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Tema 1.1: Uvod u KKI međusektorske saradnje

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Interdisciplinarnost kulturnih i kreativnih industrija (KKI)

- Različite definicije
- Tradicionalne umetničke forme
- Nove umetničke forme, usmerene ka budućnosti
- Umetnička produkcija usmerena ka profitu
- Ne treba mešati sadržaj sa formama izražavanja (npr. video igre o kulturnom nasleđu)





Evropske institucije i njihove KKI politike

- Evropski Parlament
- Evropska Komisija
- Savet Evrope
- Savet EU
- Evropski ekonomski i socijalni komitet
- Evropski komitet regiona





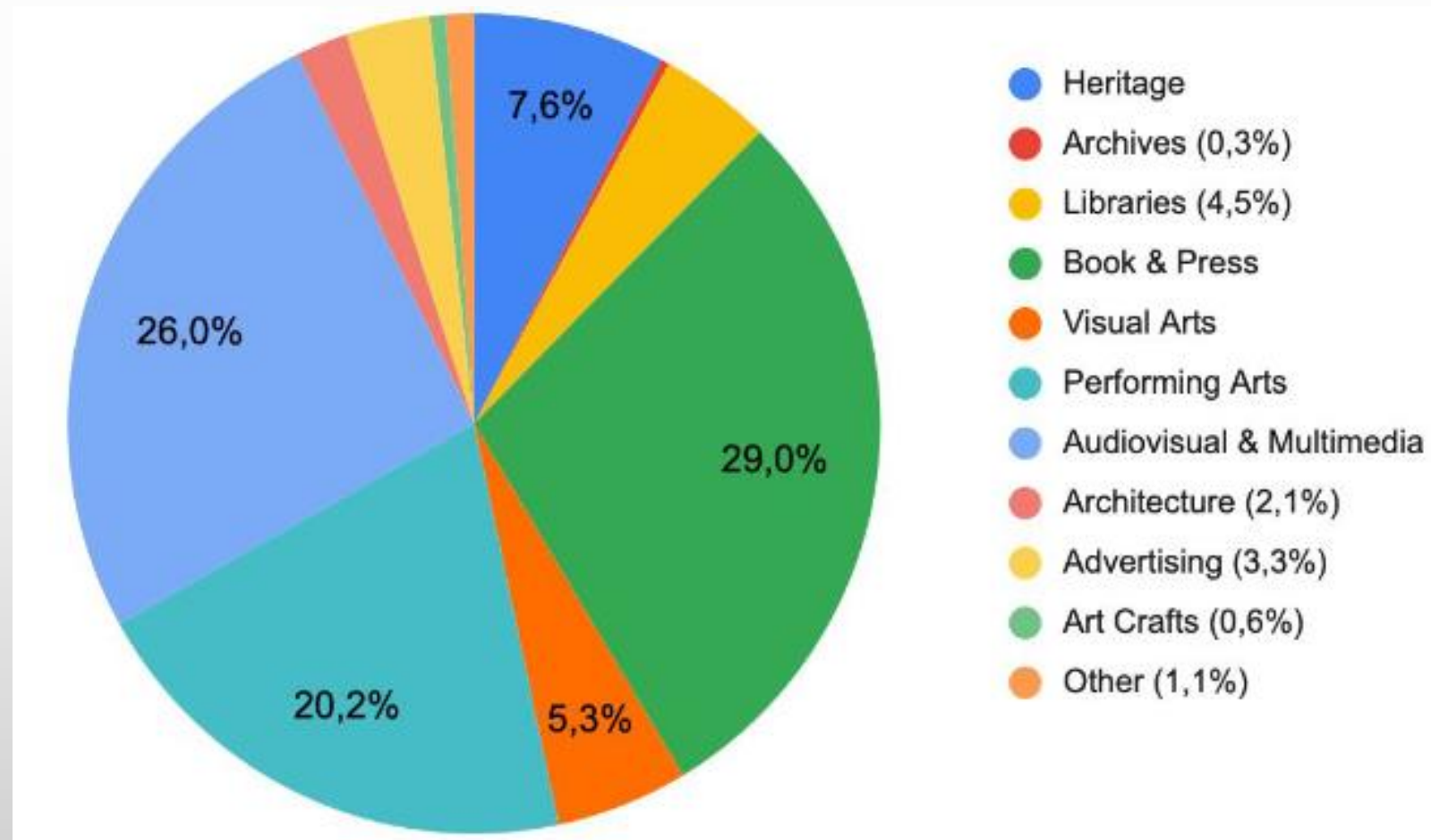
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Izvor: European Union (2019): The Cultural and Creative Cities Monitor, page 19.



Broj KKI organizacija po KKI sektoru



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





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Relevantne linije finansiranja

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





Ključni izazovi i šanse

Izazovi:

- Brze promene
- Dostupnost finansiranja
- Fragmentisanost (nacionalna i jezička)
- Ograničene mogućnosti ostvarenja
sinergija, što je ključno za uspeh

Šanse:

- Visoka stopa rasta
- Otpornost novog polja
rada
- Katalizator inovacija
- Ključno za „soft“ uticaj





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Studije slučaja – gejming kompanije

