

MAKE IT HAPPEN

Conference

25-28 September 2012, East Iceland

# What is a creative community? A Case from Bornholm

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Stjórnardeild mennta-  
og menningarmála

Menntaáætlun Evrópusambandsins

# WHO ARE WE?



## Regional Development in peripheral areas

- Research
- Consultancy work
- Education

Economic analysis and modelling  
Tourism and Experience economy  
Peripheral areas/ Islands



# TASKS AND CHALLENGES IN CC

- What is a creative community?
- How are cultural and creative communities organized in rural areas? How do they grow and which connections do they need to thrive?
- Best practice from Bornholm
- We present a case study from the Arts and Crafts Association of Bornholm. How does the association function as a creative community? And what is the role of arts and crafts on Bornholm for local development?

# A FEW WORDS ABOUT BORNHOLM

- Population 42.000 +
- Declining population
- Aging population
- Tourists annually: approx. 750.000
- Tradition for arts and crafts
- New tradition for quality regional foods
- Distinct tourist brand in Denmark
  - Undergoing "modernisation"

# The CONCEPT: CREATIVE COMMUNITIES

- Regional Development: From creative cities to creative rural communities
  - Better livelihood for local residents and new residents
  - Enhance tourism through place brand
  - Improve Quality of life
- Communities of practise/ Communities of creativity/ Communities of learning
  - Creative process is in focus

# The SOCIETAL CONTEXT: POST-INDUSTRIAL ERA

From mass production to quality production  
Rural role of agricultural and fisheries  
producer, mining

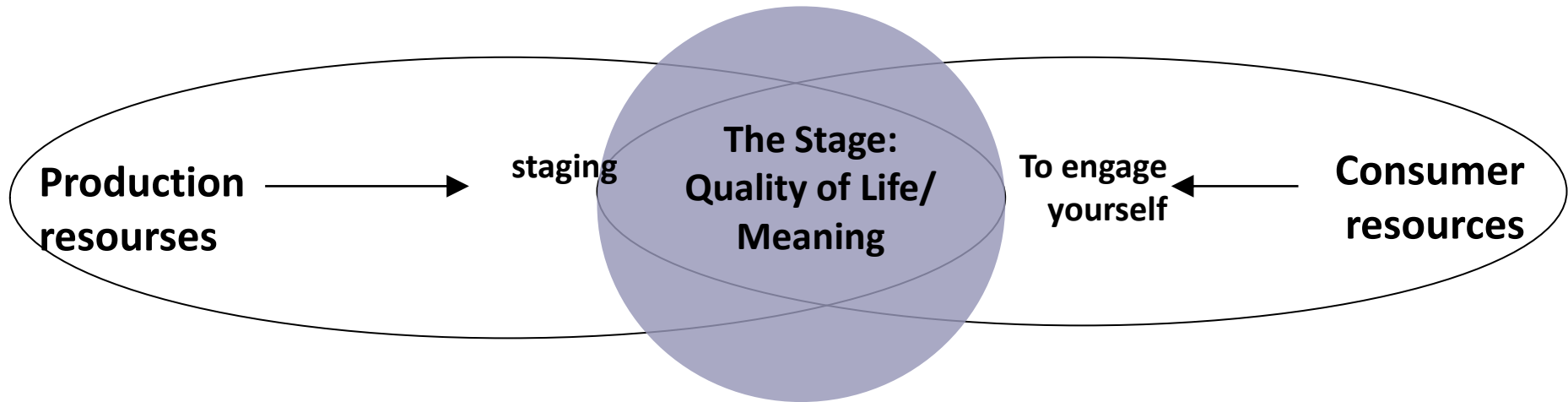
Post-industrial society?: knowledge and  
services: increasing focus on quality

Cities as knowledge and creativity hubs  
Rural areas: recreational landscape?

