

Creativity Platform

ABOUT

The Creativity Platform team is a non-profit, collective scheme, seeking to function as an interdisciplinary platform of exchanging ideas, actions, research and appliances related to the “creative capital” and the “creative economy” in the city of Thessaloniki as well as in the general Greek area.

The main goal of the Creativity Platform team is to offer the field, the platform, in order to activate this dialogue for the city of Thessaloniki, as well as to promote projects, activities and applications as the meeting points of creative communities, professional operators, entrepreneurial initiatives and policy makers.

The “Creative Industry” is considered to be a highly dynamic and developing component of the urban as well as the national economy and as such stands in the core of international and European development strategies. The so-called “creative industry” –despite the fact that the term “industry” is used improperly in this case- refers to a knowledge- and talent-intensive production procedure. According to the UK Government Department of Culture, Media and Sport (DCMS, 2001) the creative industries are widely recognized as “those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property”.

What is more, the “cultural industry” term differentiates from the “creative industry” one, as the first stands for a subdivision of the second one. “Cultural industries”, according to UNESCO, are defined as “those industries which produce tangible or intangible artistic and creative outputs, and which have a potential for wealth creation and income generation through the exploitation of cultural assets and production of knowledge-based goods and services (both traditional and contemporary)”.

Thereby, creative professions are those which are related to the cultural and creative industry in all; visual arts (painting, sculpture, photography etc), performing arts (theatre, dance, music etc), architecture, literature as well as the relevant means of reproduction, such as publications, magazines, newspapers, radio, television, advertising etc, are the main areas of creative



professionals' interest.

Many cities and regions, worldwide, have exploited their creative human capital, by investing in strategies and policies which promote strong identities in the main fields of creative economy: music, cinema, literature, applied arts and fine arts. In Greece, there has been no substantial dialogue related to the exploitation of this important capital, provided by the Greek cities and regions. This lack of dialogue has resulted in a respective lack of relevant policies.

THE TEAM

The Creativity Platform team consists of artists and scientists from many and different scientific fields.

Founding members of Creativity Platform are:

Christina Diki Architect Engineer AUTH

Orlando Fovos Youth Trainer & Non-formal Educator, Landscape Architect & Cultural Manager

Xiara Fwotou Placemaker, Urban and Spatial Planning and Development Engineer AUTH, MSc in Urban Geography, University of Utrecht

Orestis Miquelakis Architect Engineer AUTH, MAA IAAC/UPC, MSc in Urban and Spatial Planning NTUA, PhD Candidate NTUA

Rachida Tgoqou Political Scientist, Planning & Implementation of co-financed projects from EU funds

Rafael Vetsopoulos Architect Engineer AUTH, with doctoral thesis, research- and scientific expertise in the field of planning and development of knowledge- and creativity-driven cities

Associates of Creativity Platform are:

Pavlos Vucelja Visual Communication Design

Urte Vuchetich Archaeologist AUTH, Project Manager & Curator Handpeak

Florentina Iqbal Economist, University of Macedonia, Project Coordinator AgroDesign Cluster

Orestis Miquelakis Economist, University of Macedonia, Marketing & Events Manager AgroDesign Cluster

Christina Diki Communications, Branding and Cultural Management

Christina Miquelakis Engineer, PhD Candidate and Research assistant in the Department of Informatics, AUTH, on the research field of Open Source Software Engineering.

Cyberia Ejtzi Urban and Spatial Planning and Development Engineer,

AUTh, MSc International Real Estate and Planning, UCL

Vj qwK'O kkt nji nw." Art Historian, Curator of Exhibitions and Collections,
MMCA

PARTNERS



Municipality of Thessaloniki, Division of Culture and Tourism, www.thessaloniki.gr



International Hellenic University, www.ihu.edu.gr



Environmental Education Center of Eleftherio Kordelio, www.kpe-thess.gr/en/



Pakhuis De Zwijger, www.dezwijger.nl



Creative Industries Fund NL, stimuleringsfonds.nl/en



Goethe Institut Thessaloniki, www.goethe.de/ins/gr/el/the.html



Dynamo project space, dynamoprojectspace.blogspot.gr



Macedonian Museum of Contemporary Art, www.mmca.org.gr



Thessaloniki International Fair TIF – HELEXPO, www.helexpo.gr



Creative Thessaloniki – Centre for Creative Economy, www.creativethessaloniki.gr



Business and Cultural Development Centre, www.e-kepa.gr

AIMS

The Creativity Platform team was created under the principal goal to highlight the relationship between the creative economy and the contemporary urban identity of Thessaloniki. It is a platform of observation, dialogue, networking and support of and for the “creative forces” of the city.

