



Study visit in North Portugal – Local context and cultural policies

1. About the region

Number of inhabitants	3,689,173 inhabitants Porto : 302.472 Guimaraes : 158 124 Braga : 181.494
Area in Km ²	21,278 km ²

The local/regional context

Região Norte

The Northern Region of Portugal accounts for 23% of the country's total surface area and approximately 35% of the population. The regional economy encompasses both traditional sector industries (e.g. textile, clothing, footwear and metallurgy) and medium- and high-tech sectors such as automotive components, pharmaceuticals, machinery, precision and communication equipment and computers. When compared to the total country, exports of the region account for 40% and GDP account for 30%.

Specific competencies/governance system

In Portugal there are two process decision making levels: central government level and local/municipality level (existing a total of 86 municipalities within the Northern Region), except Azores and Madeira which have their own regional autonomous government.

Upon the accession in 1985 to the European Union, Portugal established 5 regional bodies to manage the ERD Funds. These are the so called Regional Coordination and Development Committees - CCDRs, which are decentralised bodies of the central government with administrative and financial autonomy.

For the Northern Region, the **Norte Regional Coordination and Development Commission (CCDR-N)** was set-up for which its main competencies are the implementation of governmental policies with regard to Regional Planning and Development, Environment, Land Management, and Inter-Regional and Cross-Border Cooperation. The CCDR-N is a public institution that works towards the integrated and sustainable development of the Norte Region of Portugal, contributing to the country's competitiveness and cohesion.

Key cultural indicators/facts

Northern Portugal has been one of the country's leading regions for an integrated approach to cultural and economic development. For more than a decade, culture has played a leading role – with both Porto and Guimarães as European Capitals of Culture (respectively in 2001 and 2012), a committed approach to culture-led regeneration, and the first region in Portugal to champion the creative industries.

Since 2008 the region invested in the creative industries, including the development of several infrastructures (incubator, digital centers, fab-labs, co-workings, r&d centers, etc.) as well other major initiatives, the Northern region has been establishing itself as a unique place for culture and creative industries. Incubators, fab-labs and co-working spaces alone are now up to 50 in the Northern Region. R&D centers are mostly linked with the universities fabric, for which in the region there are 2 major universities (located in Porto, Braga and Guimarães) and 1 polytechnic institute (located in Porto with a smaller branch in Bragança – northern region northeast border to Spain) accounting for a total of 67 thousand students.

Local cultural and creative industries priorities

Northern region innovation strategy

Launched at the end of 2012, the "Norte 2020" initiative has been developed in the framework of EU's Europe 2020 growth strategy aiming to set the strategic guidelines for the new programming cycle 2014-2020. Norte 2020 has been the basis to establish a regional action plan, a smart specialisation strategy (RIS3 Norte) and a new regional operational programme (ROP) for the period 2014-2020.

The following priority areas have so far been selected in the course of the smart specialisation strategy (RIS3 Norte) development:

- Sea-related economic activities.
- Human capital and specialised services.
- Culture, design and fashion.
- Mobility industries and environment.
- Food and agriculture environmental systems.
- Life and health sciences.
- Symbolic capital, technology and tourism services.
- Key enabling technologies.

The domain "Culture, design and fashion" is to help better exploit creative industries (particularly design and architecture), new materials and innovative manufacturing technologies in order to gain competitive advantage in sectors connected to design based consumer goods, such as textiles and clothing, footwear, accessories, furniture and jewellery.

ROP 2014-2020 presents the strategy of Norte's regional operational programme aimed at contributing to the

EU's strategy for smart, sustainable and inclusive growth, and points out nine priority lines: "RTD and innovation" (priority 1); "SMEs competitiveness" (priority 2); "Low-carbon economy" (priority 3); "Environmental quality" (priority 4); "Mobility and transport" (priority 5); "Employment and mobility of workers" (priority 6); "Social inclusion and poverty reduction" (priority 7); "Education and lifelong learning" (priority 8); and "Institutional capacity building and ICT" (priority 9).

