



Comhairle Cathrach Chorcaí
Cork City Council



Cult-CreaTE

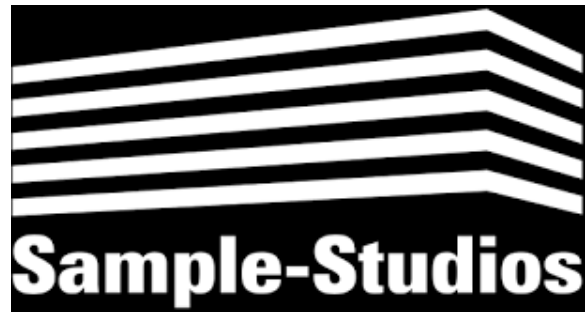
Final Event, Cesis, 24-5-22

Seamus Coghlan, Head of Economic Development

A blending of CCI Stakeholders...and project actions



Where Craft Comes to Life!



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Action 1: Branding & Marketing support programme

- Aspiration: greater local cross-sectoral alignment of purpose, including by reference to tourism-focussed opportunities.
- ***Branding & Marketing support programme to facilitate cluster development with a tourism focus among local CCIs***
- A clustering-of-clusters (4 representational CCI organisations).
- Groundwork to better enable the future development of innovative tourism-based products, services or experiences.
- Tailored capacity-building to facilitate the co-creation of a CCI umbrella cluster with a particular focus on pursuing tourism opportunities to enhance SME competitiveness.
- Grassroots-driven, organic...
- Better definition of collective identity of CCIs...and of their economic significance.
- Knowledge transfer and application.
- Expert advice plus a facilitation of the application of the learning process.
- Overlapping with Action 2 (planning of).
- Delivered January-April 2022.



Support programme structure

A series of facilitative and developmental workshops, designed to provide expert advice by reference to tourism development while being mindful of the specific motivations of the target audience of small business representatives.

- 1) Clustering
- 2) CCT
- 3) Branding

E	F	G	H	I	J	K
1. Sectoral clustering at a local level						
<ul style="list-style-type: none"> • Benefits, value and innovation arising from enhanced collaboration and collective action. • Identification of a common tourism-focused theme(s) or vision for the overall local CCI sector. • Identification of specific potential synergies between the CCI representative/group organisations for future development. • Member-led governance arrangements for the operation of an organic grassroots-driven, umbrella cluster organisation. 						
		Tourism products + mindset	WORKSHOP 1a : Benefits of Clustering & Intro to Team	Jackie/ Chapter		9.30am 20th Jan
			WORKSHOP 1b : Creative Cluster Cork - Group buy in to the concept and benefits	Jackie / Chapter		9.30am 27th Jan
			WORKSHOP 1c: The Power of Branding	Chapter/ Jackie		9.30am 3rd Feb
TWO						
2-Targeting Cultural & Creative Tourism						
<ul style="list-style-type: none"> • Identification of co-created tourism products, services and experiences. • Developing a commercial mindset for a sustainable business, whilst maintaining culture and creativity and a respect for artists', makers', creators' underlying sense of imagination and passion at its core. • Matching existing and new products, services and experiences to target tourism customer market segments, particularly the 'culturally curious', so that the end-user can have a meaningful interaction with aspects of local culture and creativity; actively participate in authentic immersive experiences; and take part in "co-creation". • Ensuring that products, services and experiences are engaging, on-message and can translate into improved sales. 						
		(Diane) / Gaynor	WORKSHOP 2a : Exploring creative ideas in relation to co-created tourism products, services and experiences & Case study & Cluster present	Jackie/ Chapter		10th Feb
			2 WORKSHOP 2b : Cluster presentations x 4. + Case Study - Portland			17th Feb
			Narrowing the Focus for the brand. - Confirm date 14/15 May 2022.			
			Individual cluster workshops/ group mentoring x 4 clusters (4 in total) (vision, business, evolution)	Jackie/ Deirdre (Chapter)		3pm 1/8th/15th/22nd Feb
THREE						
3. Brand development:						
<ul style="list-style-type: none"> • In-depth listening to unite a vision and build a (brand) 'DNA' – identity and essence – that everyone feels passionate about, connected to and wants to associate with. • Development of associated branding and layered messaging to represent creativity while unlocking what that means for a wider audience. 						
		(will need co-ordinator involved)	WORKSHOP 3a : Reflecting back the brand vision. Narrowing the Focus for the event to create a brief for the coordinator.	Chapter		24th Feb
			WORKSHOP 3b : Brand messaging defined + reflected back to Cluster	Jackie/ Chapter	(Potentially 3rd March)	3rd March
			Presentation : Identity designed			24th March
			Individual cluster workshops / group mentoring x 4 clusters x 2 = 8 in total	Jackie/ Deirdre (Chapter)		1/8/15/22nd March
			(Branding and content strategy focus			
			Project Management	Chapter / Jackie		
			Individual Cluster branding & strategy roadmap mentoring session	Chapter / Jackie		5/12/19/26th April
Providing the co-created content to plan for a subsequent pop-up festival of creativity:						
Overall vision, scope and scale.						
Exhibitors, participants and attractions.						
FOUR						
Co-creation of a 'pop-up creativity fair'						

- 4) Plus an immediate opportunity to put this learning into practice.