Specifically, Creativity Platform aims to:



Function as a scientific and research observatory, by focusing on the mapping of the creative economy and the assessment of its dynamics and prospects.



Establish a dialogue forum on the cooperative planning of an integrated cultural- and creative- economy strategy, by activating everyone involved: artists, institutions, agencies, production structure and intermediates.



Function as a networking and collaboration platform, both for the enhancement of the local creative community identity, as well as for its outreach, by connecting the community with creative economy poles from other countries.



Develop and evolve supporting tools, as well as tools of ongoing training and information of the creative community, on issues related to its empowerment and financial viability.

PROJECTS



CREATIVITY FOR.TH:

The **ETGCVKKKW['HQT0WJ** project is a creative, cultural, entrepreneurial and educational event, which highlights contemporary creativity and enhances the local creative economy of Thessaloniki.

ETGCVKKKW['HQT0WJ consists of 9 actions, full of creativity, inspiration, innovation, education, information, new ideas, collaborations, meetings, discussions and fun.

ETGCVKKKW['HQT0WJ addresses to everyone who uses creativity, knowledge and innovation as the drivers of their creative and professional activity.

Through a series of activities, collaborations, tools, applications and strategies, **ETGCVKKKW['HQT0WJ** highlights creativity's role in shaping the contemporary identity of Thessaloniki.

The activities of **ETGCVKKKW['HQT0WJ** span from November 2012 until the spring of 2013.

ETGCVKKKW['HQT0WJ is organized by Creativity Platform and Dynamo Project-Space, in close collaboration with artists, creative agencies and teams of the city and is under the auspices of the Deputy Mayor for Culture and Tourism of the Municipality of Thessaloniki.

With the encouragement of:

Goethe Institut/ British Council/ Macedonian Museum of Contemporary Art (MMCA)/ Thessaloniki International Fair (TIF)/ Thessaloniki Chamber of Commerce and Industry (TCCI)





CREATIVE WALK - Discover the hidden creative “diamond” of Thessaloniki

On the weekend of the 15th and 16th December 2012 took place the first ever Creative Walk in the manufacturing center of Thessaloniki. It was two days full of creativity, inspiration, innovation, information, cooperation, meetings, discussion and entertainment dedicated to the discovery of the hidden creative “diamond” of Thessaloniki.

5000 visits have been recorder, in more than 60 creative destinations, studios, ateliers, creative agencies, spaces of creative activities and creative businesses which are based in the old commercial centre of Thessaloniki.

The creatives welcomed the visitors in their spaces from 12:00 in the noon, until 20:00 in the evening and they presented their work, the spaces in which they create and produce, while engaging in discussions and answering questions that the visitors might have had.

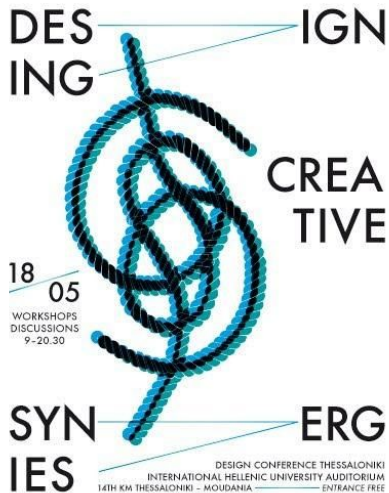
CREATIVE WALK was the opening act of **ETGCVKXWJ 'HQTWJ** and was organized in cooperation with the creatives themselves. The action points the way towards a bottom-up dynamic of development, which aims at showcasing the local and independent creatives of Thessaloniki.

Participation in CREATIVE WALK is free of charge.

