



## CRE:HUB

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

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

## 5<sup>th</sup> STUDY VISIT REPORT

### Pamplona/ Iruña, NAVARRE

*Authors/Responsible partner: P6 Navarre Region*

*Status: final*

*Date 15/12/2017*





The 4<sup>th</sup> study visit of the CRE:HUB project was organized in Navarre on 14<sup>th</sup> and 15<sup>th</sup> November 2017 following the coordination and steering group meetings.

Pursuing the aim of the study visit described in the project application form - to exchange regional experiences and best practice examples to stimulate learning amongst the partner regions - the study visit programme was organized around the following three main topics:

1. Promotion of start-ups in the CCI sector
2. Business models based on cultural heritage
3. Exploring drivers for innovation

On the afternoon of 14<sup>th</sup> November, the study visit started with an excursion to the **co-working space "La Tierra Colabora"**, located in the district of La Milagrosa. Partners and stakeholders learned about the development of the co-working space, and about how this modest district increasingly attracts innovative businesses and creatives. Rounded up by a presentation of **CLAVNA, the audio-visual cluster of Navarre**, on the existing tax incentives for film shooting, this visit shed light on new trends of (co)working, changing ways of relating to other professionals, and on possible ways of government support for start-ups.

In the evening, the representative of the University School of Architecture, stakeholder in the CREHUB project, offered a guided walking tour around the old town of Pamplona, explaining the confluence of **cultural heritage and modern architecture**.

The first point of the second day was **948 MERKATUA**, Navarre's first CCI and Art Fair as one of the most promising proposals of the public institutions to promote the self-identification and visibility of and networking with the sector. The visiting partners and stakeholders had the possibility to learn about the organization of the fair and to freely explore the stands, offering the chance to get in direct contact with the local representatives of the field.

Next on the agenda was the visit to the Yerri Valley, a wine-producing area located in the south-western part of Navarre where cultural heritage has developed around the grape growing and under a century-long influence of the European pilgrimage route **St. James way**. A short walk on the pilgrimage route took the group from the **Iratxe Monastery** with its public wine fountain to the studio of a **blacksmith** working open-doors to the St. James way. The participants learned here about his business model based on craftsmanship passed on from generation to generation and in continuous relation with the St. James pilgrims.

The next stop was **AROA Winery**, an enterprise profoundly linked to the territory and innovative in its ways of relating to its environment, represented by its participation in the governmental 2017 Land Art programme of Navarre. Here, the **4<sup>th</sup> BarCamp** took the topic of different maturity of wine as a starting point to reflect on CCIs development within each partner region's group and with the entire group.

In the afternoon, the study visit participants visited the **Contemporary Arts Centre of Huarte**, symbol of a changing perspective of cultural management in which creation and creativity gain importance. Three different experiences of innovation related to CCIs were presented here: product innovation via the **Functional Print Cluster** with the representative enterprise Graficas Ulzama, career innovation with the life story of the former nurse and today successful **photographer Villar García**; and lastly, a driver for innovation in the field of creativity and expression for youth: the **International Urban Art Festival Cantamañanas**.

The 4<sup>th</sup> study visit was another useful occasion to learn through in-depth insights and seeing experiences from different points of view, as well as to build and strengthen interregional relationships among partners, other policy makers and stakeholders.



The study visit took place according to the following programme:

## **Tuesday, 14 November 2017**

**15.30 -17.00**

### **La Milagrosa: future creative district.**

A creative ecosystem under construction. Speakers:  
Luis Arrieta y Sergio Corcin, Founders of FabLabCoworking/ La Tierra  
Ivan Cordon, Co-worker and Big Data Expert  
Adrian Larripa, Founder of BigD Design and professor at Design School  
María Rotaecche, Audiovisual Cluster of Navarra

**19.00**

### **Cultural Heritage and Architecture of Pamplona.**

Guided walking tour with Jose Manuel Pozo, School of Architecture.