1. Sectoral clustering at a local level

- Benefits, value and innovation from enhanced collaboration and collective action.
- Common tourism-focussed theme(s) or vision for the overall local CCI sector.
- Identification of specific potential synergies.
- Member-led governance arrangements (CCC in background).



2. Targeting Cultural & Creative Tourism

- Identification of co-created tourism products, services and experiences.
- Commercial mindsets for sustainable businesses with creativity at their core.
- Matching existing and new products, services and experiences to target tourism customer market segments, particularly the 'culturally curious'.
- Engaging, on-message and translation into improved sales.
- Locals as well as visitors.



3. Brand Development

- In-depth listening to unite a vision and build a (brand) “DNA” – identity and essence that all stakeholders want to associate with.
- A creativity brand at its core but with added dimensions and layered messaging for a wider audience.
- Not only engaging the CCIs but also aligning them in one direction.
- Real added value legacy prospects.



Presenting...



CREATIVITY
EMPOWERING
CORK

STAMP is a proud collaboration between four Cork-based art, design and craft organisations - benchspace, Cork Craft & Design, Sample Studios and Shandon Art Studios - brought together under a shared brand identity by Cork City Council and the Cult-CreaTE European project on cultural and creative tourism.

projects2014-2020.interregeurope.eu/cultcreate

It represents a collective ambition to effect positive change on behalf of the local creative community by empowering artists, makers and creators to truly make their mark on the city and to support and highlight the value of creative thinking, artistic collaboration and inspiration in providing a vibrant and attractive Cork City for locals and visitors alike.

 [stampenpoweringcork](https://www.facebook.com/stampenpoweringcork)
 [stampenpoweringcork](https://www.instagram.com/stampenpoweringcork)
 [empoweringcork](https://twitter.com/empoweringcork)
 www.corkcity.ie/stamp



What is STAMP? Our Mission, Vision & Values



Cork is a city of remarkable creativity. The artistic vision and expression of skilled people who are passionate about their chosen craft provides the backbone of the identity of the local creative community and a pivotal asset in making Cork a great place to live in and to visit.

STAMP is a brand new clustering arrangement between four Cork-based art, design and craft organisations - benchspace, Cork Craft & Design, Sample Studios and Shandon Art Studios - brought together under a shared brand identity by Cork City Council via the Cult-CreaTE European project on cultural and creative tourism.



Empowering the creative sector to make their mark on the city!



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4. Festival of Creativity: co-creation

- Extending the branding workshops “journey”.
- Bridge to Action 2.
- Providing the co-created content to plan for a subsequent pop-up festival of creativity (Nicosia as inspiration):
 - Overall vision, scope and scale.
 - Exhibitors, participants and attractions.
 - Venues and locations.
- Digital marketing campaign to roll-out the brand identity publicly.
- Concretise the learning and avail of participants’ existing knowledge and experience.



Action 2: *Creative sector mobilisation*

- ***Mobilisation of CCIs to explore future development of a City Centre 'Creativity Hub', including a 'pop-up' festival trial.***
- Part of a wider, longer-term context (lobbying + urban development/planning and vacancy).
- Making the case for a dedicated permanent facility, to include serving tourism purposes.
- Crystallising and facilitating coherent stakeholder input into formal consultation processes for city's development (Dundee as role model).
- An ongoing – but long-term – process.



...'Pop-up' Festival of Creativity: #STAMP22

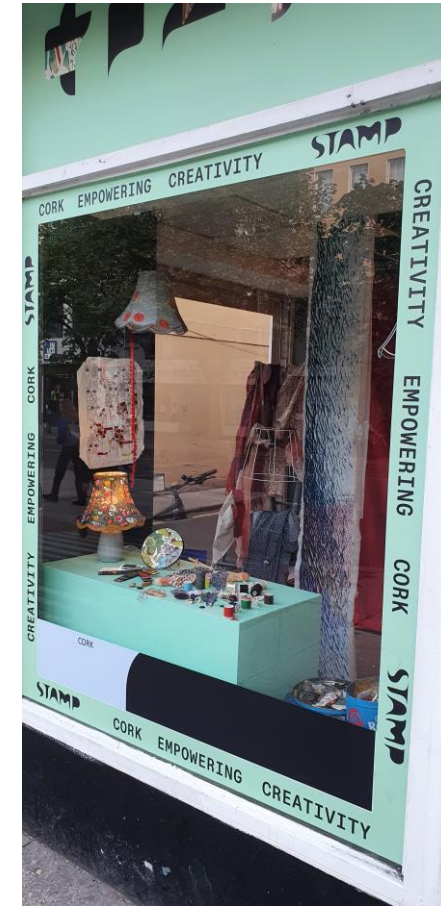
- A public-facing example of CCI mobilisation during the project lifetime.
- Following naturally and immediately from Action #1: mid-May 2022.
- Stakeholders determined content.
- To address a recognised gap in providing CCIs with a pilot opportunity to organise their own high-visibility city-centre showcase.
- Publicly deployed the newly-developed cluster branding for the first time.
- 1 weekend. 11 venues. 55 events.



