62 532 533  
[info@ginkgohotel.hu](mailto:info@ginkgohotel.hu)

## THE URBACT NETWORK ON CREATIVE CLUSTERS

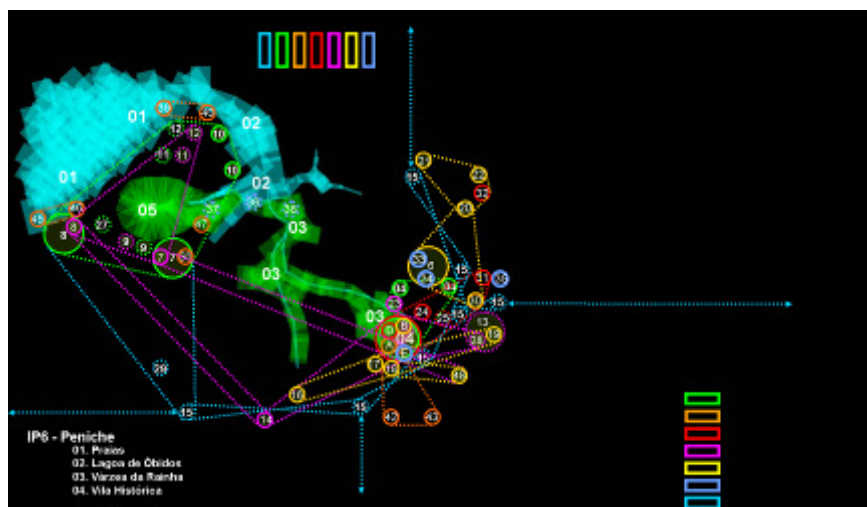
Lead by the Portuguese city of Óbidos and the participation of Barnsley [UK], Reggio Emilia and Viareggio [Italy], Hódmezovásárhely [Hungary], Mizil [Romania], INTELI [Portugal], Enguera [Spain] and Jyväskylä [Finland], the URBACT network on Creative Clusters, [www.urbact.eu](http://www.urbact.eu), is an added value cooperation project with the goal to perform a collective “learning by doing” exercise in the field of urban creative clusters.

The fundamental assumption is that creative drivers in local economic development are also a functional pattern not just in metropolitan hubs. Even more, creativity as source of innovation should act as a cross-cutting approach to re-think economic and social development in small and medium-sized towns, considering new opportunities related to accessibility, community life, culture and creativity-based business models.

During the period 2008-2011 this URBACT network is working on five key sub-themes: i) creative clusters: diversifying local economic base and opportunities to young people; ii) events and cultural agendas as catalysts; iii) promoting the creative city: a new range of facilities and infrastructures; iv) creative entrepreneurs and talented people: attraction and retaining; v) setting the basis: creative educational environments at local level.

Lead partner contact, Óbidos Town Council: Miguel Silvestre [creativeobidos@cm-obidos.pt](mailto:creativeobidos@cm-obidos.pt)

URBACT lead expert on creative clusters: Miguel Rivas [mrivas@grupotaso.com](mailto:mrivas@grupotaso.com)



## URBACT II

**URBACT** is a European exchange and learning programme promoting sustainable urban development.

It enables cities to work together to develop solutions to major urban challenges, reaffirming the key role they play in facing increasingly complex societal challenges. It helps them to develop pragmatic solutions that are new and sustainable, and that integrate economic, social and environmental dimensions. It enables cities to share good practices and lessons learned with all professionals involved in urban policy throughout Europe. URBACT is 181 cities, 29 countries, and 5,000 active participants



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