Mobility, second homes, recreational time  
spent outside city areas

# Experience Economy

## IS IT REALLY NEW?



Demand driven – influence on production

New niches in for example quality regional foods and creative products

New role of place

Public planning: New type of residents & new type of tourists

# A case from Bornholm

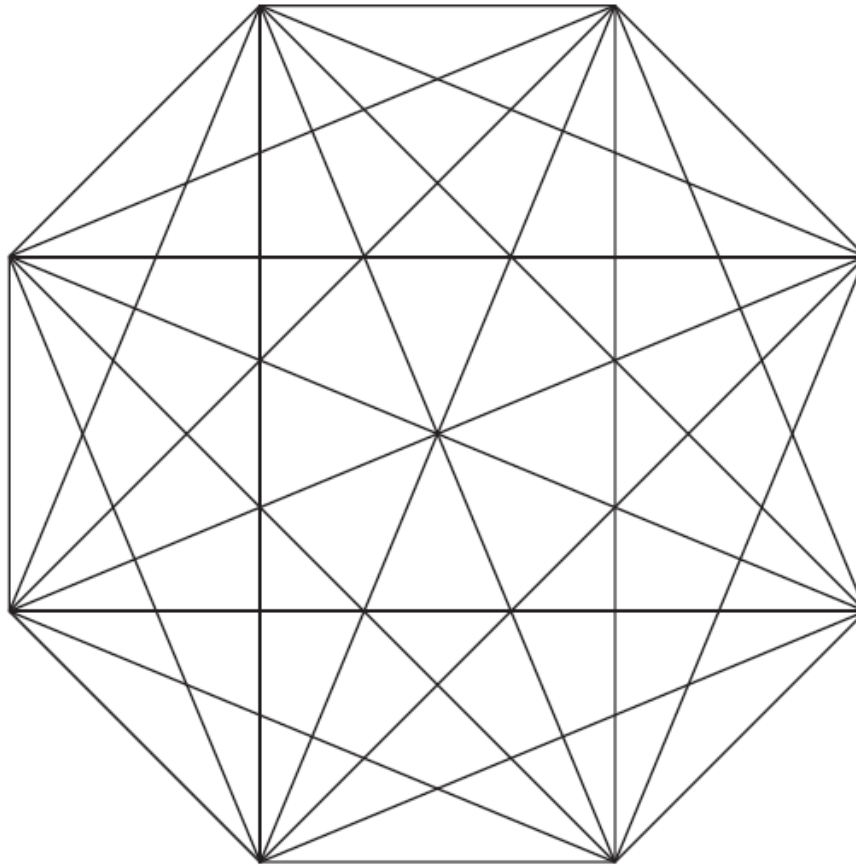
- Identified Arts and Crafts Association of Bornholm (ACAB) as a model for a “Creative Community”
- Map them as an innovative network
- Identify key community functionalities and their prerequisites or contexts.

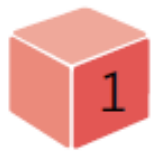


# THE ARTS AND CRAFTS ASSOCIATION OF BORNHOLM (ACAB)

- Founded 2002
- Number of members (2012): 63
- Materials: Ceramics, glass, wood, metal, textiles, mixed materials
- Selected members only
- Has developed through a series of projects

# FOUR BRIGHT STARS IN THE SKY





IDENTITY PLATFORM FOR CRAFT ARTISTS



FACILITATOR OF CREATIVE LEARNING PROCESSES



PLATFORM FOR BUSINESS MODELS



ACTIVATING THE COMMUNITY THROUGH FUNDRAISING



PLACE BRANDING BORNHOLM



INSTITUTIONAL KNOWLEDGE COLLABORATION



MICRO-CLUSTER



PLATFORM FOR HAND·CRAFTED·ART

# COMMUNITY RESOURCES ACTIVATED THROUGH ACAB

ACAB has the ability to bring personal or firm level network contacts into the association and activate them strategically through specific projects