A 'shop window' for creativity

'Meanwhile' use of prominent vacant commercial properties (Dundee influence):

- Queen's Old Castle window installations ...and night time projections.
- Key to generating visibility and 'buzz'.



Working creatively with/against dereliction



- Derelict site repurposing...what creative reuse could do (Nicosia influence)



PANEL DISCUSSION - MAKING IT IN CORK FREE

Join some of Cork's Creative Professionals as they share their experience of having a creative career living in Cork.

1:30pm - 2:30pm TEST SITE



Experiencing Cork's creativity by doing



Experiencing Cork's creativity by doing



On-Street Demonstrations and Market



Arts packages for visitors

- Creative actors linked with design-led/boutique hotels to provide artist-led workshops (Arts Packages) for visitor groups.
- Trial scaling-up of an existing model.
- Support the engagement of the “culturally curious” audience.



Stakeholder Testimony

“ By facilitating development of the STAMP brand, Cult-CreaTE created a new platform in Cork for the art, design and craft industry, which will offer a new structure of collaboration and relationship between creative industries and the economy of our city. The pop-up festival especially was the catalyst for a huge transformation of our own art group and studio space. It gave our members an opportunity to present themselves in a new way, where each artist had the opportunity to make a statement about their professional practice.”

[Karina Killeen, Manger, Shandon Art Studio]



Shandon Art Studio was established in 2017 and is ran by a group of local artists practising different disciplines.

Since 2017 they have held Free Events and Educational Programmes; including 21 Exhibitions and Events and 3 Public Art Commissions that have had a public engagement of 6162 people.



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Stakeholder Testimony

Visitors: *“I was visiting Cork for the weekend and happily stumbled upon the Stamp festival. I was delighted to see artists and makers all over the city, in the park, on the streets, in a vacant shop window, an old church and even what I thought was a derelict site. I had a wonderful time visiting and watching demos and workshops. I would love to come back next year and prebook some workshops”.* **Terri Russell, Maree, County Galway**

Demonstrations: *“I had so much fun doing my ‘More Clay less Plastic’ Demos at the Emmet place market. The public, local and visitors alike, were very engaged and loved the idea of making their own ceramic bird feeders. The children especially loved the making process”* **Martha Cashman, Ceramic Artist**

Market Traders: *“I learned a lot about display and what sells at markets. It had a lovely community feel, I sometimes forget to leave my studio so it was very nice to get out and meet more makers.”* **Suzi O’Sullivan, Glass Artist**

Panel Discussions: *“There was wonderful interaction between the panellists and the public. It was a very valuable exchange of views and ideas. I really enjoyed the experience”* **Mary Palmer, Textile Artist.**



Policy improvement: shining a light on CCT



- The project shone a light on the tourism potential of Cork's CCIs – especially via STAMP collective/cluster.
- Strongly informed a formal Addendum (2019) to city's *Culture & Creativity Strategy* (2019) - enhanced focus on creative economy.
- Triggered some local funding to related CCI/CCT activities from 2021.
- Project influence further strengthened with a specific Creative Industries pillar in the updated strategy (2023–2027) – enabling continuation of focus initiated by Cult-CreaTE.
- Bolstered case for significant CCC investment in STAMP – support programme and festival.
- Additional *Creative Ireland* (national) financial support to *STAMP 2022*.



Clár Éire Iddánach
Creative Ireland
Programme
2017–2022



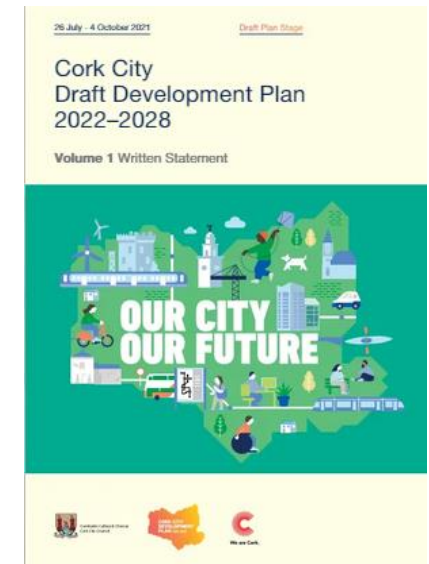
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From policy improvement to delivering future impact

- Additional positive outcome: specific inclusion of a policy objective in the city's draft Arts & Culture Strategy, 2022-2026 – to develop a city-centre multi-disciplinary creation space.
- This directly supports long-term delivery of Action #2 - to mobilise CCI stakeholders with a view to pressing, as a sector, for future development of a permanent City Centre 'Creativity Hub'.
- Cohesive project/stakeholder lobbying – citing Dundee as example – has also successfully influenced other key city developmental strategies in this direction.



The Arts Office of Cork City Council encourages and supports arts and cultural activity within the city. We are now developing a new strategy to guide our work over the next five years. We want to ensure that arts and culture in Cork City is the very best it can be.



Thank You



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We are Cork.