



Co-funded by the
Erasmus+ Programme
of the European Union



Tema 1.1: Uvod u KKI međusektorske saradnje

Prof. Elida Mesaroš Lajko,
Prof. mr Olivera Gračanin
Prof. Mihai Rusen
Prof. Razvan Clondir
UNS, Serbia; UNAB, Romania

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

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





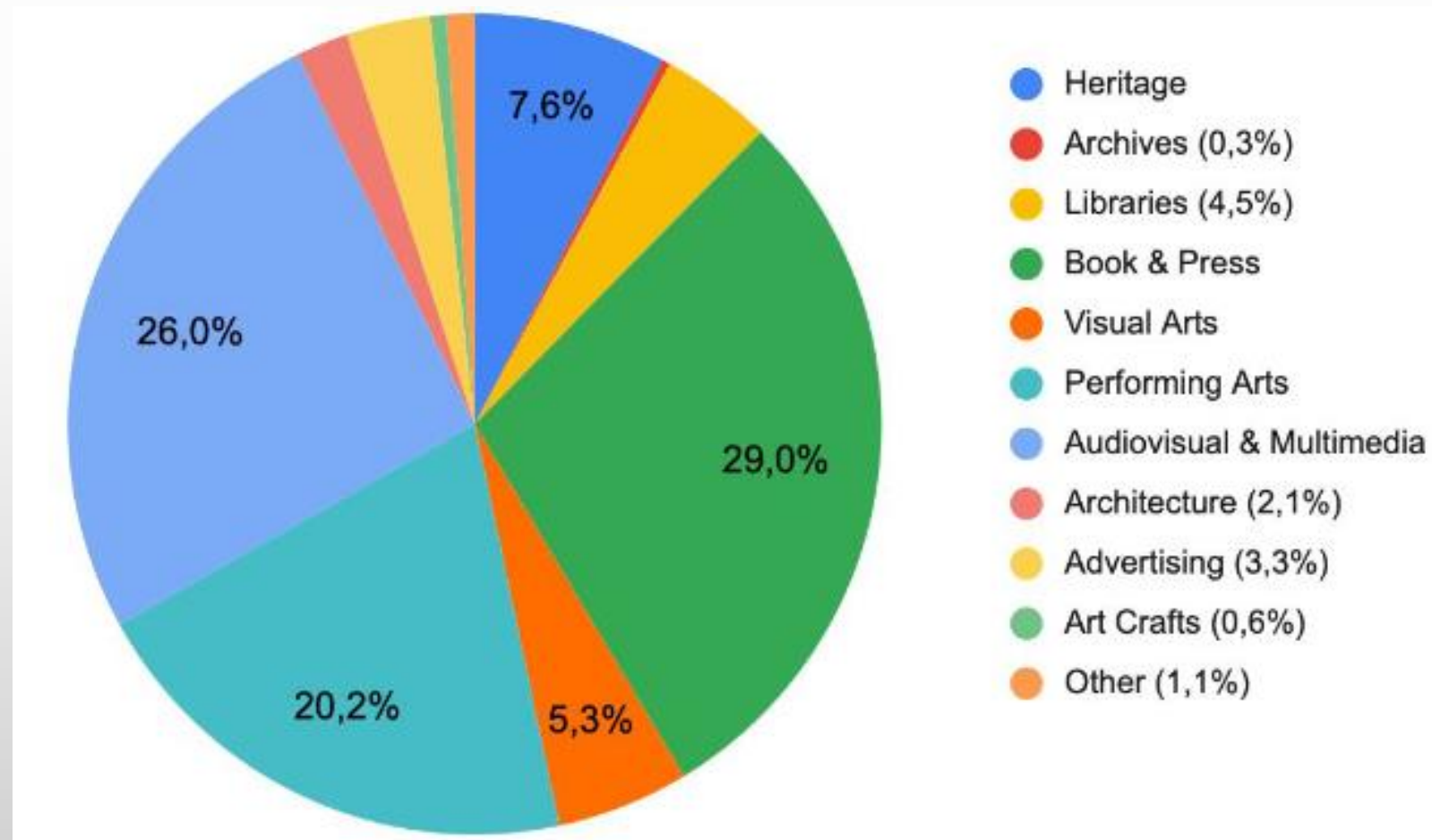
Co-funded by the
Erasmus+ Programme
of the European Union



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.





