



**U 1: Management and
Entrepreneurship in CCI**

**Theme 1.3. Cultural
Policies and Institutions.
Intellectual Property.**

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The training contents at a glance:

FENICE Program

Unit 1: Management and Entrepreneurship in CCI

Theme 1.1. Understanding CCI. Cross-Sectoral Collaborations.

Theme 1.2. Creativity and Innovation. Accountability and Ethical Behavior

Theme 1.3. Cultural Policies and Institutions. Intellectual Property

Theme 1.4. Entrepreneurial Mindset and Process

Unit 2: Entrepreneurial Practice – Modelling a CCI Enterprise

Theme 2.1: Designing a business for the CCI: preparing a business plan and pitching business

Theme 2.2: Product or Service from economic point of view. Economic Value. Product and service in arts. Cultural Value.

Theme 2.3: Market, Competition, Consumption and Branding in CCI

Theme 2.4: Business models, systems, partnerships

Theme 2.5: Management: team and change management in the CCI

Theme 2.6: Financing. Opportunities and Risks

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1 CASE STUDY

Cultural Policy of the City of Novi Sad: Edšeg Castle

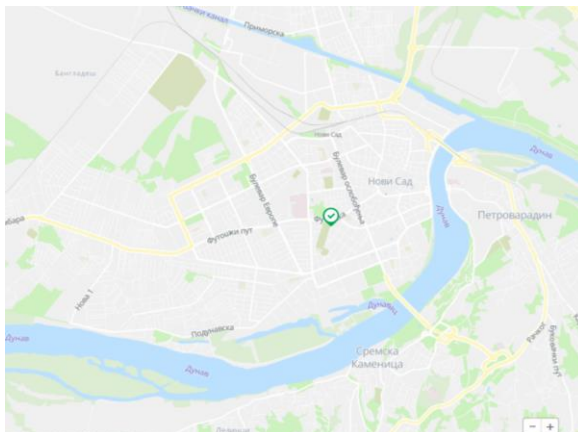
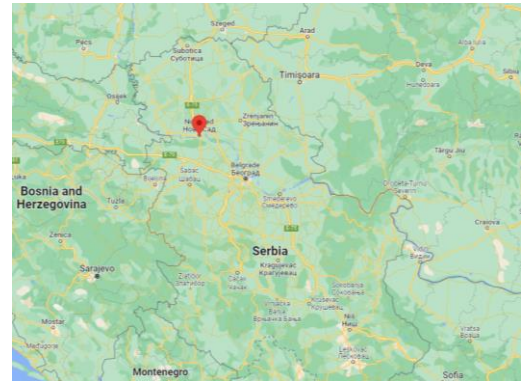
<https://www.youtube.com/watch?v=uxCozBo3lq0>

✚ **Country/region of operation:** Creative District, the China Quarter Novi Sad, Serbia

✚ **CCI area:** Music, Visual Arts, Dramatic Arts

✚ **Name:** Edšeg Culture Station

✚ **Description**



The cultural station building was built in 1890 by the “Novi Sad Shooting Association” on the centenary of its founding. It is the work of György Molnár, the creator of the Novi Sad Town Hall. It was built in an eclectic style typical of the end of the 19th century. The main hall is richly decorated, while the ceiling is painted with scenes from hunting and village life intertwined with geometric and floral motifs. After decades of decay, it was renovated in 2012 for the cultural needs of the city, but was rarely used. In September 2018, it was handed over to the management of the “Novi Sad – European Capital of Culture' Foundation”, implementing new European models and a

strategy of creative places for the local community. Now, Eđeg is open to citizens and the cultural scene under the slogan “family castle”, offering wide range of programmes for families with children and senior citizens. The programmes are mostly produced by local active artists and NGOs, but also European artists coming to the city throughout Novi Sad 2021 mobility projects (from the website of the Tourist Organization of the City of Novi Sad,

<https://novisad.travel/cp/%D0%BA%D1%83%D0%BB%D1%82%D1%83%D1%80%D0%B0-%D1%81%D0%B8%D0%BD%D0%B3%D0%BB%D0%B5/kulturna-stanica-edseq/>)