



Creative  
Placemaking  
festival 2014

Pilsen 2015 – European Capital of Culture

Creative placemaking examples, inspirations and aspirations





Pilsen,  
Open  
UP!

My previous experience

Bottom-up artistic events on public space, community and sense of place



Ideal  
Urban  
Zone



My previous experience

Bottom-up artistic events on public space, community and sense of place



Pilsen  
2015



Daily contact with the city:

Officers, politicians and public: emphasis on strategic development, cultural policy, creative industries, debate



Pilsen  
2015



## Bottom-up activities support

We support different local initiatives: public space events (Foster the space project or Ksvětu projects), co-working space, crowdfunding platform





Pilsen  
2015

## Physical Infrastructure

DEPO 2015 as a space for co-working centre, makers' space, creative incubator, visual and performing arts and services.



Rebranding  
the city

Long term process

From the bidding in 2009: networking, support and development of cultural and creative industries, research on active communities





A string quartet consisting of two violins, a viola, and a cello is performing on a rooftop stage at night. The musicians are dressed in dark, professional attire. They are seated on a wooden platform with music stands in front of them. The background is a wall with large, dark, stylized graffiti. To the right, a tall, black, cylindrical outdoor heater is lit, casting a warm glow. The scene is illuminated by stage lights, creating strong shadows on the ground.

Rebranding  
the city

Broadening the definition of culture

And cooperation between the public, business, politicians.





## Developing Creative Tourism

Cooperation of amateur tour guides, accommodation providers with support of the Hidden City digital project. Making the city more accessible and funny place for tourists and providing additional financial sources for locals



Longterm  
benefits



IV / SP...  
sféry a neziskových organizací  
veřejnosti do proměn veřejného prostoru

II / Komunitní plánování a participační  
ve veřejném prostoru

III / Architektura a veřejný prostor: Aktivity  
veřejnosti při hledání a artikulaci veřejného  
zájmu

Cultural policy

Democratic and transparent, longterm and structured support for the NGO's and city run institutions.





Longterm  
benefits

Increase in tourism

18% increase in 2014, developing local brand West Bohemian Baroque



Longterm  
benefits

**Pilsen 2015  
European Capital  
of Culture**

**Open up your pilsen paradise  
On january 17<sup>th</sup> 2015!  
Pilsen – European Capital  
of Culture 2015**



Changing the Image

From Beer + Industry to Beer + Industry + Culture



Longterm  
benefits

Pioneering new approaches

Creating infrastructure for talent support: Creative incubator concept, smart tourism digital project Hidden City, crowdfunding platform







Longterm  
benefits

## Linking the business and creativity

Pilsen muscles – even the heavy industry needs creative minds. Organizing events for networking of the two sectors.



Thank you!

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[www.pilsen2015.cz](http://www.pilsen2015.cz)