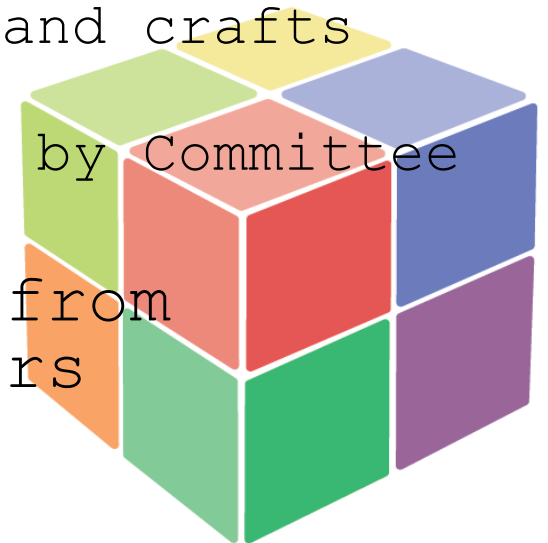
# 8 COMMUNITY FUNCTIONS ACTIVATED THROUGH ACAB





# 1 IDENTITY PLATFORM FOR CRAFT ARTISTS

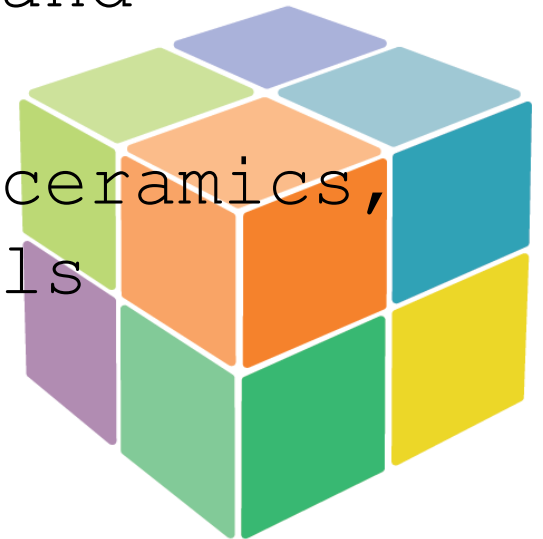
- ACAB: identity marker – individually and collectively
  - 63 individual arts and crafts artists
  - Exclusivity (quality-assessed)
  - Preconditions for acceptance
    - Primary profession is arts and crafts artist
    - Mark of quality is censored by Committee based on Bornholm
  - Separates crafts artists from traditional souvenir makers





## 2 FACILITATOR OF CREATIVE LEARNING PROC

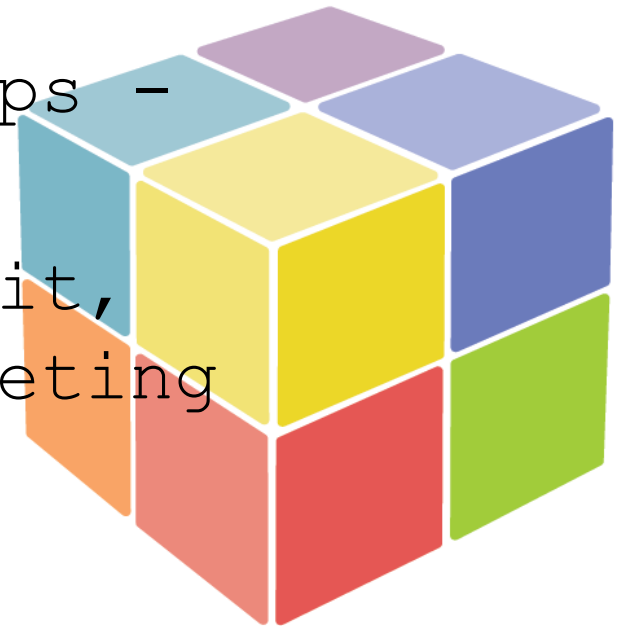
- ACAB: facilitator of creative processes within a material community context
  - Self-formed sub groups
  - Collaborative learning and practise communities
  - Glass, textiles, wood, ceramics, metal and mixed materials





## 3 PLATFORM FOR BUSINESS MODELS

- ACAB: framework for developing business models for arts and crafts artists
  - Being an entrepreneur/ business owner
  - Development of workshops – experience elements
  - Competence building – it, entrepreneurship, marketing







