



CRE:HUB
***Policies for Cultural Creative Industries: the hub for
innovative regional development***

4th STUDY VISIT REPORT

Authors/Responsible partner: University of Latvia (P5)

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4th STUDY VISIT REPORT

The fourth Study Visit and BarCamp of the CreHub project was organized in Latvia on 5-6 September 2017 together with the coordination and steering group meetings. The first day of study visit took place in Cēsis and Sigulda but second – in Rīga.

As described in the AF of the project, the aim of the study visit is to share and learn partner experiences, building and strengthening interregional relationships among partners, other policy makers and stakeholders. Representatives of University of Latvia and local culture and creative industries (CCI) stakeholders' group have carefully chosen the points of the study visit.

The first day of the study visit was devoted to the regional development and promotion of creative industries – where activities of Vidzeme region were illustrated. In the medieval Hanseatic city of **Cēsis**, one of the oldest cities in Latvia rich of cultural and historical heritage, partners and stakeholders had an opportunity to visit and to meet representatives of the Cēsis History and Art Museum; Vidzeme Concert Hall as well as co-working space and CCI centre "School6".

During the seminar with CCI stakeholders in the **Cēsis History and Art Museum**, diverse examples of creative industries were presented (*all presentations are available as separate files*):

Ms. Inese Suija-Markova, Deputy Chairperson from the **Cēsis City Council** introduced participants with Cēsis city, its cultural life and ongoing or future CCI activities;

Ms. Kristīne Skrīvere, Head of **Cēsis History and Art Museum** illustrated the Innovative and Creative Practices to educate children and youth as a part of the Museum Educational Programmes.

Representatives from **Vidzeme University of Applied Sciences, Knowledge & Technology Centre** (ViA ZTC) Mr. Kaspars Osis, Director of the ViA ZTC, and Mr. Armands Aivo Astukevics, Lifelong Learning Coordinator at the ViA ZTC, presented experience and activities of ViA related to Creativity, Innovations and Technologies – smart labs, lifelong learning, hackathon, etc.

Seminar ended with practical example of CCI entrepreneurship – **Autine Tools, Ltd** (family workshop that specialising in cutting tools), where Mr. Matīss Nīmanis, Founder of company, presented role of creativity and marketing in the business development based on his own experience.

At the **Vidzeme Concert Hall** the role of a unique multi-functional cultural centre of national and regional significance was explained and guided tour around the Concert Hall were organised, where as in the **CCI centre and co-working space "Skola6"** activities of the centre – workshops and start-ups from local community – were demonstrated.

The rest of the day was spent in Sigulda city that has been called the "Switzerland of Vidzeme" to discover the **Creative Quarter at the Sigulda Castle Complex** and learn how the cultural heritage site can develop to a creative quarter. Despite the ongoing reconstruction works in Creative Quarter, which are planned until 2018, participants had an opportunity to visit completed elements of quarter - functioning **Business Incubator of the Latvian Investment and Development Agency** as well as **four workshops** with different crafts and used materials (Leather, Textile and Baltic Jewellery workshops and paper art workshop "Viktor's Letters").

The 4th study visit ended on 6 September in Riga in the largest depository of professional art and an important place in collecting, preserving and popularizing the cultural values in Latvia



and foreign countries - the **Latvian National Art Museum (LNMM)** that hosted workshop with diverse representatives of CCIs from: the **Ministry of Culture of the Republic of Latvia, Creative Industries Division** (the role of CCI in Latvia and its policy development were presented, including recently published publication about the [Latvian Design Strategy 2020](#)); the **RaPaPro** – creative partnership programme for culture education that aims at facilitation of multidisciplinary skills in cultural education among youth; **FOLD.LV** – the platform for the creative industries; the **Creative Industries Incubator of the Investment and Development Agency of Latvia (LIAA)** (the support of Incubator for CCI start-ups and already existing companies were outlined); the **LNMM Communications Division** (the creative activities hold in the Museum were presented) as well as example of CCI start-up in Latvia **Vividly** – virtual reality for communicating architecture and design solutions ([Vividly presentation](#)).