Organization:

Creativity For.Th/ Municipality of Thessaloniki, Deputy Mayor for Culture

Have a look at the [video!](#)



DESIGNING CREATIVE SYNERGIES

On Saturday, 18th of May 2013, Creativity For.Th participated in the co-organization of the “Designing Creative Synergies” conference, at the facilities of the Hellenic International University of Thessaloniki.

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For this purpose, local actors from the industry, the businesses and the universities as well as policy makers, had the chance to meet and cooperate during the conference event with experienced and internationally renowned designers, for the promotion of international creative synergies. Our ambition is a prospective creation of a Forum dedicated to the Creative Synergies that will support the coordination of various relevant initiatives.

By the completion of the thematic conferences that are dedicated to design and creativity, to applications for industry and to career prospects in design, the event hosted the awards ceremony of the 6th Office and House Furniture Industrial Design Competition organized by the DROMEAS company.

Organization:

Hellenic International University/ Aristotle University of Thessaloniki/ School of Economics/ General Consulate of Germany in Thessaloniki/ Hellenic-German Chamber of Industry and Commerce/Goethe Institut Thessaloniki/ Business & Cultural Development Center/ DROMEAS S.A./Creativity For.Th

OPEN COFFEE THESSALONIKI XLIII – Entrepreneurialism for creative professions

The 43rd Open Coffee meeting in Thessaloniki took place at Thessaloniki's New Town Hall, on Tuesday, 21st of May 2013, at 19:00. This Open Coffee meeting has been co-organized with Creativity For.Th's team and its thematic was about creative entrepreneurship.

Organization:

Creativity For.Th / Open Coffee Thessaloniki



BeCreative NETWORK

Within the Creativity For.Th event, Creativity Platform in collaboration with [Y gduvj gkleu](#) implements the digital mapping and networking platform for the creative entrepreneurs of Thessaloniki, the [Dg'Et gcvkxg'P gwy qtm](#). In this way we are leading the way to a local development model for the creative economy.

The digital platform offers multiple tools of digital promotion and networking of the creative, as well as a platform in order to express their needs and opinion regarding the development of the creative sector. Furthermore, it is a digital space for the production of collective knowledge through fermentation with other creatives. The aim is to create an online network for the creative community, and the promotion of the city's creative economy, by increasing the awareness of the mapped creative entrepreneurs and the potential collaborations between them.

Moreover, the platform can be an original [f ki kvcr'vqqn](#) that would allow the collection of primary data related to the creative economy. Already, within the pilot mapping that was conducted by Creativity Platform, the BeCreative platform has been utilized through a simple questionnaire. This questionnaire allowed the creative entrepreneurs to register their activity in the digital platform, as well as to express their opinion and needs that they might have regarding the development of the sector in their city. The questionnaire enabled the mapping team to collect [svcr'kvxg'cpf](#) [svcp'kvxg](#) data and to draw important conclusions related to the specific sector. Large part of the platform has been implemented during a daylong Hackathon. The Hackathon participants are the following partners: Synadakis Aggelos, Kritikos Apostolos, Philippou Giorgos, Michailidis Apostolos, Bacharakis Christos, Papasoglou Chrysa, Kolofotias Vaios and Papaminas Dimitris.

The Hackathon [results](#) were presented during the Fast Forward Conference.

CREATIVITY FOR.TH Seminars

Creativity For.Th presented the first three sessions of the “Alphabet of the Creative” that was organized by “Peirama”, is a member of Creativity For.Th.

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“From concept to implementation, with eyes looking outside”

Giorgos Gatos, Bussiness Developer, BA Kingston University, MA Aston University, MA University of Florida

4th Ugo lpct <'Eqr { tli j w'c'pf 'Tli j w'q'k'p'vngewer'Ncdqwt

“Creating is not enough; you should learn how to protect your ownership and how to respect the foreigner’s one”

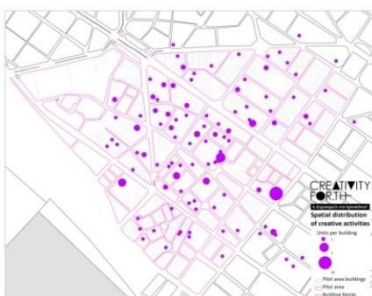
M. Sareli, Head of the Deposits and Advances of the Industrial Property Office.