## **Wednesday, 15 November**

**9:00 – 11:00**

### **948 MERKATUA, Navarre CCI and Arts Fair**

9.15

Introduction to the organization of the Fair.  
Speaker: Dori López Jurío, Director of the Cultural Activity Section of the  
Culture Department of the Government of Navarre

Presentation of CREHUB project

10.00

Free tour around the stands

**12:15 – 12.45**

### **Culture, Crafts and Entrepreneurship at the St James' pilgrimage route**

The Wine Fountain of Iratxe Monastery

Visit to Blacksmith "Forja de Ayegui"

**13.15– 16.30**

### **Winery BODEGAS AROA, Zurukoain- Gorozin**

13:15 - 14.15

#### **BarCamp**

15:45 - 16:30

Guided tour through the winery & presentation "Art in the vineyards"

**17.15 – 19.30**

### **CONTEMPORARY ARTS CENTRE, Huarte (CACH)**

17.15 – 18.15

The new management of CACH in a shifting focus from exposition to  
creation. Presentation and guided walking tour around the arts centre

Session: Linking Creativity, Innovation and Entrepreneurship

18.15 – 18.45

Functional Print. An example for product innovation. Speakers:  
Mar González, Director of the Association of Graphic Art Professionals  
José Ignacio Oteiza, Enterprise "Gráficas Ulzama"

18.45 – 19.00

Innovation, creativity and youth.  
Speaker: Jabi Landa, CANTAMAÑANAS International Urban Art Festival

19.00 – 19.15

Training and entrepreneurship in CCIs in Navarre  
Speaker: Villar López: photojournalist at the agency EFE



## La Milagrosa: Future creative district of Pamplona

La Milagrosa is a humble district of Pamplona, located next to the new part of the city centre (Ensanche district). In the recent years, several creative industry-linked enterprises have settled in the area closest to the city centre. We can also find the Navarre Design School “CreaNavarra” in the neighborhood. An expanding co-working space for self-employed and start-ups, “La Tierra”, is just moving there and a co-working space for already consolidated CCI enterprises plans to install itself in the coming year.

### Co-working space “La Tierra”

#### COLLABORATION, CREATIVITY, NETWORKING AND EXCHANGE OF EXPERIENCES



This co-working space started as FabLabCoworking 3 years ago. It emerged with a very clear idea; PROVIDE IDEAS THAT GENERATE OPPORTUNITIES.

“We think that entrepreneurship has to be a fundamental value in the change of model we are living, where innovation, creativity and people are the basis for a future of opportunities.”



In this way, more than 60 professionals have gone through FabLabCoworking, and more than 10 new companies have emerged. FabLabCoworking has also facilitated the development of training activities for coworkers and entrepreneurs, in addition to professional circles such as MAKERS, or meet ups on technologies, and professional meetings.

The new space counts with spaces rented to an Italian design studio and the headquarters of CLAVNA, the Audiovisual Cluster of Navarra, as well as rentable desks, meeting rooms, kitchen and even a table tennis room.

<http://fablabcoworking.com/>



## Audio-visual Cluster CLAVNA

CLAVNA is a non-profit organization founded in January 2017, which looks to give a professional and ambitious response to the audio-visual sector within the S3 Smart Specialization Strategy of Navarre framework.

Navarre has undergone a complete transformation since the approval of a 35% Tax Incentive for film and audio-visual productions. The Autonomous Region has its own tax system and regulatory framework which allows it to improve upon its incentives in relation to the rest of Spain. To attain these goals, the sector and its professionals, educational centres, innovators, tax consultants, and auxiliary companies must be prepared for the highest level of professionalism in our projects. CLAVNA exists as a channel for projects, financing, investments, and training proposals that directly impact the audio-visual sector and that include Navarre in the international audio-visual scene.

