

Summary

The concept of creative industries (CI) begins to permeate through the cultural, social, but also economic and political interests of the states and individuals. Attention is paid to the benefits to effective, sustainable and inclusive development, reflected in the implementation of the strategies and concepts of local, national and European policies, where creative industries are perceived as a tool for achieving these goals.

Impulses of the expansion of creative industries are seen not only from the side of private investors but also local governments in many European countries that are starting to see the positive impact of this sector in social and economic growth.

The definition of this industry is slightly difficult and application of the issue of creative industries is still not clearly given, and local specificities often appear and thus the positions of local governments in respect of the activities of creative industries are still not defined.

The city of Brno is not the exception, in this effort to participate in the whole-European, like worldwide trend. The city is currently planning to establish the project with the working name - Creative Centre Brno by which it wants to support and expand the establishment of creative industries in Brno, resp. in South Moravian region.

Brno is often dubbed as “the city of universities” and “the city of students”. Since creative industries are not exactly defined and a precise definition for the Czech Republic is not completed, this project is very flexible. For that reason it was included into the project MUNISS (Intercollegiate student competition) in order the students might suggest their proposals to put such a project into a life. The authorities of this project are the universities in Brno (the Masaryk University, the Mendel University and Brno University of Technology) with the collaboration of burgh Brno and Regional economic chamber of the South Moravia.

The main task of our project was to chart examples of good practices from abroad; create a DNA of the locality around the neighbourhood of a place where the creative centre should develop; and propose possible operational, organizational and financial position of the project.

To create the proposal of the study, used for the basis to the project plan of the Creative centre in Brno, an effort of a comprehensive approach to the available information was used for effective and efficient decision-making in matters of the proposal.

Analytical part consists of two parts. The first part was DNA of the locality representing the mapping of the area and finding its current potential positive and negative aspects, specific features and interests. Especially the perception of the project by citizens (residents, workers, students, commuters and others) living and moving in the locality. It is important to mention that the locality is currently considered as “no-go zone” and this project oriented on the creative industries should help revitalizing the area within the concept of the so-called culture-led regeneration, which is already tested in many countries of the Western Europe. The analysis pointed out to the specific aspects of the locality that are related as important attributes for situational implementation of the project.

The basic specifics of the locality occur in the social, economic and urban sector. The location is attractive in the point of urban structure, proximity to the centre of Brno, the availability of free non-residential spaces prepared for potential business activities and the increasing value of fund of apartments. The listed benefits are persecuted by negative socio-pathological phenomena moving the attractive location into the deprived area. However, at the present time we can see the potential rediscovery of the area by physical or legal persons for their activities. This is thanks to the strong and long-term activities for support of the integration and improvement the situation of socially excluded people living in the area by non-profit organizations which have their headquarters in the area.

The locality is known for frequencies of gambling establishments and bars contributing to the socio-pathological phenomena in the area. These and other facts were discovered by field survey. They are documented in the interactive map that can help for a work with the area. The important aspects include the frequency of casinos, bars, pawnshops and second-hand stores. On the other hand, location is starting to be a base for essential services and shops serving to the quality of living conditions for residents.

Perception of the locality and view the position of the project into the place was ensured by the implementation of the questionnaire inquiry. Perception of the locality from the perspective of people with a stronger relation to the site (living, studying, working and commuting) interfered in the issue of dominantly acting socially excluded groups and the issue of safety and cleanliness. The location is, on the other side, perceived very positively in terms of its location and the changing appearance of the streets due to the reconstructions of buildings. The issue of penitentiary and project of creative centre dealt with questions about knowledge of penitentiary, perspective of the project and possible participation with its creation, possibilities of rectification of locations and respondents own free time. The respondents who commute (so called: tourists in the locality) was interpreted that 86% say that a reconstruction of penitentiary would be beneficial for the site, 29% of them think that the project is not realistic. By respondents who reside in the locality the number was similar; 84% of respondents stated that reconstruction of penitentiary would be beneficial for the area, 24% of them think that the project is not realistic. The questionnaire inquiry concludes that the project will be beneficial for the area and the respondents perceive the reconstruction of penitentiary in a positive way.

