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Theme 1.1: Understanding CCIs

Cross-Sectoral Collaborations

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Interdisciplinarity of CCI

- Various definitions
- Traditional forms of art
- Future oriented, new forms of art
- Profit oriented artistic production
- Forms of expression not to be confused with content (e.g. video games aimed at cultural heritage)



European Public Bodies and Their CCI Policies

- The European Parliament
- The European Commission
- The European Council
- Council of the European Union
- European Economic and Social Committee
- European Committee of Regions





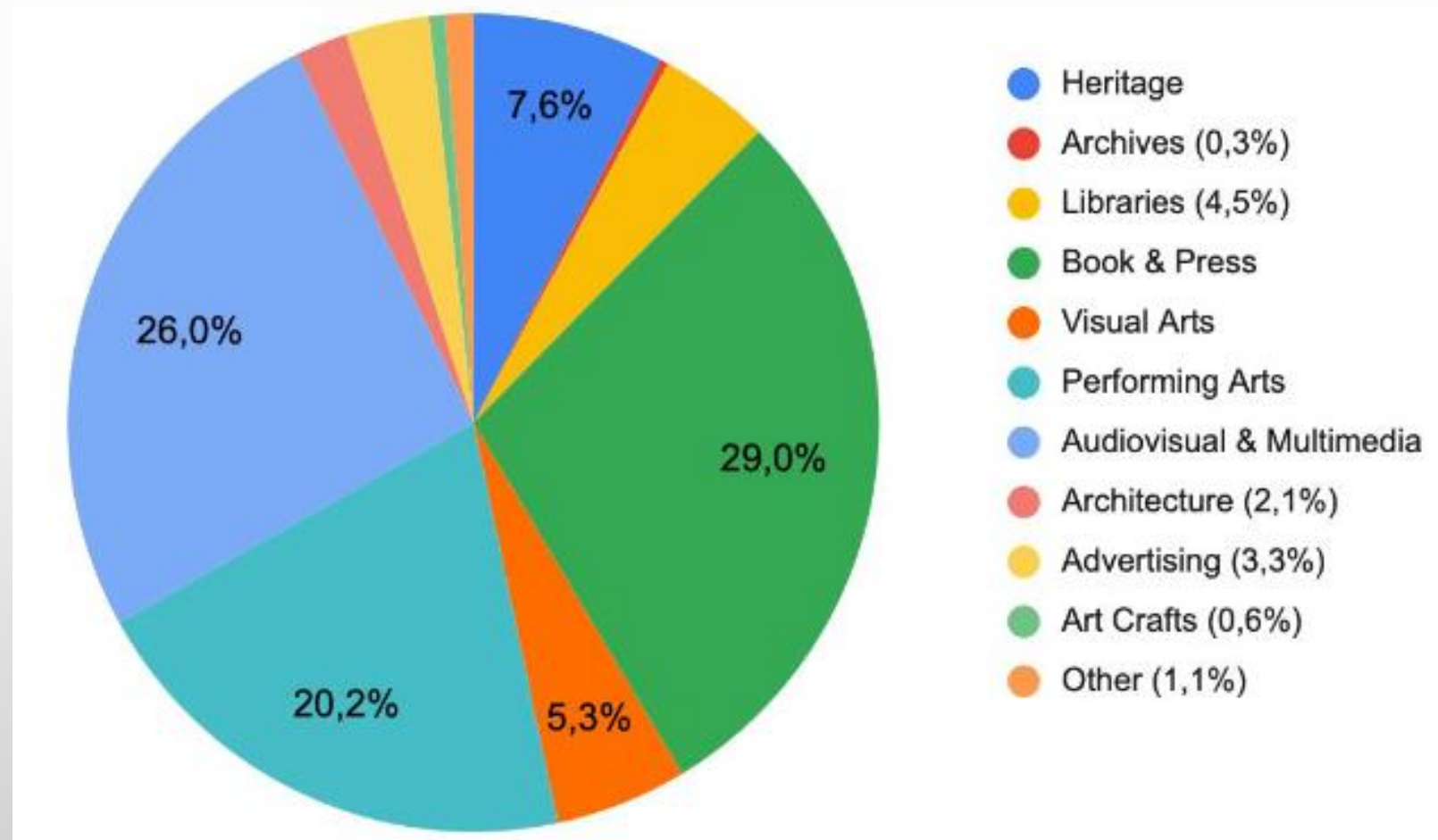
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Source: European Union (2019): The Cultural and Creative Cities Monitor, page 19.