The study visit took place according to the following programme:

Tuesday, 5 September, Cēsis and Sigulda, Latvia

- 8:45 – 10:45** **Visit to the Cēsis Castle Complex** (*address: Pils laukums 9, Cēsis*)
Workshop with representatives of Cēsis Town and Vidzeme Region
Welcome to one of the Most Creative Cities of Latvia – Cēsis, **Ms. Inese Suija-Markova, Deputy Chairperson, Cēsis City Council**;
Innovative and Creative Practices in the Museum Educational Programmes, **Ms. Kristīne Skrīvere, Head, Cēsis History and Art Museum**;
Creativity, Innovation and Technology: Experience of Vidzeme University of Applied Science, **Mr. Kaspars Osis, Director, Vidzeme University of Applied Sciences, Knowledge & Technology Centre (ViA ZTC)** and **Mr. Armands Aivo Astukevics, Lifelong Learning Coordinator, ViA ZTC**;
Inspiration and Prerequisites for Creativity, **Mr. Matīss Nīmanis, Founder, Autine Tools, Ltd**
- 11:00 – 11:50** **Visit to the Vidzeme Concert Hall** (*address: Raunas Street 12/1 Cēsis*)
Meeting with Ms. Inese Zagorska, Programme Director
Presentation: The Role of a Unique Multi-Functional Cultural Centre of National and Regional Significance
- 12:00 – 13:00** **Visit to the "Skola6" (School6)** (*address: Lielā Skolas Street 6, Cēsis*)
Meeting with Ms. Dita Trapenciēre, Head of "Skola6"
Presentation: Co-Working Space and CCI Centre for Promoting Industry
- 14:30 – 16:30** **BarCamp at the Bridge House of "Villa Santa"**
Moderators: Ms. [Signe Adamoviča](#), CEO at IdeAllies, Creativity Lab;
Mr. [Charles Bušmanis](#), Co-Founder of [Design Elevator](#)
- 17:15 – 19:30** **Visit to the Creative Quarter at Sigulda Castle Complex** (*Sigulda Business Incubator of the Latvian Investment and Development Agency, address: Pils Street 16, Sigulda*)
Workshop with representatives of the Creative Quarter
Cultural Heritage Site as a Creative Quarter – From Idea to Action, **Ms. Līga Sausiņa, Deputy Chairperson, Sigulda City Council**;
Role of the Incubator in the Quarter, **Ms. Signe Millere, Project Manager, Sigulda Business Incubator**



4th STUDY VISIT (PART II)

Wednesday, 6 September, Rīga, Latvia

10:00 – 12:00

Visit to the Latvian National Art Museum (LNMM) (address: 1 Jāņa Rozentāla Square, Rīga)

Workshop with representatives of Rīga and Latvia

CCI Policy Development in Latvia, **Ms. Gunta Miheloviča, Expert, Creative Industries Division, Cultural Policy Department, Ministry of Culture of the Republic of Latvia;**

Supporting CCI Start-ups and Companies Development, **Ms. Liene Pērkone, Head, Creative Industries Incubator, Investment and Development Agency of Latvia (LIAA);**

Platform for the Creative Industries – **FOLD.LV, Ms. Veronika Viļuma and Ms. Jelena Solovjova, Fold Team;**

"RaPaPro" – Creative Partnership Programme for Culture Education, **Ms. Vineta Kreigere, Project Manager;**

Creative Minds and Technological Innovations, **Ms. Gunita Kulikovska, Founder and CEO, Vividly;**

The LNMM – an Integral Part of the Latvian CCI, **Ms. Anna Balandina, Head, LNMM Communications Division**



Tuesday, 5 September, Cēsis and Sigulda, Latvia

TOWN OF CĒSIS

(<http://turisms.cesis.lv/en/>; <http://www.cesis.lv/en>)



Cēsis (located 89 km from Rīga) - the medieval Hanseatic city is one of the oldest cities in Latvia with a population of about 17 thous. inh. This year city celebrated its 811th birthday.

Since long ago Cēsis has been known as a town rich with its cultural and historical heritage, art treasures, and excellent cultural traditions, which have not been concealed from the eyes of travellers. The values on which the district of Cēsis bases its future are culture, education, tourism and **creative entrepreneurship**.

The rich cultural heritage stemming from as early as the 9th century lets anyone visiting feel like they are experiencing time travel. Spanning from Stone and Bronze Age dwellings at the Āraiši Lake Castle to the intricate interior motifs of the 18th century Cēsis New Castle, Cēsis is a time capsule waiting to be discovered.