Co-funded by the
Erasmus+ Programme
of the European Union



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





Co-funded by the
Erasmus+ Programme
of the European Union



Studije slučaja – gejming kompanije

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





Co-funded by the
Erasmus+ Programme
of the European Union



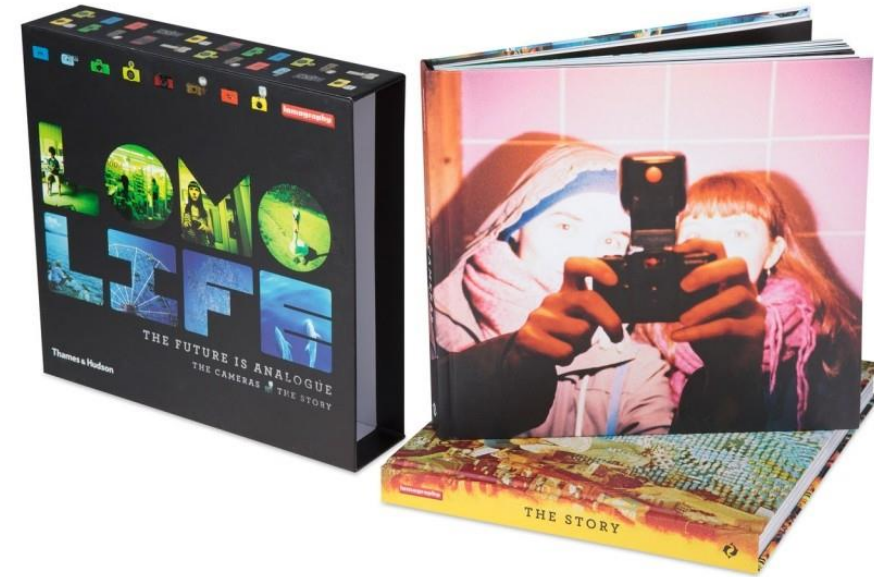
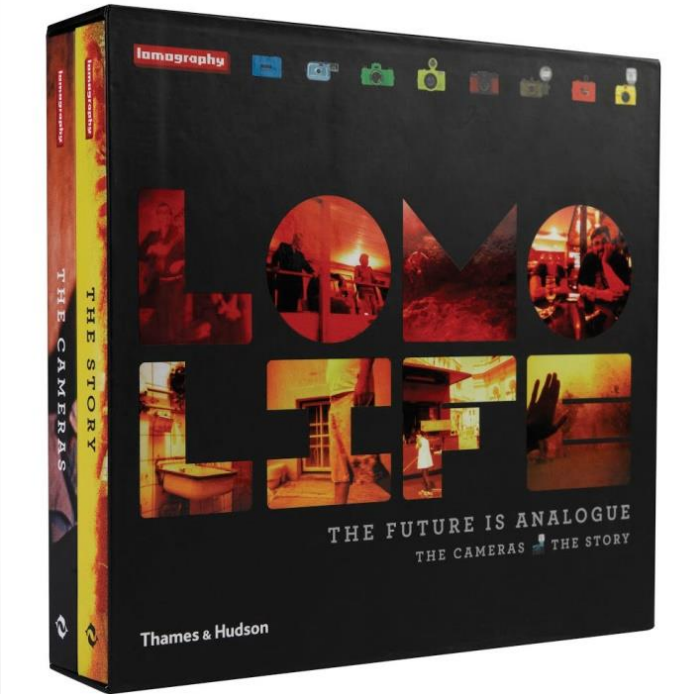
Prevaziđene tehnologije u savremenim KKI – kreativni potencijal, kulturne vrednosti

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





Co-funded by the
Erasmus+ Programme
of the European Union



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.





Co-funded by the
Erasmus+ Programme
of the European Union

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;*

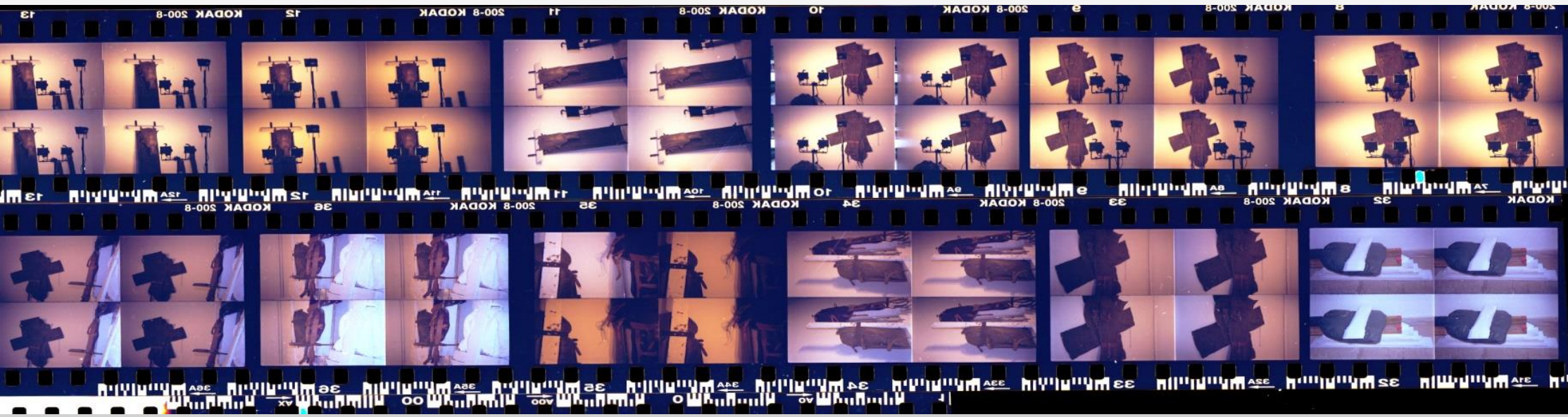
6. *'Ne razmišljajte' (William Firebrace);*

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





Co-funded by the
Erasmus+ Programme
of the European Union



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

The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.