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





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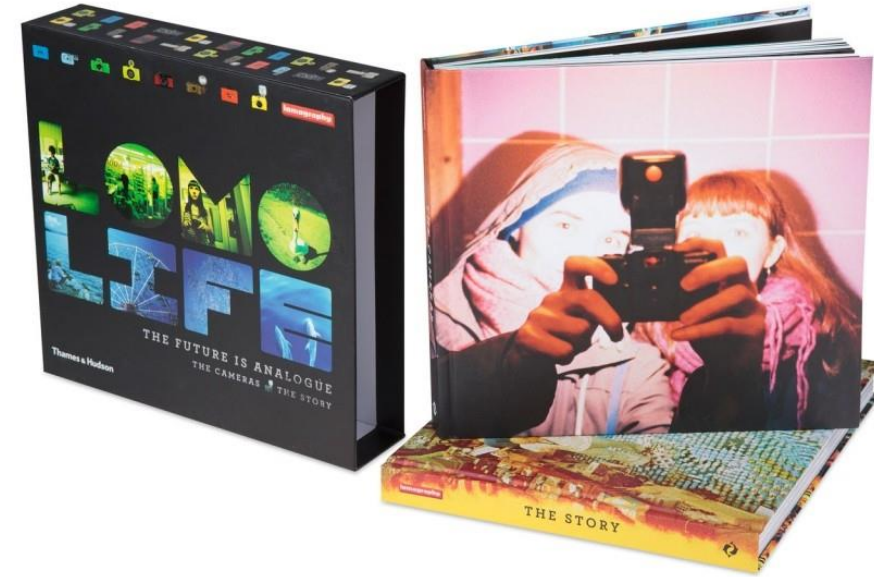
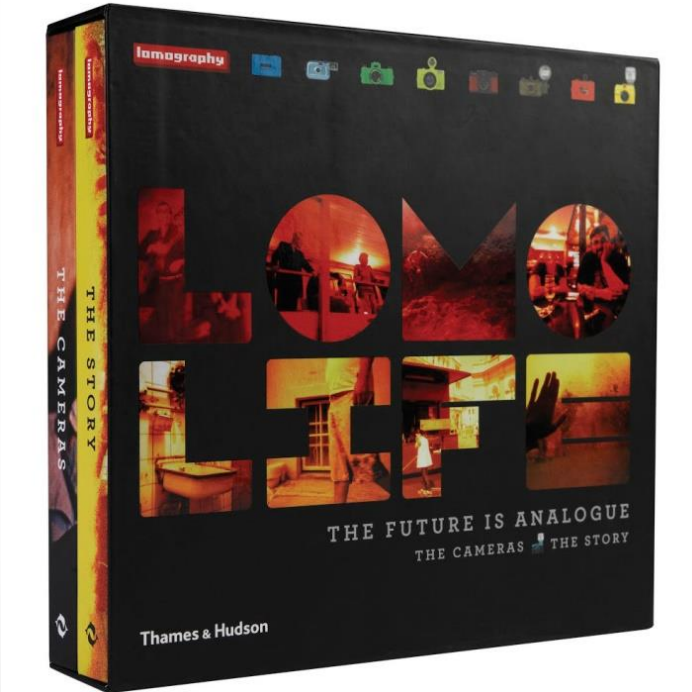
Prevaziđene tehnologije u savremenim KKI – kreativni potencijal, kulturne vrednosti

Lomografija – priča o uspehu, o globalnom biznisu koji je
nastavio da radi i tokom pandemije





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Lomografija je kreativna analogna fotografska tehnika, *zagrobni život* filmske fotografije. Dakle, budućnost je analogna, kao što je Lomografsko društvo izjavilo pre tri decenije, barem dokle god postoje analogne kamere i analogni filmski zapis. Razmatrajući taj trend trenutnog fotografskog zadovoljstva, rad sa instant filmom i namenskim kamerama i apetit za kreativnim eksperimentisanjem sa filmom, moglo bi se predvideti da će visokokvalitetni 3D štampači proizvoditi low-fi plastične kamere.





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Deset zlatnih pravila lomografije:

1. *Nosite kameru gde god da idete;*
2. *Snimajte kamerom u svako vreme – i danju i noću;*
3. *Lomografija nije smetnja u vašem životu, već je deo vašeg života;*
4. *Probajte da snimate „iz kuka“;*
5. *Približite se objektima što bliže možete;*

6. *'Ne razmišljajte' (William Firebrace);*

7. *Budite brzi;*

8. *Ne morate unapred da poznajete ono što ćete uhvatiti na filmu...;*

9. *...a ni posle;*

10. *Ne obraćajte pažnju na pravila.*





Literature:

- 1) Dervojeda, K., Nagtegaal, F., Lengton, M., & Datta, P. (2013). Creative Industries; Analysis of industry-specific framework conditions relevant for the development of world-class clusters. European Cluster Observatory.
- 2) European Commission. (2012). Promoting cultural and creative sectors for growth and jobs in the EU. European Commission.
- 3) European Union. (21. May 2015). CCI policy handbook.
<http://s3platform.jrc.ec.europa.eu/documents/10157/0/120420%20CCI%20Policy%20Handbook%20%28FINAL%29.pdf>
- 4) Committee on Culture and Education (2019): Activity Report 2014 - 2019. Available online:
https://www.europarl.europa.eu/cmsdata/163620/CULT_Activity_Report_2014-2019_FINAL%20for%20web.pdf
- 5) EUROCITIES; KEA European Affairs (2017): Future creative cities. Why culture is a smart investment in cities.
Available online at http://nws.eurocities.eu/MediaShell/media/Future_creative_cities_.pdf





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FENICE: Fostering Entrepreneurship and Innovation in Cultural and Creative Industries through Interdisciplinary Education is co-funded by the Erasmus+ Programme of the European Union.

Projekat je nastao kao inicijativa 5 akademskih i naučnih institucija:



www.fenice-project.eu

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