The Vidzeme Regional Concert hall proudly bears its name "Cēsis" and provides state-of-the-art modern, multifunctional facilities for world-class operas and concerts. It is no wonder then that the annual Cēsis Art Festival in July attracts the best local and foreign talents as well as appealing to Cēsis residents and tourists alike.

Cēsis – it is a celebration – contemporary art exhibitions during Cēsis Art Festival time, medieval activities and knights in Medieval Festival, and the warm summer evening concerts on an open-air stage in the Castle Park. Cēsis – one of the most beautiful towns of Latvia. In summer it tempts with the unspoiled nature of the Gauja Valley, breath of the Middle Ages and modern art, and in winter - invites us to visit the largest ski centre in the Baltics which impresses with its variety of tracks and the longest descents in the region.

Despite the small size of town, Cēsis is developing a big reputation and seeing increasingly large numbers of people, especially young people, moving there from Rīga and other areas. Surrounded by the Gauja National Park, Cēsis and the district around it are already home to numerous businesses of international appeal, including **[Leg&Go Bike](#)**, **[Kampenuss Furniture](#)**



and tools made at the **Autine forge** and others. The town competed for the 2014 European Capital of Culture title that went to Riga.

More about the **Creative Industries in Cēsis**: at the CI magazine «**Creative Cēsis**» (developed by FOLD team with the support of Culture Capital Foundation of Latvia and Cēsis Municipality).

Cēsis Castle Complex

(<http://cesupils.lv/en/the-castle-complex/medieval-castle>)



The emergence of Cēsis can be found in the distant past 800 years ago. Its origins are connected to the Cēsis Medieval castle, around which in the 13th century a town was built. Over the centuries the castle shared its destiny with the city of Cēsis in battles with Russian, Polish and Swedish troops. Repeatedly rebuilt and expanded the castle got its present architectural appearance at the beginning of the 16th century. The access to the castle was blocked by ditches and three broad castle - front, surrounded by strong stone walls. The first serious damage the castle sustained was during the Livonian war, but at the beginning of the Great Northern war it was abandoned and never has been used for military purposes again. Today the castle is the most impressive eyewitness of local history, and also attracts many guests with its romantic charm of the medieval architecture.

Cēsis Medieval castle complex comprises: Medieval Castle (centrepiece of the Castle Complex), Castle Manor House – that hosts the **Cesis History and Art Museum**, Exhibition Hall, Castle Garden, Castle Park as well as May Park.

Since 2004 the castle complex had been managed by the municipality's agency "Cēsis Culture and Tourism Centre", whose mission is to preserve and develop Cēsis castle complex and integrate it in to an active tourism business. The Agency is also responsible for Cēsis History and Art Museum, the Tourism Development and Information Centre and Cēsis Cultural Centre.



Vidzeme University of Applied Sciences, Knowledge and Technology Centre

(<https://2017.va.lv/en/page/knowledge-and-technology-centre>)



Vidzeme University of
Applied Sciences



Vidzeme University of Applied Sciences (ViA) Knowledge and Technology Centre (ZTC) aim is to transfer university intellectual potential, technologies and innovation to the economics and to promote access to lifelong learning in the Vidzeme region. ZTC mission is to strengthen the trilateral cooperation between universities, industry and local government institutions with a common aim to promote innovation, competitiveness and regional and general economic development.

ZTC is department of Vidzeme University of Applied Sciences that has been established on 1st of September 2014. ZTC has overtook the services of Vidzeme Lifelong Learning centre that offers different formal and non-formal education programs.

Autine Tools

(<http://www.autinetools.com/en>)



AUTINE is a family company that specializes in exclusive, high quality axe and cutting-tool crafting by hand. Autine products find buyers all over the world and are forged by the Nīmaņi family (at the Autine smithy in Priekulji parish). The products of company have received praise

Website <http://www.interregeurope.eu/crehub/>

Facebook: <https://www.facebook.com/crehubproject/>

Twitter: https://twitter.com/crehub_project



and awards from professionals all around the world. Autine's bladesmiths have also forged special scissors for the interactive opening campaign of the National Library of Latvia.

