

**TARTU  
LOOMEMAJANDUS-  
KESKUS**

Tartu Centre for  
Creative Industries

**LOOVUSE  
VÄRSKE  
VÄRV**

# **The Ongoing Story of Tartu Centre for Creative Industries**

Kalevi 13, 15 and 17

## Foundation Tartu Centre for Creative Industries

The foundation was established on the 14th of May 2009  
The first building opened its doors on the 4th of September 2009

### However, by that time

- the leaders of the centre had been researching the field of creative industries for more than five years both on local and international level
- researches and development plans for developing the sector in Tartu and Estonia were already made and confirmed at state and local level



# Official Documents on Developing Creative Industries in Estonia

## 2005

- Mapping of creative industries in Estonia
- Proposals for developing creative industries in Estonia

## 2006

- Mapping of creative industries in Tallinn

## 2007

- Mapping of creative industries in Tartu

## 2008

- Comparative research of regional strategies for creative industries in Bergen, Tartu and Turku

## 2009 – ...

<http://loomemajandus.edicypages.com/uuringud>

## **Creative Industries in Strategical Documents of Tartu City**

- Development Strategy "Tartu 2030"
- Tartu city development plan for 2001-2013
- Tartu city of culture, sport and youth work development plan for 2008 – 2013
- Tartu enterprise development plan for 2007- 2013
- Coalition contract for administration of Tartu city for 2009-2013

## **The Following Decisions Were Made by the Municipality**

- Creation of a centre for developing creative industries in Tartu city and South-Estonia is an important objective for the city
- Municipality decided to allocate a complex of three houses and a huge garden in the city centre for Tartu Centre for Creative Industries
- One house was renovated by the city and opened in spring 2009
- The other two houses are under reconstruction and will be opened in 2010. Reconstruction is supported by the city and by Enterprise Estonia (EU structural funds)
- The big garden will be renovated with the support of the EU programmes in 2012

## Administration of the Centre

- The three members of the board of the foundation are elected by the city and they have a monitoring role
- The centre is financially supported by Tartu City and Entreprice Estonia
- A small part of the budget is earned by the centre (rent of venues and activities of different projects)
- There are currently four people working full time (director of the centre, development manager and business consultant, assistant) and two people part time (marketing expert and project manager)



## Incubation Process

- calls for applications for people from Tartu and South -Estonia with business ideas, twice a year
- course of pre-incubation 3 months, ends with a business plan
- incubation period 2+1+1 year
- post-incubation

### Services during the incubation period:

- low rent
- consultations
- collaboration with partners outside the house
- synergy in the house



## Incubation Process

- There are currently 9 businesses with 13 entrepreneurs in the first building Kalevi 13, a cafe and 2 art galleries
- Two calls for new start-up ideas have ended in autumn 2009 and spring 2010 with 24 new business plans and 22 new businesses founded by today
- Photographers, graphic designers, landscape architect ceramic artists, film producers, arts managers, music producers, travel agencies concentrated on cultural tourism etc.
- Priority 2010 – arts managers
- Priority 2011 – audio-video



## Kalevi 15

- Rooms for maximum 14 start-ups, altogether 234 m<sup>2</sup>
- Two rooms for resident artists or visitors , 34,8 m<sup>2</sup>





## Other Objectives

- Development of export and knowledge on export
- Collaboration with universities, common curricula
- Virtual incubator – database with data of creative people and businesses
- Long-term collaboration with partners from Nordic and Baltic countries
- Cooperation projects with European partners on innovation and design development and export development
- Development of priority fields (4D film-making, training courses for people active in cultural field)

# Cooperation Partners

## Long-term cooperation contracts with:

- Tartu Science Park
- Tallinn Business Incubators
- Viljandi Creative Incubators

## Other cooperation partners:

- Higher education institutions (Tartu University, Tartu Art College, Tartu Art School, Baltic Film and Media School)
- Business sector and Tartu Business Advisory Services Foundation
- NGOs in the field of culture (Tartu Culture Factory, Tartu Artists`Union etc)
- Partners in EU ( Luova Tampere; Kunstenaars and CO, Amsterdam; Turku City Government, HUBWorld, London)

## Projects

### **Entreprise Estonia**

- Development of Tartu Centre for Creative Industries  
931,487 € - renovation of two buildings  
159,779 € - activities for 2010 and 2011
- Innovative Cluster of Creative Industries - 31,540 €

### **Nordic Council of Ministers**

- Nordic-Baltic Network in Creative Industries - 5,154 €

### **European Regional Development Fund**

- Urban Creative Poles - Cooperation project with 9 EU cities, total budget 2,395,230 €

### **Estonia-Latvia-Russia Cross-Border Cooperation Programme**

- Cross Border Cooperation Platform for Developing Competencies for 3D and 4D Film-Making
- Cooperation with Rezekne and Pskov, total budget 1,538,527 €

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Kalevi 13, Tartu

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