5th Ugo lpct <Et gc vlxg'Gwt qrg

“A new Program-Framework for the cultural and creative sector, Creative Europe 2014-2020”

Panos Remoundos, European Programs and Investments Consultant, Founding Member of Creativity Platform, BA Politics, South Bank University, MS Information Technology, Cranfield University

All seminars have been hosted at the AAS College, N. Kountouriotou 7 & Pageou 1



MAPPING CREATIVE ECOSYSTEMS

Within the Creativity For.Th event Creativity Platform conducted a Pilot Mapping of the Creative Economy that is based in the Old Commercial Centre of Thessaloniki.

Through the pilot mapping the team aims to proceed into a further research on a city-level, after the evaluation and optimization of the methodology. The goal is that the hereby followed methodology can also be applied by other cities around Greece.

For the mapping of the creative activities a database has been used. This database has been developed by Creativity Platform NPO through a synthesis of online directories’ data and field observation and research. Afterwards, the team classified and categorized the data. By studying other mapping systems (british, german etc),

the team concluded in a classification of general and specific categories. All creative activities have been classified into six main categories, which are subdivided, and then they were depicted on a map in order to evaluate their spatial distribution.

The main objective was to highlight the richness and variety of activities of the area. Thus, except for the type of creative activity, the team recorded also the network of

the different aspects of the same activity in a diagram that presents in percentage the type of activity being produced by each creative category.

Finally, the second stage of mapping focused on the collection of qualitative data through the distribution of a questionnaire to the creatives who are based in the area. For the questionnaire distribution the team used the BeCreative virtual platform. Within a month of the questionnaire's circulation 68 responses in 30 questions have been collected. The questions were organized in 4 sections: 1. Identity of activity 2. Collaborations – clients – followers 3. District – space 4. Competitiveness – proposals.

The results of the pilot mapping until today have been presented at the [Fast Forward](#) and at the conference in the framework of the "[Initiative: Music Economy Network](#)".



FAST FORWARD – International conference for the Creative Economy

In times when creativity and innovation are key factors and driving forces for the identity, the international recognition as well as the development of modern cities.

Creatives, Businesses, Institutions, State Institutions and Services, Researchers, Policy & Strategy Makers were invited to discuss and cooperate for the development of Strategies, Tools and Practices that would highlight the role of the city's creative forces.

The Creativity + Design: FAST FORWARD conference focused on three thematic areas:

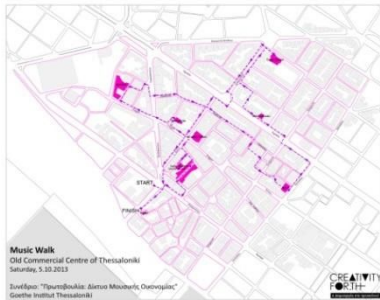
- WHAT is it that makes creativity and design so important?
- HOW can creativity and design be incorporated in businesses and state institutions in order to offer better products and services?
- WHICH are the benefits for the businesses and state institutions that incorporate creativity and design?



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Professionals and Scholars of creativity and design, you are invited to a conversation on our city's creative economy and to a wide dialogue with the public about how creativity can dynamically emerge to the forefront in a FAST FORWARD speed!

Co-organization: Creativity For.Th., Business & Cultural Development Center, Goethe Institut, Region of Central Macedonia, Municipality of Thessaloniki. With the support of: Thessaloniki International Film Festival



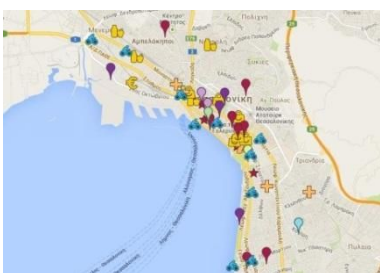
MUSIC INDUSTRY NETWORK

Creativity Platform participated in the transnational meeting between Germany and Greece, within the framework of the “Music Industry Network” Initiative, from the 2nd until the 6th of October 2013. The initiative was supported by the Konrad Adenauer Institution in Greece and the cooperation of “Berlin Music Commission” and “Club Commission” from Berlin. During the meeting Creativity Platform (co-)organized the following actions:

1. **RTGUGPVCVKQP'QH'O CRRRPI 'ETGCVK&G'GEQU UVGO U<**
CP presented the outcome of the pilot mapping of the local creative industries (3-4/10/2013)
2. **O WUE'Y CNM<**the walk was organized by CP as a specialized guided tour for the Berliner guests. During the walk we visited professional spaces of creatives related to the music industry of Thessaloniki. The tour was focused in the area of the former industrial city centre and functioned as a networking and promotional event for the participants (05/10/2014). Have a look also [here](#).