## 4 ACTIVATING THE COMMUNITY THROUGH FUND

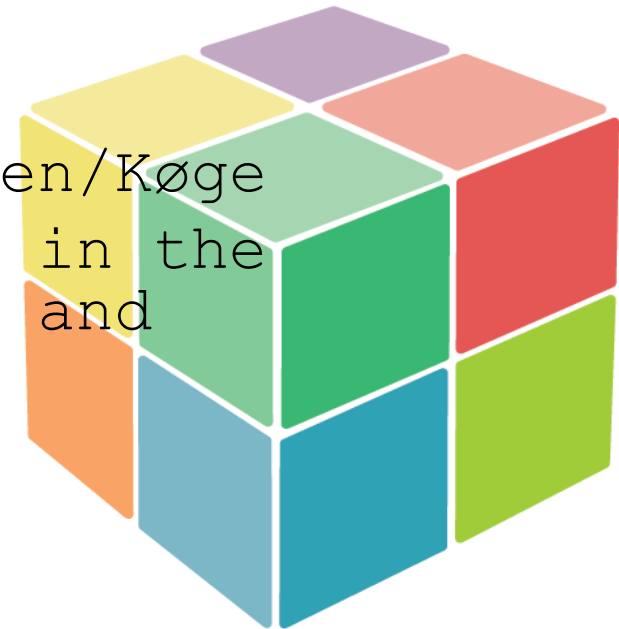
- ACAB activates peripheral governance agents through sponsorships and fundraising
  - Local private enterprises
  - Local cultural- and business institutions
  - Regional structural funding from EU
  - National private funds and foundations
  - National and Nordic Ministries





## 5 PLACE BRANDING BORNHOLM

- ACAB as place brand
  - Ambassador and marketing platform: attracts tourists and functions as an attraction
  - Arts and crafts ambassador
  - Grønbechs Gård – permanent exhibition
  - Arts and crafts bus
  - 44 open workshops
  - Christmas Ship in Copenhagen/Køge
  - Exhibitions and integrated in the interior design in hotels and restaurants

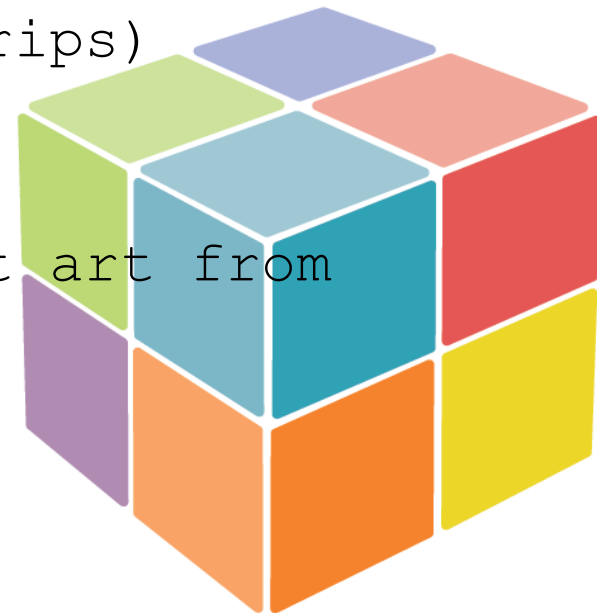




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## INSTITUTIONAL KNOWLEDGE COLLABORATION

- ACAB: knowledge community with cultural/ knowledge institutions
  - Danish Design School for Glass and Ceramics
    - Food chain for ACAB
    - Teaching, supervising, censorship
    - Knowledge sharing (Study trips)
  - Bornholm's Art Museum
    - Commitment to collect craft art from Bornholm
    - Censorship committee





## 7 MICRO-CLUSTER

Functions as a local micro cluster  
and an integrated part of the  
local development strategy