Regarding the cities to visit, it is worth mentioning that 2 cities, Porto and Guimarães, have both been European Capitals of Culture, back in 2001 and 2012 respectively. While Braga is now preparing its application to the UNESCO Creative City recognition.

<http://www.norte2020.pt/>

2. About the study visit

Main themes

Cultural and creative industries as motors for urban regeneration and economic vitality

Sub themes

- Regional creative industries cluster and network
- Tapping into the regional local creative ecosystem and maximising its potential
- Fostering networking and partnerships

Projects and policies to be presented / places to be visited

ADDICT




ADDICT – Creative Industries Agency Portugal, is a nonprofit association created in 2008 and currently gathering a hundred members. It is recognised by the Ministry for Economy as the coordinator of the Creative Industries Cluster in Portugal.

ADDICT acts as the platform for the creative industries sector intending to position the north of Portugal as a relevant creative region in Europe. ADDICT's mission is to contribute to the development of entrepreneurship and the creative economy through the promotion of coordination, information and knowledge.


ADDICT aims to:


- Consolidate clustering in progress, strengthening and deepening it.
- Articulate market players with no tradition of dialogue and cooperation: companies, cultural institutions, art spaces, artists, universities, science parks, research centres, municipalities, media.
- Contribute to the increase of the critical mass of the sector, providing meeting places and space for interest convergence.
- Contribute to the differentiation of territorial competitive strategies and for the urban regeneration processes in cities and places of high patrimonial value.
- Strengthen, qualify and promote the mechanisms of network articulation and work.
- Deepen the relation between knowledge production centres and corporate activity.
- Attract young college students to the development of creative business.


	<ul style="list-style-type: none"> • Leverage and internationalize the region's and country's main creative players and business. • Generate new dynamics in the market of creative economy by increasing the production of new contents, promoting the retention of talent in the region and country. • Inform and involve the community in what concerns the development of the creative economy and ecology (clarification on financing opportunities and incentives, promotion of events, disseminating information, preserving and orientating talent, etc.).
Link	http://addict.pt/

Name	UPTEC.PINC
Short description	 <p>The Science and Technology Park of the University of Porto (UPTEC) is an incubator whose mission is to foster the creation of technology-based companies and creative businesses and attract innovation centres, supporting an effective knowledge and technology transfer between academia and the market.</p> <p>Since its opening five years ago, the Creative Industries Center of UPTEC (UPTEC PINC) has received more than a hundred creative based business projects in a field of design, communication, architecture, audiovisual, music, visual arts, performing arts and publishing. Located in Porto's center, among the main artistic and cultural structures and equipments in the city, this center has become the main center for cultural and creative businesses in the North of Portugal. UPTEC.PINC also implements acceleration and pre-incubation programmes for new entrepreneurs.</p>
Invite	
Link	http://uptec.up.pt/en/corporate/uptec/creative-industries-center

Name	Maus Habitos Cultural Hub - Porto
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Short description	 <p>Maus Hábitos (Bad Habits in Portuguese) has been conceived as the home of transgressive cultural interventions with strong connections to what's happening in Rotterdam, Hannover, and Barcelona.</p> <p>Maus Hábitos is also a meeting place for artists and audiences, equipped with an art gallery showcasing "unconventional art", a lounge bar and restaurant and a concert hall.</p>
Invite	
Link	http://www.maushabitos.com/ (in Portuguese)


Name	CCVF Performing Arts Centre / PAC e Laboratorios Criativos - Guimaraes
Short description	 <p>The CCVF - Vila Flor Cultural Centre is a famous and respected establishment on the Portuguese national cultural scene. Inaugurated in September 2005, the Cultural Centre was conceived to give greater shape and life to more than 15 years of cultural initiatives sponsored by the Portuguese UNESCO World Heritage city of Guimarães, and also as a driving force behind the decentralization of culture, putting Guimarães on the map of "destinations for culture" in Portugal.</p>
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Link	http://www.ccvf.pt/index2.php