* As a result of this meeting, CP kick-started a closer communication with the **Pfefferberg AG** institution, in order to prompt cooperative projects among the two organizations and our participation in European funding instruments.

[link](#)

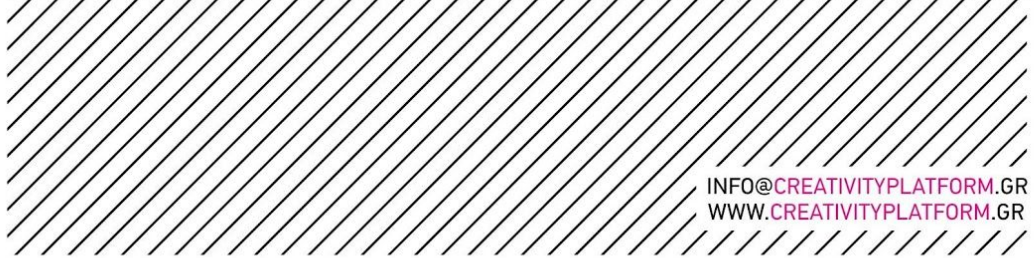


SHARING CITIES MAP JAM:

On Friday, 25th of October, Creativity Platform team, under the co-ordination of Nelly Trakidou, hosted the first “Sharing Cities Map Jam” in Thessaloniki, at the [ApoDec](#) space.

The aim of this event, as it was internationally organized during October by the [Shareable](#) platform in order to build a network of sharing cities around the world, was to identify, record and map the city’s sharing spots (i.e. co-working spaces, public parks, public libraries). Our goal was to create the first map that would share the knowledge among the locals for the type and location of all the sharing spots of the city.

[link](#)



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AGRODESIGN CLUSTER

AgroDesign is an initiative by Creativity Platform which aims at bringing on the same table of discussion and activities the creative capital of Thessaloniki and the agricultural and manufacturing activities related to food production of the region. Our final goal is to create a cluster based in Thessaloniki, where the creative and agricultural sectors will collaborate and develop innovative and extroverted services, applications and products.

30CI TQVIEC'4236 (30/01 – 02/02/2014) [link](#)

40RTGUGPVCVKQP'CV'O O EC (15/03/2014) [link](#)

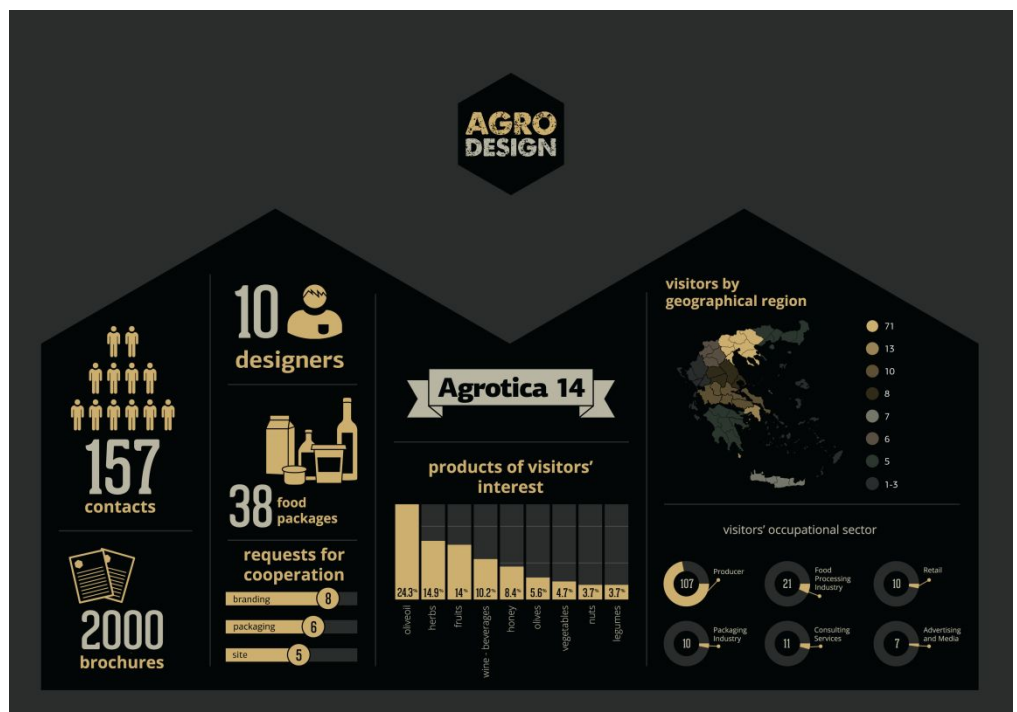
50F K KCN'RNCVHQTO (March 2014) [link](#)