Number of CCI Related Organisations per CCI Sector



Source: SACCI analysis of
the European Transparency
Register 2019:
<https://ec.europa.eu/transparencyregister>, checked on
11/22/2019.





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Relevant Funding Programs

- Creative Europe
 - MEDIA Program
 - CULTURE Program
- Interreg
- European Structural Fond
- Horizon Europe
- Erasmus+
- European Social Fund





Key Challenges and Opportunities

Challenges:

- Rapid change
- Access to finance
- High fragmentation (national and linguistic)
- Limited possibilities of synergies, which are crucial

Opportunities:

- High growth
- Resilience and new jobs
- Catalyst for innovation
- Key element in soft power





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Case Studies – gaming companies

- 3lateral/EPIC: <https://www.3lateral.com/>
- Nordeus: <https://nordeus.com/>
- Ebb software: <https://ebbsoftware.com/>





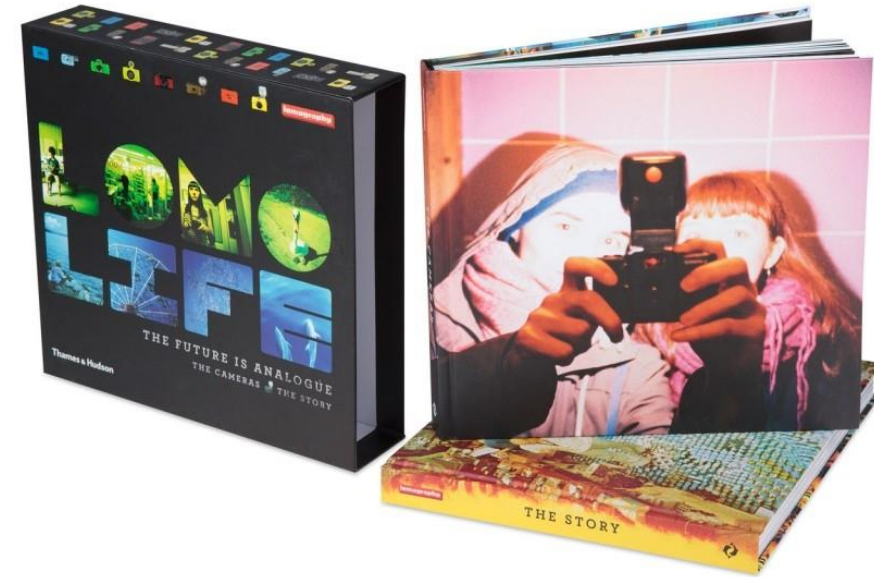
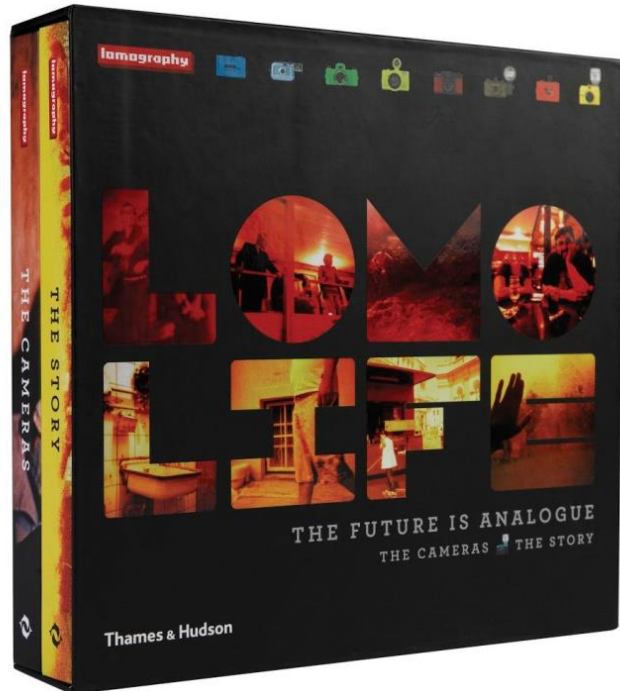
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Expired technologies within contemporary CCI – creative potential, cultural values.