Name	CAAA Centre for Architecture and Arts - Guimaraes
Short description	

	<p>The CAAA Centre for Art and Architecture Affairs is a nonprofit cultural institution whose mission is to support and encourage artistic creation and application of new methods of production, promoting the interaction between the various fields of artistic expression – visual arts, design, film, literature, media and performing arts – and architecture.</p> <p>The CAAA was created by a group of architects and artists from different areas with the aim to generate discussion and collaboration between different artistic and technological platforms, both by sharing a physical space and being involved in the same cultural programming.</p> <p>The CAAA building in a former textile factory in the city center of Guimarães, which was fully rehabilitated for the purpose.</p>
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Link	http://www.centroaaa.org/

Name	Rivoli Municipal Theater
Short description	 <p>Teatro Municipal do Porto carries out the mission to present in both hubs - Campo Alegre and Rivoli - a programme oriented for dance, yet interdisciplinary, particularly focused on artists and cultural agents from Porto, as partner of the main theatres in the country and consistently related with contemporary international creation.</p>
Invite	
Link	http://www.teatromunicipaldoporto.pt

Name	GNRation - Braga
Short description	 <p>GNRation is a space that promotes artistic activities, and the exploitation and dissemination of digital arts. It intends to establish itself as a hub for cultural and creative dynamics, exposing audiences to contemporary art practices.</p>
Invite	
Link	http://www.gnracion.pt/home


Name	Theatro Circo - Braga
Short description	 <p>The Theatre Circo is a 20th-century, Portuguese revivalist theatre, in the civil parish of São João do Souto, municipality of Braga. Designed by the architect João de Moura Coutinho, it was first inaugurated on 21 April 1915.</p>
Invite	
Link	http://www.theatrocirco.com/en/

Name	Encontros d'Imagem – Photography Festival - Braga
Short description	 <p>Encontros da Imagem was born in 1987 from an old association linked to the practices of photography and amateur cinema. Over the twenty-five editions, the idea of the Festival Encontros da Imagem took shape, resetting itself progressively to adapt to the aesthetic and formal development of creative photography, which is the central subject of the Festival.</p> <p>Every September, Encontros da Imagem occupies many historic buildings, museums and galleries. In these different spaces, a wide audience has at its disposal about 15 exhibitions mostly related to the central theme of each issue. In recent editions, the Festival has been taking back the concept of public art galleries, every year there are projection nights to show the selection of finalist authors of the Open Call and a Photobook market.</p>
Invite	
Link	http://encontrosdaimagem.com/en/

Name	Casa da Música
Short description	 <p>casa da música</p> <p>Casa da Música is a major concert hall space in Porto, Portugal, which houses the cultural institution of the same name with its three orchestras Orquestra Nacional do Porto, Orquestra Barroca and Remix Ensemble. It was designed by the Dutch architect Rem Koolhaas with Office for Metropolitan Architecture and Arup-AFA. It is part of the Porto ECOC 2001 legacy.</p>
Invite	
Link	http://www.casadamusica.com/

Name	Fundação de Serralves
Short description	 <p>SERRALVES</p> <p>Serralves is a cultural institution located in Porto. It includes a Contemporary Art Museum, a Park and a Villa, each one an example of contemporary architecture, Modernism, and Art Deco architecture. The Museum, designed by Álvaro Siza Vieira, is now the most visited museum in Portugal (more than 300,000 visitors per year) and one of the most relevant in the contemporary art circuit in Europe.</p>
Invite	
Link	http://www.serralves.pt/

Name	Startup Braga
Short description	<div style="text-align: center;">  <p>Startup Braga is an innovation hub designed to assist the inception and development of high potential entrepreneurial projects for international markets. In partnership with Microsoft Ventures they provide business acceleration programs for startups with global ambitions.</p> </div>
Invite	
Link	http://www.investbraga.com/startup/index.php?slang=en_US

Name	Espaço Montepio / Porto Lazer
Short description	<div style="text-align: center;">  <p>Porto Lazer is a municipal company owned by the Porto City Hall with a mission to reinforce the city dynamics and offer within the sports and culture areas.</p> <p>Within its scope, it is responsible for implementation of a new cultural space in the city, Espaço Montepio, which follow other special culture and art projects, namely AXA building and Locomotiva.</p> </div>
Invite	
Link	http://www.portolazer.pt

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