60'GZRNQTPI 'QRRQTVWPVKGU'HQT'P VGTP CVKQP CNKUCVKQP (Feb - Mar 2015) [link](#)

70F GVTQR'4237 (26/02 – 1/3/2015) [link](#)

80F GVTQR'DQWKS WG'4238'(26-29/2/2016)'[link](#)

90' ETGCVK&G" EQWRNGU" B 3w'I qwt o gv' Qk&g" Gzj kdkkqp'(" F gkecelgu (22/5/2016) [link](#)





CRUNCH

The CRunch (Creative Brunch) events are a series of open creative meetings, which aim at the informing, networking and enhancing of Thessaloniki's creative community in regards to the funding opportunities in European and National (Greek) institutions and instruments.

The CRunch project is developed and organised within the activities' framework and with the support of Thessaloniki – European Youth Capital 2014. Both Creativity Platform and EYC 2014 recognise the need for networking and enhancing of the local creative community. They consider CRunch to be a much appropriate environment and tool for the support of Thessaloniki's young creatives.

The program includes four meetings:

3: 'QEVQDGT'4236<GTCUO WU[QWPI 'GPVTGRTGPGWTU

: 'PQXGO DGT'4236<ETGCVK&G'GWTQRG

4: 'PQXGO DGT'4236<CEVKQP'CF

37" FGEGO DGT" 4236<' " (ESPA - National Strategic Reference Framework)



URBACT II CAPITALISATION - JOB GENERATION FOR A JOBLESS GENERATION

Creativity Platform in 2014-2015 participated in the Local Support Group (LSG) of the Capitalisation phase of Urbact II on jobs for young people in cities. We offered support and training to young entrepreneurs in Thessaloniki and contributed to the development of the Local Action Plan for the city of Thessaloniki. What is more, Creativity Platform participated in follow-up EU events that were organised in Riga, Latvia and Brussels, Belgium in order to share the knowledge and experience generated throughout the programmatic season.

You may find the program's final report [here](#).



HANDPEAK



Handpeak came into being in the summer of 2014 in Thessaloniki. Our goal is the presentation, emergence and, by extension, support, promotion and development of selected, local and independent, contemporary creators (or creative groups), that have an active presence in Thessaloniki, both professional and amateur.

- We believe that people engaged in creative activities mould contemporary civilization and constitute its living "cells".
- We consider creativity to be an inexhaustible and limitless field and we, therefore, deal with the creative capital of Thessaloniki in an inclusive and comprehensive manner.
- We search, identify, record, map, substantiate and study in depth the creative force of the city.
- We choose people with knowledge, expertise, abilities, skills, inspiration, innovative ideas, talent, personal style, quality, aesthetics, passion, diligence, extroversion, values, politeness, openness to teamwork.
- We offer the greater public the chance to become acquainted with the creative community of Thessaloniki, electronically via an Internet platform, as well as personally through walks and visits to the workplaces of the creators and also through a variety of actions that always have the creators as their focal point.



TÓPIO

Tópio is a catalyst for urban change on a neighbourhood level with a city-wide effect. We develop projects empowering and training high-school students and youth to become active citizens and the placemakers of their own community.