<http://clavna.com/en/about-cluster/>

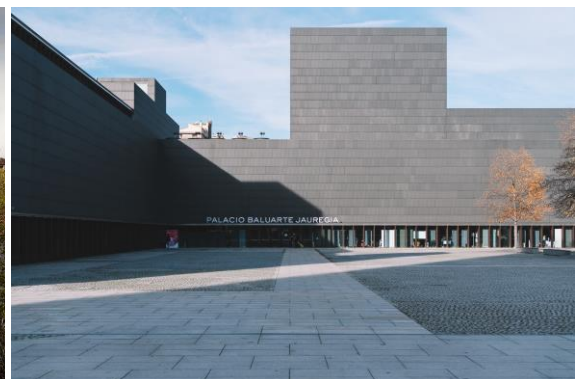
## ARCHITECTURE and CULTURAL HERITAGE of Pamplona

From the medieval old town beyond the impenetrable city walls and citadelle to the achievements of famous architects such as Rafael Moneo or Francisco Mangado: Pamplona counts with an enviable richness of well-maintained cultural heritage and has become a reference in modern architecture. The School of Architecture playing a crucial role in this development forms part of the CREHUB project as stakeholder.

<http://www.unav.edu/en/web/escuela-tecnica-superior-de-arquitectura>



General Archive of Navarre – location of Partner meeting



Baluarte Congress Centre – location of MERKATUA





## 948 MERKATUA, Pamplona Arts Fair

<http://www.948merkatua.com/>

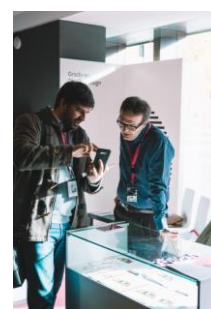
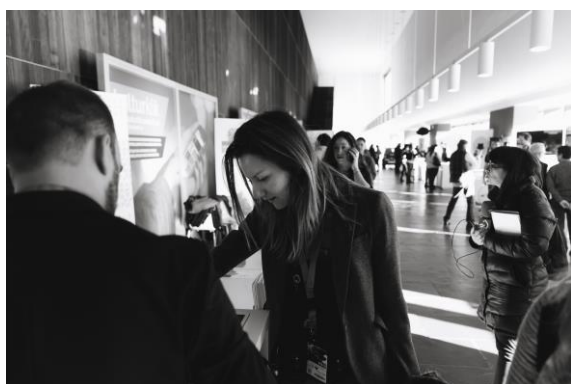
948 merkatua, Navarre's arts market, is a strategic market for professionals in the arts industry. The first ever edition will take place in Pamplona (Navarre), on 15 and 16 November 2017. It is a fair of fairs, focusing on:

- Film and Television
- Performing Arts
- Publishing of records, books, and other media
- Musics
- Visual Arts
- Other creative and cultural industries (artistic prototypes, fashion, architecture and new professions, specialist media, entertainment and shows, ...)



At this first edition in 2017 (Edition 0), 948 merkatua, Navarre's arts market, aims to showcase products from the professional sphere of Navarre culture to distributors and other agents from neighboring regions and provinces (Aragon, Basque Country, La Rioja, and Aquitaine), as well as specialist agents from other territories and spheres (festivals, centers, artistic and creative organizations...).

In the medium term, after 2018, 948 merkatua, Navarre's arts market, strives to become an unmissable event and a strategic arts market in the Euro Region of the Basque Country-Navarre-Aquitaine and a facilitator of flows and exchanges of cultural products between countries and regions. And it will be open to cultural agents from Spain and France.





## Yerri Valley

The valley of Yerri lies in the area of Estella, in the southwestern part of Navarre, close to La Rioja region. It is a rural area with a viticulture favouring climate and it is connected to Pamplona by the St. James pilgrimage route, which promoted the growth of viticulture in the middle ages. The

## Monastery of Iratxe

A pilgrims' hospice, university, military hospital, religious college and, in the future, a "Parador" hospitality complex. These are the different functions that the Monastery of Iratxe has performed down the years, which have turned it into one of the most important monumental complexes in Navarre.



Its location, on the Pilgrim's Way to Santiago de Compostela near Estella-Lizarra, has made it an obligatory stopping-place for pilgrims and friends of the Pilgrim's Way.

On one of the walls facing the Pilgrims' Way to Santiago, Bodegas Irache has a Wine Fountain, so that pilgrims can serve themselves a free glass of wine to spur them on their way. This stretch of the Way to Compostela was already renowned for the quality of the local wine in the 12th century and the Calixtine Codex mentions Estella, land of Good Bread and Optimal Wine.