The company has been named in honor the region of the Autine castle of the 12th century, the historic lands where the company was founded. Through continuing century-old crafting traditions and combining them with modern, Northern European design, Autine creates items, which contain ancient crafting wisdom, handmade from the best material that the 21st century can offer.

Cēsis Concert Hall

(http://cesukoncertzale.lv/en/par_koncertzali/)



The Cēsis Concert Hall is a unique multi-functional cultural centre of national and regional significance. It was inaugurated in the spring of 2014. The visual image of the concert hall was created by restoring the old Cēsis Community Building and adding some contemporary architectural forms to it. Historical elements co-exist harmoniously with contemporary ones in the new concert hall.

The modern concert hall riddled with themes of nature has inherited memories of bygone cultural events in Cēsis. The brown brick walls of the Concert Hall "Cēsis" are like the trunks of trees, the glass constructions above them — like tree crowns, and the yellow sunscreens — their foliage.

The spacious premises accommodate an acoustic concert hall for an audience of 800, an organ hall, a chamber hall, an auditorium for cinema and theatre plays, an art gallery, and rooms for discussing and reviving the experiences. The building also houses the classrooms of the Alfrēds Kalniņš Cēsis School of Music. The concert hall programme includes events for art connoisseurs of various tastes and states of mind: classical music, jazz, organ music and pop music concerts, theatre plays, poetry and music nights, and exhibitions. The modern concert hall is located where the former Culture Centre once stood

The Cēsis Concert Hall is also a popular venue for music and art festivals. Every summer, the building hosts events of the Cēsis Art Festival; the Kremerata Baltica Festival, founded by the world-famous violinist Gidon Kremer; the Cello Cēsis international cello festival; the summer festival of the Latvian National Symphony Orchestra; a festival of rock movies and review performances of dramatic theatre productions.



The Culture Centre was built in 1914, and the new concert hall preserves several of its interior elements. Therefore, it can be said that the modern building has inherited memories of past cultural life of Cēsis.

CCI co-working space “Skola6”

(<https://www.facebook.com/skola6cesis/>)



When Cēsis Vocational School moved to a new building in the summer of 2015, the historic house at Lielā Skolas street 6, in the heart of the old town, was left vacant. Not for long, though — the idea of a centre for creative industries, conceived by the municipality, was being tried out in the building as early as August 2015.

Despite the common practice where renovation and fundraising take precedence over the needs of the residents, “Skola6” grows and develops together with its participants. Dita Trapenciēre, director of “Skola6” since early 2016, takes care of both the long-term vision for the centre of creative industries and its routine upkeep. Her plan is an unrestrictive one — she wants to let the tenants shape the premises in the way they prefer. Activities of the “Skola6” are supported by the Cēsis Municipality.

BAR CAMP based on the Design Thinking methodology

During the BarCamp activity, a design thinking method were applied. It is a creative and collaborative approach to innovating and solving problems that puts people at the centre of the process. In a 2-hour long, fast-paced and hands-on process the participants were taken through a full design cycle (empathize, define, ideate, prototype, test) by participating in a given challenge. In BarCamp, moderators utilized the methodology and materials developed and made available by the Institute of Design at Stanford University (the d.school).

It's a great team building activity and introduces the core concepts and language of design-thinking which then could provide a platform for discussions about how design thinking could be applied in different environments (organizations, projects, etc.).



SIGULA TOWN

(<http://tourism.sigulda.lv/>)



Sigulda (52 km from Riga) city is situated nearby in the Gauja Valley. It surprises everyone with breath-taking landscapes – because of the reddish Devonian sandstone which forms steep rocks and caves on both banks of the river, Sigulda has been called the "Switzerland of Vidzeme"; adrenaline filled activities both in summer and winter as well as fabulous open-air musical events.

Sigulda also offers fascinating glimpses into life in medieval Europe: Turaida Museum Reserve, home to impressive Turaida Castle as well as Folk Song Hill, a symbol of Latvia's rich musical heritage where timeless pagan ceremonies are held. Or the poetic ruins of Sigulda Castle across the valley and the imposing 19th century New Castle next door.

One of the special times of year here is October, when the surrounding hills are covered in the colours of autumn – from sunny gold to warm red. Sigulda's gorgeous Golden Autumn has started.