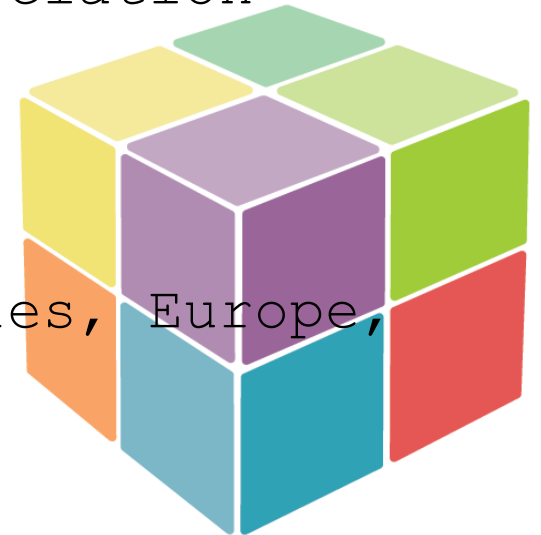
- Arts and crafts ambassador
- L.A.G. Bornholm
- Part of project: Cluster  
development in rural areas
- "Destination Bornholm"





## 8 PLATFORM FOR HAND·CRAFTED·ART

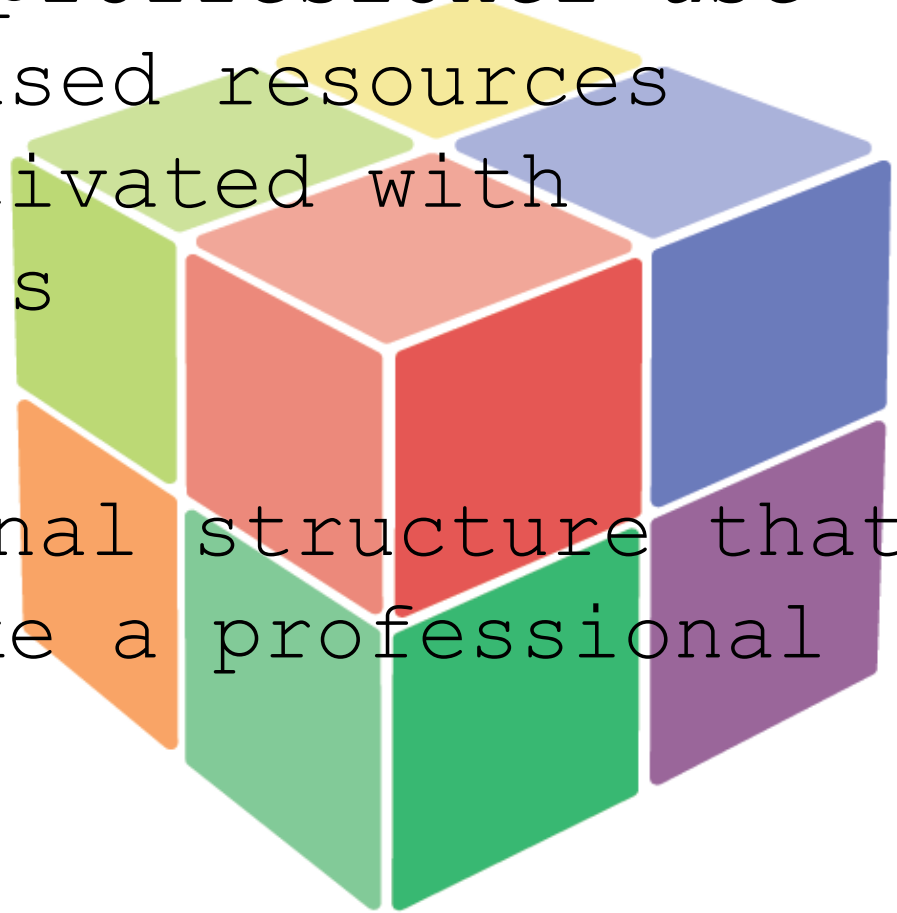
- ACAB : the arts and crafts as a specific sector of artistic expression – locally, nationally and internationally.
  - Through organisations:
    - Danish Arts and Crafts Association
    - World Crafts Association
  - Through Exhibitions
    - Grønbechs Gård
    - Denmark, the Nordic Countries, Europe, North America and Asia.