The Fountain appears in numerous guides to the Pilgrims' Way and there are hundreds of references to it on the Internet. Thousands of people of different nationalities have visited the Fountain as it is something extraordinary on the Way. There is a web cam pointing at the fountain where you can see pilgrims in real time. The fountain is open from 8.00 am to 20.00 pm.





## Forja de Ayegui



The Workshop-Exhibition of La Forja de Ayegui by Jesús Angel Alcoz, is located in the town of



Ayegui, in an exceptional area of Navarre that has a great landscape, monumental, gastronomic and wine wealth: Tierra Estella. It is situated right next to the Camino de Santiago, just a few meters from the Irache Monastery and the Wine Fountain, owned by Irache Winery.

His works are spread across different countries and others have been awarded in various contests in which he participated. Within his workshop he collaborates punctually with students of the School of Arts and Crafts of Pamplona showing their techniques and helping them in their learning.

<http://www.laforjadeayegui.com/>



## Winery Bodegas Aroa, Zurukoain- Gorozin

Bodegas Aroa was born with a marked ecological spirit and is a pioneer in the D.O. Navarra in the revival of organic and biodynamic agricultural practices. The area where it is located, the Yerri Valley, is one of the highest in Navarre, and is distinctive because of its coolness and the Atlantic influence provided by the Cantabrian Sea.



The dialogue between mankind and nature is one of the pillars in the development of the wines at Bodegas Aroa. The program '**Art in the Vineyard**' brings some of the most outstanding, nationally and internationally renowned Land Art artists to the Yerri Valley.

<http://www.aroawines.com/en/>





## CONTEMPORARY ARTS CENTRE, Huarte (CACH)

The Huarte Center is a center of artistic production where artists from different fields, such as plastic, scenic, visual, and sound arts, can have their work space. and all those that do not fall into any recognized category. It encourages experimentation and research, as well as the generation of knowledge.

With this purpose, the center is being equipped with different technical and technological tools, and various resources are also offered to the artists, whether economic through residencies or professional training.



## AEGRAN Association of Graphic Art Professionals

The Functional Print Cluster, initiative of the Graphic Industry Association (AEGRAN), promotes one of the most innovative sectors with the best perspectives for industrial growth, thanks to its many different applications, in bulk, at low cost and with less environmental impact.

Graphic Arts companies, technology and knowledge centres take part of the Functional Print Cluster working together to develop high value-added products. Some applications are based on the book area, such as books printed with electroluminescent inks.

<http://www.aegran.org/>





## Enterprise “Gráficas Ulzama”

This enterprise, part of AEGRAN and the Functional Print Cluster, is an example for in-house innovation.

Investment in functional print, adding value to traditional print material, made this company come out stronger from the crisis 2008.

Formerly unthinkable markets are now at reach, allowing the company to become provider for sectors such as automotive beyond the supply with traditional printwork.

<http://www.ulzama.com/>

## CANTAMAÑANAS International Urban Art Festival

*Cantamañanas* is an urban art festival based on the little village of Huarte in the north of Spain since 2004.

The group has been organising graffiti and urban art events non-stop the last 13 years, including graffiti workshops, music concerts, dance exhibitions, art shows and expositions, wall art, international exchange projects and many other cultural / art events.

<http://www.cantamananas.org/>





## Villar López: photojournalist at the agency EFE

Example of the possibilities of entrepreneurship within our community and for our region



Villar studied Photography at the School of Art of Pamplona, enjoyed a Leonardo scholarship, and later in her career she has participated in various publications for entities and institutions, as well as collective and individual exhibitions, being currently a photojournalist at the EFE agency. In 2013 she developed a project called "iWay" that the City Council published in collaboration with the regional government, in which she captured images with an iPhone on his pilgrimage on the road to Santiago, collecting them in a book he named iWay.

Among her individual works, it is also worth mentioning the photographic exhibition 'Mariscadoras, the work of the shellfish women who make their living on the beach in very harsh environmental and working conditions. Villar López has also collaborated in collective exhibitions such as 'Photographers & Sanfermines', 'Imaginados' and 'Imaginados2' and in publications such as 'Navarra, an invitation to the future', the institutional book of the City Hall 'Pamplona: portraits of a city' or 'Navarre. The wine culture'.