For extreme and adrenaline seekers Sigulda offers unique possibility to ride a real bobsled, fly with no strings attached at Aerodium vertical wind tunnel and do a bungee jumping out of the Cable car or conquer a treetop obstacle course at the Tarzāns and Mežakakis playgrounds in the sky.

"Creative Quarter at Sigulda Castle Complex"

(<http://www.entergauja.com/en/things-to-do/enter-kids/creative-quarter-at-Sigulda-castle-complex>)

Sigulda New Castle together with its surrounding premises and a garden creates area for people of Sigulda and their guest to spend time, interact and learn. It provides space and infrastructure for everyone no matter if local craftsman, creative person, thinker or a dreamer which makes perfect preconditions to develop creative quarter. Development of the Creative Quarter at Sigulda Castle Complex has started in 2013 and is planned until 2018. Currently there is completed and functioning Business Incubator of the Latvian Investment and Development Agency as well as four workshops with different crafts and used materials are opened (Leather, Textile and Baltic Jewelry workshops and paper art workshop "Viktor's Letters") and some more are to come.



Every summer the castle echoes with the sound of classical music during Sigulda's world-famous opera festival. The proximity of the Gauja and the wild river valley form a unique backdrop for enjoyment of the works of art wrought by man and nature. The soft sounds of music from the castle garden and the reverberations from the creative quarter enliven the harmonious atmosphere of the castle.

Wednesday, 6 September, Rīga, Latvia

Ministry of Culture of the Republic of Latvia
(<https://www.km.gov.lv/en/ministry/about-the-ministry>)

The Ministry of Culture of the Republic of Latvia is the state governed institution, which organizes and coordinates state culture policy, social integration policy and media policy. The Ministry of Culture operates pursuant to the regulations of the Ministry of Culture, the declaration of the Cabinet of Ministers and the basic principals of the State culture policy. The central apparatus of the Ministry of Culture consists of three (3) departments: Cultural Policy Department, Social Integration Department and European Union Funds Department. The Ministry of Culture has the following areas of responsibility: Copyrights and Neighbouring Rights, Libraries, Museums, Music, Fine Art, Folk Art and non - material heritage, Theatre, Literature, Film Art, Cultural Education, Protection of Monuments, Archives, Architecture, Design, **Creative Industries** and Dancing Art.



LIAA Creative Industries Incubator
(<https://www.facebook.com/LiaaRIBI/>)



BŪS
RADOŠO INDUSTRIJU
INKUBATORS

On December 2016, the Incubator of Creative Industries was established within the Investment and Development Agency of Latvia (LIAA) with the mission to support the creation of new and development of current creative enterprises in Latvia.

CI Incubator offers two programmes: Pre-incubation (up to 6 months) – suitable for prospective and young creative entrepreneurs developing or improving business idea. The program provides access to open office, mentoring and carefully curated educational program. Status of legal entity is not required. Incubation (up to 4 years) – suitable for entrepreneurs with clearly defined business idea. The program supports companies under 3 years and besides educational training in business strategy, marketing, PR, etc. provides 50% co-funding for following services: financial, IT, legal, design and marketing services; consulting in Virtual Reality and other specific areas of expertise (if applicable); prototyping, testing and other specific services (if applicable); product certification (if applicable); grants up to 10,000 EUR for equipment.

VIVIDLY

(<http://vividlyapp.com/>)





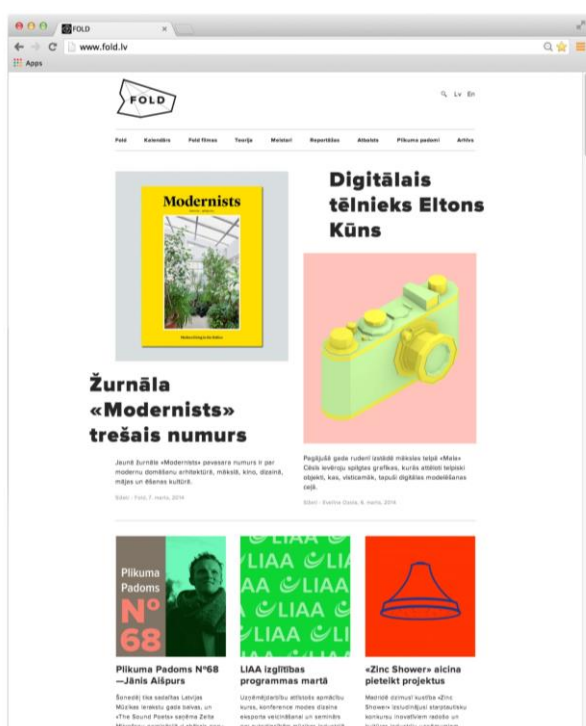
Vividly is a virtual reality tool for visualising and experiencing designs for new generation architecture, urban planning and real estate development projects. In Vividly, virtual reality is seen as new medium of building better cities.

