



CRE:HUB

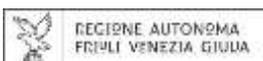
Policies for Cultural Creative Industries: the hub for innovative regional development

<http://www.interregeurope.eu/crehub/>

7th Study Visit Report

3-4 July 2018

Lisbon, Portugal





AGENDA

Day 1 – Tuesday, 3 July 2018

9:00 Arrival of participants and registration

Venue: Lisbon City Hall, Noble Hall, Praça do Município 38, 1100-038 Lisboa
GPS: 38.708127, -9.138841

9:15 Welcoming Speech

Catarina Vaz Pinto - Councilor for Culture, Lisbon City Council

Presentation of the host - ADIST

Luís Caldas de Oliveira, vice-president for Entrepreneurship, Instituto Superior Técnico

Bernardo Gaeiras

Coordinator of the Lisbon Municipal Creative Project

This Lisbon City Council project presents a networking strategy that brings together the economy and culture of the city in a joint challenge that is to work creatively for the future of Lisbon.

10:00 Coffee Break

10:30 Lisbon Downtown Walking tour challenge

Guided tour "lojas com historia"

11:15 Lisbon Story Center

12:15 Startup Lisboa

13:30 Lunch

Venue: Café In, Av. Brasília, Pavilhão Nascente 311, 1300-596 Lisboa

15:30 - 19:30 Study Visit

Guided tour & village underground – impact hub – LX Factory – cowork

Venue: Lx. Factory, R. Rodrigues de Faria 103, 1300 - 501 Lisboa

19:30 Working Dinner "Feed the Creative Hub"

Venue: Restaurant Rio Maravilha, LX Factory

Website <http://www.interregeurope.eu/crehub/>

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Day 2 – Wednesday, 4 July 2018

- 9:00** **Steering Group Meeting**
Venue: Técnico Lisboa, Av. Rovisco Pais N.1, 1049-001, Lisboa
Centro Congressos, Civil Eng. Building, floor -2
GPS: 38.737151, -9.140482
- 10:30** **Coffee break**
- 11:00** **Coordination Meeting**
- 12:30** **Networking Lunch** – Gula’s Kitchen
- 15:00** **Marvila** TODOS.pt
Venue: *Rua Pereira Henriques nº3 1950-242 Lisboa Portugal*
- 16:00 - 19.30** **Barcamp** “The.dots” & “Makesenses”
Venue: Oceanário Lisboa

Report on Day 1 – Tuesday, 3 July 2018

The visit began with a reception of the participants in the City Council of Lisbon (CML) Chamber's Noble Hall. After registration participant registration, the ceremony was open with a speech by Catarina Vaz Pinto, councilor of the CML for Culture.



In her speech, the councilor thanked the CRE:HUB project for choosing the City Council to host the event, which marked the beginning of this 7th Visit. Afterwards she emphasized the importance of the Cultural and Creative Organizations (ICC) for the city of Lisbon stating that CML has a specific program for the support of these activities. Some of these activities were then presented by our second speaker - *Bernardo Gaeiras*, coordinator of the "Creative Lisbon Project".



In his presentation, Bernardo stated that this initiative aims to create a network that brings together the economy and culture to meet and think creatively about the future of Lisbon. In the ceremony was also present the President of the Lisbon and Tagus Valley Coordination Commission (CCDR_LVT) the managing authority of POR LISBOA Policy program.



After a short Coffee Break the visit moved on for a Guided Tour through the "Shop's with History" in downtown Lisbon.

As a part of the tour, some typical Portuguese stores were visited, since they are a very distinctive element of the city when compared with other European cities and, throughout history, traditional trade still plays a very important economic, social and cultural role in the city of Lisbon.





These commercial establishments are a key differentiating brand of the city and an economic activity that also generates employment. The maintenance of these activities are complex and implies the coordination of broad and complementary measures and strategies that brings together three different areas of municipal activity: urban planning and architecture, cultural heritage and economic activities.

One of the priorities of the city of Lisbon is to foster work related with traditional areas and heritage, with a special focus in the preservation and protection of these activities.



These material, historical and cultural areas invigorate the commercial activities which are essential for their existence. It was with this objective that the city of Lisbon launched a pioneer program in Portugal to distinguish and safeguard the so important traditional and local commerce.



This project was implemented by the City Council in February of 2015 and was entitled "Historic Stores". It was motivated by a need for urgency regarding the conservation and revitalization of the city heritage, recognizing that it represented the identity and character of the city while being at the same time an important social and economic tool for the heritage and development of the City.



After intensive documentary research and fieldwork, in February 2016, the Council approved the official criteria of a "Historic Store". These specific stores would be eligible to financial support in order to maintain its traditional historic characteristics.

The Municipal Fund was entitled "*Lojas com História*".