Our aim is to re-imagine the school as an open platform of discussion and interaction for the whole neighbourhood, where students lead the transformation both inside and outside the school doors, having culture and creativity as our compass.

Besides that, we use creativity, placemaking and non-formal education methods and tools in order to engage local communities and city administrations into the city making movement and process.

We envision a sustainable, inclusive city, consisting of active communities and neighbourhoods, where self-organization meets government facilitation.

An indicative example of the Tópio approach is the following plan, which was developed and implemented between December 2015 and May 2016, as a pilot program in a public high school in Thessaloniki, Greece. The pilot phase has been supported by the START: Create Cultural Change fellowship program, by Robert Bosch Foundation, Goethe Institut Thessaloniki and Bundesvereinigung Soziokultureller Zentren E.V..

[qwj 'Vt clplpi 't pf 'Go r qy gto gpv

During the whole pilot phase we have developed and applied non-formal education tools, which aimed at empowering the sense of active citizen in each student, as well as at the “reading” of their school and neighbourhood in an embodied way. For six months, we have used the classroom as a platform for enhancing the youngsters’ confidence, while developing participatory planning processes for applying their ideas for their school, their neighbourhood and their city.

Kpvt xgpvkqp'3

During the first Tópio intervention we developed inside the schoolyard together with the students the ideas that they came up with during the previous period. We managed to create a couple of small, yet very creative, interventions, such as hashtag stencils and plantings, which improved the yard, but most importantly allowed us to have a wonderful time! Francoise Schmölz, from the Pop-Up & Paper Stories, supported creatively our first intervention and made all students’ ideas come true.

Kpvt xgpvkqp'4

At the second Tópio intervention outside the yard walls, we got to transform the image of the school towards the neighbourhood and the city. During the previous

period, the students chose to create two dragon murals at the external walls of the

school yard. We decided, in respect of the history and character of the existing tags that are already there, to create a design that will frame what is already there, leave free space for new additions, and of course add a lot of colour and identity to the school. On the back side of the building we created a solidarity installation, called “The Wall of Kindness”, with the creative touch of the young participants. The two murals, which were created together with the students and some locals, were designed and implemented by Theano Giannezi and Athina Pappa, who expressed all their positive energy and creativity on the walls of the school.

Regional

On Sunday, 20th of March 2016, we organized in collaboration with the 5th Municipal Borough of Thessaloniki the first ever Placegame in the city. The goal of this workshop was to actively engage the locals into a co-decision and co-design process of the changes that we would like to see in the neighbourhood. The placegame resulted in a list of interventions that we would like to implement in the near and nearby future as well as in the first core of citizens who would like to organize and implement these ideas. The proposals, after they have been submitted and discussed with the local borough, constituted the first raw material for Tópio’s third intervention.

Κόμπλε

Our third intervention, called #KOMPLE, was the kick-starting festival of a process that wishes to create an Active Piece of City (acronym in Greek forms the word KOMPLE - complete) around the heart of the neighbourhood, the Mina Patrikiou park. In collaboration with Kids in Action, the 5th Municipal Borough and Loopo Studio we organized a full-day program with the aim of making even more clear the connection between the school and the neighbourhood, while activating the locals and raising awareness on the use of public space through a collective and creative manner. Together, we implemented some of the small-scale interventions that were decided during the placegame, while we scheduled a cultural program consisting of circus shows, music, theatre and even an astronomy seminar, taking place both in the school and the park. The park and its role for the neighbourhood is now clear and visible to the youth and the locals, and works as a reminder of the dynamics of collective action and as an element of creation for new interventions by and for the neighbourhood.

For further information and material on Tópio please check the following links:

Blog: <http://topioplacemaking.tumblr.com/>

Facebook Page: <https://www.facebook.com/topioplacemaking/>



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CP facebook: www.facebook.com/CreativityPlatform

CP twitter: [@cp_thess](https://twitter.com/cp_thess)

CP pinterest: www.pinterest.com/creativityplat/

CP linkedin: www.linkedin.com/company/creativity-platform

AgroDesign facebook: www.facebook.com/agrodesign.net

Handpeak facebook: www.facebook.com/handpeak

Tópío facebook: www.facebook.com/topioplacemaking"