



NACKA  
KOMMUN

# The Art Of Urban Creation

## TAOUC / Partner Invitation

Art, culture and creative expertise as resources for  
increased pace of innovation and sustainability in municipal  
urban development.

Creative Europe 2014 Program



INNOVATION • QUALITY OF LIFE • DIVERSITY • OPENNESS



### LEAD PARTNER

Nacka municipality, Sweden.

### NACKA PROFILE

Nacka is a part of the growing region of Stockholm, challenged with rapid growth in multiple areas.

- Population growth from 95 000 inhabitants to 140 000 year 2030
- Improved infrastructure system - subway to Nacka
- 14 000 new homes and 10 000 workplaces to be built in 15-20 years
- Quality in all aspects of sustainability – environmental, economic and social

### PROJECT FOCUS

Urban development / art, culture & creative expertise / innovation / EQ + IQ. Cities and places have a huge impact on human behaviour and well-being. This project gathers experiences and knowledge about the new and innovative ways in which art, culture and creative expertise can contribute to sustainable urban development.

### BASICS

- Creative Europe Program / collaboration project
- At least 6 partners totally
- Application date 1 oct 2014
- Bigger scale project
- Max funding 2 000 000 Euro split between partners
- Contribution required = 50 %
- Total project budget around 4 000 000 Euro split between partners

### PARTNER PROFILE

Partners should be municipalities within EU. We will prioritize partners with a strong drive to work towards more liveable,

sustainable and creative cities. Partners must be willing to explore and develop new models and methods together with creative industries such as artists and designers. Partners must also be interested in working with creative citizens dialogues. Tangible and intangible cultural heritage should also be of interest.

### INVOLVED IN THE PROJECT

- 1) Planning department and other departments dealing with municipal urban development
- 2) Creative industries: local/regional/national visual artists, street artists, dancers
- 3) Citizens (interactive audience)
- 4) Private contractors such as property owners, developers, architects

### ACTIVITIES

- 1) Local urban development projects
- 2) Job-shadowing
- 3) A series of common workshops
- 4) Milestones and checkpoints
- 5) Social media and networking
- 6) Creative documentation tour

### DURATION

The activities will start in June 2015 and end in May 2017.

### ARTS, CULTURE & CREATIVE EXPERTISE AS RESOURCES

Arts and culture often end up far down the list of priorities and is seen in urban development context as something that belongs in the end of the process - when everything is already planned. The function of arts and culture is often limited to ornamental, and the attitude is that its value is peripherally. This project turns 180 degrees on the spray. Arts, culture and creative skills have in this context a particular and unproven quality as tools and resources for communication; As carriers and vectors of human



values and qualities and also as challengers of given assumptions and established attitudes.

### WHY SHOULD WE DO THIS?

The complex challenges facing society today requires multi intelligent and multi skilled teams - that people from several sectors, industries and disciplines can interact. The need for communication across borders is massive. In this challenge arts, culture and creative expertise can have central functions. This also opens up a new market for artists, which is why this project fits in to the Creative Europe Program.

Buildings and places affects our identity, self-esteem, our relationships and even our weight and immune system. Cities affect our thoughts and our feelings, and even our brain capacity. Urban development has the capacity to bring people together and create public spaces that are full of life and movement. But what is it that makes people feel relaxed and connected to themselves and others? How can buildings and places tell us more about who we really are, about our place in the universe? This project puts these highly important issues at focus.

Awareness of the relationship between cultural capital and the city's economy is also growing. More and more people realize that creative environments and cultural activities can bring widespread benefits, and that creative places with high architectural and artistic quality make people feel comfortable and secure. Within established municipal processes for urban development, the question often is HOW this should be done. Within creative industries the question is the same, and knowledge about business models and experiences about HOW to do it is often weak. This project aims at confronting these important questions, helping artists to develop an expanded career. It's a win-win situation.

### OBJECTIVES

The overall objective of the project is to obtain documentation and dissemination of knowledge about where, when and how

art, culture and creative skills can play a role in sustainable urban development.

- Stimulate and increase pace of innovation in the municipal urban development processes
- Strengthen sustainability in municipal urban development – all aspects
- Strengthen and develop the work field for artists (required in the Creative Europe program)

### RELEVANT QUESTIONS IN THE PROJECT

- What happens when artists is involved and helps out in the analysis of sustainability - in collaboration with other professions early in the planning and building processes?
- How do we design urban space so that all people feel included - a society and an urban environment where people really SEE each other?
- How do we make more voices heard when developing cities?
- How do we attract force of labour from all over the world?
- What places and spaces are required when people from different places in the world come together?
- Can we develop an interface for a cityscape that can carry different cultural backgrounds, and who can stand between human basic codes beyond religion, politics and culture?
- What new approaches and methods is required in the work of creating innovative and attractive cities?
- Which approaches and leadership required for the implementation of new strategies and skills in complex organizations?

### LONG TERM EFFECTS

- New and innovative techniques, methodologies and models for planning and urban development including creative citizens dialogues
- Improved collaboration nationally and internationally amongst artist and municipalities
- A more innovative, creative and emotionally intelligent cityscape
- A more solid city economy

In time, the knowledge obtained from this project might provide spill over effects on other municipal services, practices and methods outside urban development such as health care and education.

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