For afflicted strengths and weaknesses of the locality and their potential opportunities and threats was used SWOT analysis. With target to create conditions for improving the attractiveness of locations strategies were written out to improve weaknesses such as high crime rates, lower quality of life, polluted area, higher unemployment, a large concentration of gambling, prostitution and drug trafficking. Opportunities for the locality created a distinguished list that can move the aforementioned weaknesses on the side of the strengths. Among the opportunities of the locality was listed high development potential, distance from the centre, and the attractiveness for investors, good urban structure, a variety of free commercial spaces, drawing subsidies from the Structural Funds and the high concentration of people.

Implementation of the project in socially excluded locality in the cultural and urban policy as a tool of culture-led regeneration would be an impulse for the revitalization and possible gentrification. The extent and positive or negative direction of it is determined on the basis of the content and activities of the project, respectively specified intent, which is not yet defined.

Great potential of the locality is seen in terms of available commercial space. These can be used as a tool for increasing the economic value of the site, establishing communications with investors and the

creation of new jobs. The objective is to minimize the socio-pathological phenomena defending area to take advantage of the spatially situational and functional conditions.

Specifics of the locality linked to the project proposal and initial conditions of political and social areas of the Brno city are the basic formula for the design of the design part. To capture the experiences of good practices from abroad a second analysis Creative centres in the world and the Czech Republic was accomplished. An important point was also a trip to the Netherlands, which led to the final comprehensive view of this type of objects.

Analysis of examples of good practices provided a particularly important basic information and orientation in similar projects in the framework of the European region. The indisputable effect was strong local specificity of the centres. This point is very important, however, greatly complains potential transferability of the concept in different spatial location. For that reason was created basic trends created to allow the characterization of individual approaches to creating creative centres. These trends were subsequently earmarked to 9 centres from different European countries. At these centres was explained and compares different aspects such as functionality, area, division into industrial x other and Creative Core and Creative. These trends we consider as a key to the next decisions about the purpose and direction of the project in the Brno area. It was not presented one or two specific examples by which it is possible to be guided, but there were made basic characteristics of the centres. With their proper mix may better capture the local specificity and thus enhance the project.

Based on the task and gain insight from the analysis above was created a general applicable model of organizational structure. This model can be provided as a model of centre operation from the economic and legal setting in terms of Brno and legal background of the Czech Republic.

The model uses the following variables. Due to the fact that a building of the former penitentiary contains different kinds of space, the building was functionally divided into three parts with regard to the cultural and creative centre plan:

- Commercial spaces: in the range of 30% of the total, an example of establishments is shops with a focus on culture, cafes, restaurants and facilities for companies in the creative industries.
- Ateliers: in the range of 40% of the total, rents for a different period to provide short-term rent.
- Start-up spaces: in the range of 30% of the total, serving as a temporary workplace for artists with integral conditions to facilitate the implementation of individual projects.

This functional division is justified in terms of potential economic values as a costs, benefits and sustainability (also in terms of variability of demand for space).

Organizational structure was created with the background assumptions of the Brno city as a maintainer of the concept Creative centre, or even owner. Suggested structure is justifiable (based on the establishment of a new association under the new Civil Code) which should apply from 2014 onwards. Prerequisite is the implementation of the project should begin towards the end of 2014, respectively the beginning of 2015. Organization structure is a form called syndicate (§ 214 law n. 89/2012, Civil Code). The syndicate is possible to characterize "as an association of persons (natural or legal)." Individual members are proposed on the basis of the relationship with culture and creative industries. It is consider their potential contribution to the creation of conditions of demand for cultural and creative industries too. These are local institutions that deal with art and creative industries in

general (schools, galleries, shops or longer functional ateliers). All of these organizations could also make use of the potential of the Creative centre within their activities.

An essential part of the solution is also considered long-term sustainability of the project. Its sustainability will undoubtedly depend on the financial side, which is designed to use a simple model of depreciation. To practice a Creative centre in the former penitentiary was designed a plan of costs and revenues with calculating in terms of rental price of different spaces of recovery. An important aspect is the creation of a model in which rental prices cover costs and it is expected the return on investment in spite of public benefit project.

The study submits especially outputs, which we are convinced will bring important basis for decisions on particular intention to the Creative Centre Brno. It also serves to contracting authority and help in its work with the building itself and the location where the project it is located and where it is formed.