# STRATEGIC NETWORKING

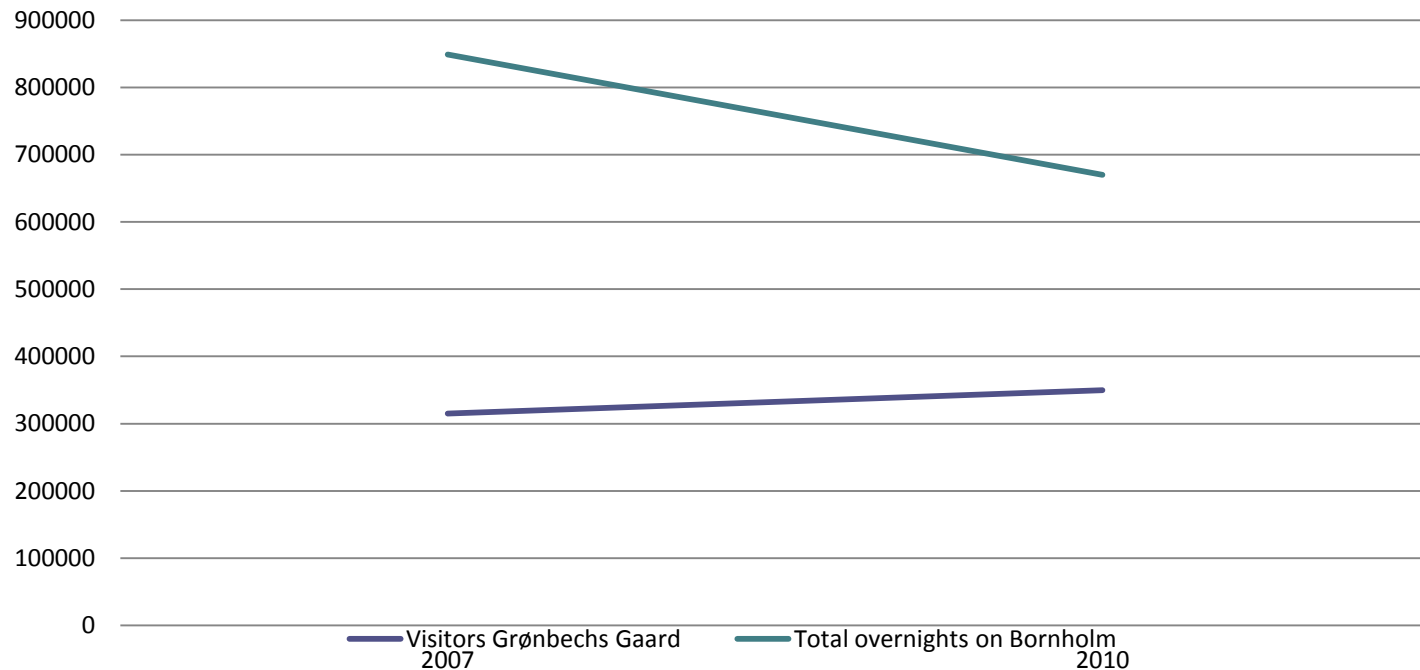
Strategic and professional use of network-based resources which are activated with specific goals

An organizational structure that functions like a professional enterprise



# WHAT IS THE VALUE OF AN ORGANISATION LIKE ACAB?

**Number of tourists compared to number of GG visitors  
2007-2010**



# WHAT IS THE VALUE OF AN ORGANISATION LIKE ACAB?

- Economic value 😞
- Attract visitors 😊 😊 😊
- Quality of life for residents, retain residents 😊
  - No statistical proof (some indicators of job preservation)
  - Positive discourse



# PERSPECTIVES

- Prerequisites that individual members have resources  
and they are willing to share them
- Issues about transfer of innovation
  - Volume matters: number of local crafts artists
  - Visitor volume matters: reliant on local tourist base and access to markets
  - Knowledge institutions on Bornholm