In addition to the financial assistance provided by the program, the Municipality of Lisbon also developed a visual identity for the program in which diversified promotional material was produced, including a website.

After visiting some of the most emblematic "Shops with History", the participants went to the **Lisbon Story Center** to learn about some aspects of the city history.

The Lisbon Story Center is an innovative space dedicated to the history of the Portuguese capital, inspired by the wide range of events that shaped the city.

Located in the East Wing of the recently renovated Terreiro do Paço, it was conceived with cutting edge technology as an interactive touristic attraction and is separated in 6 different areas.





Like a well-illustrated book, the Lisbon Story Center "transports" visitors in a fascinating time travel. Using a mixture of elaborate scenarios, multimedia and sensory experiences, the Center stages dramatic recreations of the most important historical events in Lisbon, in the area between Baixa Pombalina and Terreiro do Paço, exploring the myths and realities of this ancient city.



Presented in a playful and interactive way, respecting the rich historical tapestry of this magnificent city, the Center offers visitors a trip of approximately 60 minutes through time and space.

Covering an area of about 2,200 square meters, visitors can find vivid experiences based on the city's major historical chapters, illustrated through computers and simulators.

On the ground floor, the Center has five main exhibition areas. Each area presents a story based on different episodes of the history of Lisbon, structured in chronological order, in which the visitors are "guided" by a "storyteller". Visitors are also able to experience the atmosphere of a 16th century warehouse, discover New World products or be transported on a Portuguese *Caravela* ship.

The exhibition allows one to witness the tragic events of All Saints Day in 1755 - an immersive experience of the Great Earthquake and its tragic consequences.

These 5 exhibition areas cover the whole history of Lisbon - from the ancient civilizations to recent times.



After the visit, the lunch was served at Café In, in Belém.

After the lunch the study visit continued with a guided tour thru Impact Hub. From New York to Singapore, from London to Lisbon, Impact Hub network grew transforming itself into a global network with more than 15 thousand members in more than 86 cities. Each of these communities brings a local perspective to a global movement.





Afterwards the group headed to LX Factory - a creative hub occupied by companies and professionals, which is also the scene of continuous and diverse events in the areas of fashion, advertising, communication, multimedia, art, architecture and music.

At LX Factory, visitors were able to feel what it is like to be in a creative industrial environment. Experiencing a place that is for everyone, belongs to everyone and where it is possible to intervene, think, produce and showcase ideas and products. The history of this space in Alcântara dates back to 1846, the year in which the "Companhia de Fiação e Tecidos Lisbonense," (one of most important industrial complexes of Lisbon) was installed. This area (23,000m²) was, in subsequent years, occupied by the "Companhia Industrial de Portugal e Colónias", typography "Anuário Comercial de Portugal" and "Gráfica Mirandela".



This fraction of the city that has remained hidden for years is now returned to the city in the form of LX FACTORY.

After this visit the dinner followed in the restaurant "Rio Maravilha", with the motto "Feed the Creative Hub".



ADIST

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Interreg Europe

 European Union
European Regional
Development Fund





Report on Day 2 - Wednesday, 4 July 2018

The second visit day began at the premises of Instituto Superior Técnico, with the 7th work meeting of the Group Secretariat followed by the Coordination meeting (7th Coordination and Steering Group Meetings). At the first meeting a presentation on the project and its financial management was made by the Project Manager, which was followed by the presentations of the Financial Manager and General Manager.

Participants followed for lunch at Gula's Kitchen. Afterwards the CRE:HUB group went to Marvila where they visited "Todos.pt". Entirely privately owned, "Todos.pt" is a creative hub that operates in the areas of creativity, communication, brand activation, brand strategy and advertising with in-house production. It hosts activities such as film production, design, art and music.



Todos.pt main objective is to respond to the unmet need to integrate all the different creative areas of the city of Lisbon as it was explained by Frederico, CEO.

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From 16h00 onwards the *Barcamp* "The.dots" & "Makesenses" activities took place: a time for interactions, sharing ideas, learn and make new friends "at the Lisbon Oceanarium (a giant aquarium created in 1998, during Expo 98, to symbolize the connection of the city with the sea - from Lisbon to the Ocean).



The *Barcamp* was invigorated by José Damião (Business Incubator Director of MADAN Park | NOVA University of Lisbon).



Dedicated to the theme "Creativity with impact on SDG - Sustainable Development Goals (The "Sustainable Development Goals" are 17 objectives approved by the United Nations Organization to "Transform our world by 2030"), this event joined the participants for one hour.



The ultimate goal was to create four clusters of actions in which the creative industries could contribute to the creation and implementation of ideas and projects with impact on SDG - Sustainable Development Goals.



All participants Presented their conclusions and solutions, closing the ambitious Lisbon field visit.

THE END.