More and more architects want to start with VR but have many barriers of entry – Vividly makes VR accessible and lightweight. On top of that Vividly reveals more of virtual reality goodies making experience of architecture fruitful and memorable.

From building tree houses out of potato boxes to the school of architecture and working with clients, Gunita Kulikovska, founder of Vividly, has discovered that success in architecture is actually hidden in the process of communication. In 2016, Vividly won the national competition and represented Latvia in Creative Business Cup Copenhagen.

Communication Platform – FOLD

(<http://www.fold.lv/>)



FOLD is a communication platform that brings together Latvian and foreign CCIs with the aim to facilitate their collaboration and learning together. The main focus is on design and design thinking.

The creation of platform is based on the merger of previously existing blogs — "Plikums" and "DesignBlog" (both created in 2009), which gathered news on the interesting in Latvian design, and a slightly younger "Fine Young Urbanists", which wrote about urban planning and design. At the end of 2012, the joined team took part in and won a competition by the Ministry of Culture of the Republic of Latvia to create a communication platform for Latvian CCI. As the result, the FOLD platform was launched in 2013 and it operates in Latvian and English.

The platform contains highlights of creative processes, in-depth articles, articles on the CCI theory, interviews and documentary shorts about creative people, and a calendar of upcoming events.

Website <http://www.interregeurope.eu/crehub/>

Facebook: <https://www.facebook.com/crehubproject/>

Twitter: https://twitter.com/crehub_project



Creative Partnership “RaPaPro”



“RaPaPro” is a creative partnership programme, which facilitates collaboration among vocational cultural education institutions (involving art, design, music and dance schools), municipalities, business, social groups and other representatives of society in order to bring the creative ideas into “life”. It aims to motivate students and their teaching staff to come out of their comfort zones – beyond the well-known borders of their educational programme – and build up yet unprecedented and undiscovered forms of cooperation with other sectors and develop unified ideas in a form of creative partnership, communication and cooperation

skills, understanding in CCI development. RaPaPro” is initiated in 2014 and is financed by the Ministry of Culture of Latvia. In the result of 11 implemented projects in 2014 & 2015 as well as 5 projects in 2016, students (pupils) gained significant knowledge and skills in the process of management, business (what the cooperation between client and contractor really means), creation of a new ideas, “creative thinking”.

“RaPaPro” edition 2015

“RaPaPro” edition 2016

Latvian National Art Museum

(Address: 1 Janis Rozentāls Square, <http://www.lnmm.lv/en>)



Latvian National Museum of Art is the largest depository of professional art in Latvia and takes an important place in collecting, preserving and popularizing the cultural values in Latvia and foreign countries.

The ‘19—20 Century Latvian Art’ offers a view on the entire history of Latvian art in 19 and 20 centuries. The exhibition includes the masterpieces of the founders of the Latvian national



painting school — Vilhelms Purvītis, Jānis Rozentāls, Johans Valters. The new exhibit hall is located underground, offering temporary exhibitions on current themes.

Look at Rīga from the roof terrace - the two roof terraces of the museum will become a special surprise for its visitors. The terraces can be accessed during the working hours of the museum by those who buy the all-inclusive museum ticket, or the ticket to the permanent exhibition.

Museum building- the building of the Latvian National Museum of Art is a national architectural monument and is one of the most impressive historical buildings within the Rīga avenue circle.

The main building of the Latvian National Museum of Art is **the first building constructed specifically for a museum in the Baltics**. It was designed by the Baltic German architect Wilhelm Neiman in 1905. Its majestic facade is made in the Baroque and Classicism style.