

# Creative Center

## The Jail House

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## Abstract

Project "Creative centre - The Jail house" deals with real opportunity to build from the old building of the former The Jail house a creative center that would be attracted to the concentration and collaboration between artists from all over the city and surrounding areas. The thesis is focused on individual social aspects that relate to this topic and is divided into several parts. In the individual sections we deal with the characteristics of the object former The Jail house, its localization, current state of the object and analysis of foreign creative centers. In other parts of the work we focus on the actual design of creative center relating to its provisional operation, organizational structure, the possible function of this center and the design of its legal form. The aim of this work is to develop proposals for the establishment and operation of a creative center according to the specified requirements of Municipality the City of Brno.

**Key words:** creative industry, creative center, The Jail house of Brno, Cejl street, problem area, brownfield

## Introduction

Creative centers and industry has become (currently) hot topic in last few years. Creative industry brings a possibility to develop artistic creation.

Brno is the second largest city of the Czech Republic, the population of the largest city of Moravia, a historical city with a rich history and diverse culture. There is a major art school, and Academy of Performing Arts. There is no doubt that for the development of creative industries is needed.

Our project is focused on the possibility of building as creative center of the former penitentiary facility, which is situated in the city of Brno-center. It is indeed a neglected but very interesting part. Advantage is very small distance from the center of city. In the past held a variety of events, such as the European Heritage Days, the International student's workshop of architecture, photography exhibition and etc. We are acquainted with the history of the former penitentiary and surround. It's focuses on social issues and the technical condition of buildings. We don't forget for potential artists, which will be the center could working.

## History

History of the Cejl area dates back to 13th century. At that time, houses were built in rows and that is probably why the area was called Cejl. It is believed the word was derivated from german word Zeile, which means a row. This urban style was disturbed in 1772, when the prison was built. It was a big four wings building with a chapel inside. In spite of the original purpose of that constructure, it served as a foundling at first. However, in 1784 the foundling was dissolved by the monarch Josef II. and some of the prisoners from the Špilberk castle were transported to Cejl. In 19th century the building was rebuilt and enlarged. Despite of this fact the prison became overfulled. The occupancy was so enormous that it was even discussed in temporary news. During the 20th century, the prison was ruled by the Nazis, and later on the communists put the political prisoners in the jail in Cejl. However, in 1956, the function of the building as a prison was ended and the Moravian archive was provided with this space. The archive used the building till 2007. Since that time the prison has been abandoned

## The proposal of organizational structure

We suggest that the organizational structure consisted of a manager, who will be responsible for managing the creative center, and his assistant caring about promotion and marketing strategy of this center. In addition, there should be an economic and legal department managing finance and legal relations, and the technical department ensuring operation of the center and its technical condition. In the building would also be placed reception and information point for visitors. We also propose the establishment of a team of organizers, who would handle about the preparation of public events. Our next suggestion is a creative council, who would resolve matters of creative center and also plan of supporting creative center in the form of cooperation with volunteers and offers of practices for students.

## Proposal for Division of Creative Center

From the beginning of the Creative Center existence, even in the stage of interim operation, we suggest to divide the Center into two parts. The first one will be “commercial” and the other one will be “artistic”. The commercial space will serve as a modern creative space for general public and the artistic part of the center will bring the necessary peaceful environment for creative entrepreneurs and artists. We propose several types of lease contracts according to tenants needs.

## **Creative Center Interim Operational Stage**

We assumed that the interim operational stage of the Creative Center is very important to catch the attention of general public and to promote the Creative Center in local area. By organizing events such as outdoor movie screening or exhibition connected with the area history, we can approach new visitors and potential future tenants. However, it is necessary that the building and its premises will meet at least basic conditions for safety and there will be temporary public toilet.

## **Overview of Creative Centers in the Netherlands**

During our excursion in The Netherlands we had the chance to visit Creative centers in Utrecht, Rotterdam and Amsterdam. The HOOGHIEMSTRA Business centre in Utrecht is modern business incubator offering space for start-ups organizations which are registered no longer than 3 years and run their business in the creative sector. For those organizations there is the system of discounts on the rent while each year the discount gets smaller. One of the advantages of The HOOGHIEMSTRA Business centre is the diversity of size of the rooms which are hired. Each organization can move within the building from the smaller rooms to larger according to their needs.

The Creative factory in Rotterdam has more individual approach. Each organization brings positive aspect to the whole Creative Factory. The owner of the building is the city Rotterdam, as well as it is in the case of Creative Centre in Brno, and that is why this object is interesting for us. The rent is relatively low due to the system of paying for a person and a workspace. The lease is usually short-term and there are two types of spaces for hire. In the first one, so called flexible work space, are worktables that are available 24 hours a day, 7 days a week. The price includes the internet access and private key cabinet. The second type is permanent workplace which is fully equipped.

The centre NDSM in Amsterdam works on basis of creative, cultural and business cooperation. The group of buildings is historical relic of the largest shipyard in Amsterdam located on the northern side of the river IJ. In the large NDSM hangar the organizations work in so called Kunststadt (art city). The community of NDSM has its own museum of history, which is another inspiration for the Creative centre in Brno. In NDSM complex it is possible to hire not even the renovated and modern equipped spaces but also the temporary and only

partially reconstructed spaces. NDSM is presenting itself as “Selfmade City” which refers to its independence.

## **Conclusion**

We aimed on conception of management and working of possible creative center in Brno. We have made analysis of DNA in this location, history of building and SWAT analysis of area. Based on our tour in the Netherlands we have made descriptions of foreign creative centers. We have made several examples of organizational structure and described advantages and disadvantages of business entity form, such as limited liability company or several types of non-governmental organizations.