Lomography – a successful story, a global business still operable during the pandemic.





Lomography is a creative analogue photographic technique, an *Afterlife* of film photography. So the *Future is analogue*, as Lomographic Society stated three decades ago, at least as long as analogue cameras and film will be around, for decades to come, maybe a whole century. And taking into consideration that instant photographic gratification trend, working with instant film and dedicated cameras and the appetite for creative experiment with film, it could be foreseen that high quality 3D printers will easily produce low-fi plastic cameras.





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The Ten Golden Rules of Lomography:

1. *Take your camera everywhere you go;*
2. *Use your camera any time – day and night;*
3. *Lomography is not an interference in your life, but part of it;*
4. *Try the shot from the hip;*
5. *Approach the objects of your Lomographic desire as closely as possible;*

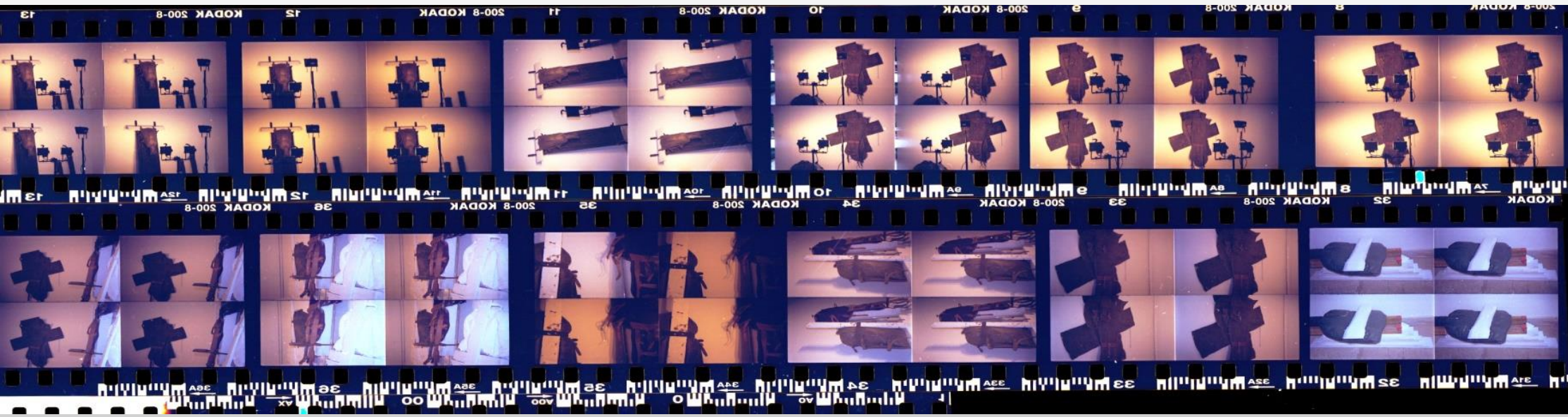
6. *'Don't think' (William Firebrace);*

7. *Be fast;*

8. *You don't have to know beforehand what you capture on film...;*

9. *...Or afterwards either;*

10. *Don't worry about any rules.*



Literature:

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www.fenice-project.eu

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