

OKCREA
LAHTIVI
OMATY



**Districts of Creativity
Network
Reverse Mission 2019**



Creative Oklahoma, Inc.

- ❑ A 501(c)3 created 12 years ago with seed money from Gov. Henry**
- ❑ Mission is to advance innovation & creative thinking in education, commerce & culture**



Creative Oklahoma, Inc.

- ❑ We are the only North American member of the International Districts of Creativity**
- ❑ It is the DC Network that facilitates the annual Reverse Mission study trip**

The DC Network

A Worldwide Initiative

From the USA to China and Scotland to India, the Districts of Creativity Network spans the globe and continues to grow.

Founded in 2004, the District of Creativity (DC) Network unites 13 of the most creative and innovative regions around the world. Our international orientation makes us a unique network of regions that put creativity, entrepreneurship & innovation high on the agenda.



DC NETWORK

Reverse Mission 2019


**Three cities studied:
Stuttgart, Mannheim, Heilbronn**

**Objective: study how these cities
had successfully developed
diverse and robust economies
through strategic investment and
urban place-making**

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“From small scale experiments to large urbanization projects, this Reverse Mission has shown the impact innovative solutions and creative industries can have on urban place-making throughout a range of impressive projects,” said Jane Jenkins, President/CEO, Downtown OKC, Inc. “I came away with a lot of ideas we can use.”



First City: Mannheim

Franklin Village

**Creative Commission
Mannheim**

**Yalla Yalla – Studio For
Change; Placemaking**

First City: Mannheim

□ Franklin Village

- Problem: City of Mannheim can't expand but expect housing demand to peak at 10k new units by 2025**
- Solution: Acquire decommissioned U.S. military base Benjamin Franklin, the largest in the region.**
- Currently redeveloping 350-acre planned community development using city and federal funds.**

First City: Mannheim

Franklin Village





First City: Mannheim

Creative Commission Mannheim

“Mannheim was a completely different city 20 years ago”

Used “creativity” strategically as part of the essential aspect of the city with the goal being economic impact. Funded in part by EU Culture Capital project – “Capitol of Culture” city for one year

First City: Mannheim

Creative Commission Mannheim

- **Invested in robust film & music industry by establishing the first Commission for Rock and Pop Music as an integral part of the city's strategy.**
- **Opened the Popular Music Educational School, undergrad and grad levels.**



First City: Mannheim

Creative Commission Mannheim

- **Developed start-up center for music industry. City bought buildings; now more than 60 companies and 6,000 square meters available**
- **Can stay 5 years w/ option for another 3**
- **School financed with help from EU**



First City: Mannheim

Creative Commission Mannheim

Sought designation as a UNESCO Music City to foster the film and music design industries, including film scores.

They support the industry with edu like scoring camps, funding, etc.

First City: Mannheim



Cities of Music Network

Created in 2004, the [UNESCO Creative Cities Network](#) (UCCN) fosters international cooperation within and across cities of the world that have invested in culture and creativity as an accelerator of sustainable development.

Today the Network brings together 180 cities from 72 countries from all regions of the world. The UNESCO Creative Cities have a common mission: placing creativity and cultural industries at the core of their development strategies to make cities inclusive, safe, resilient and sustainable.

First City: Mannheim

☐ Creative Commission Mannheim

- Strategic effort to “reimagine”
blighted areas -- **POSSIBILITIES**

PLACEMAKING
AS A STRATEGY
FOR URBAN
DEVELOPMENT

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First City: Mannheim

Creative Commission Mannheim

100m € investment

30% EU funded

Second City: Stuttgart

HLRS High Performance Computing and Media Solutions Center

- 30m€ spent to establish first super computer; 50% paid by state and 50% by federal
- Established public/private partnerships with companies, universities
- First of its kind in Europe; have users from all over Europe, China, Korea
- This computer one of the top 10 fastest in the world; 7 Petaflops



Second City: Stuttgart

HLRS High Performance Computing and Media Solutions Center

- A big focus is small to medium sized businesses so established a small business solutions center- Big Data
- Automotive Simulation Center with Daimler and Porsche
- Energy Solutions Center
- Media Solutions Center – VR, AI, Film Animation

Second City: Stuttgart

HLRS High Performance Computing and Media Solutions Center

Pixomondo started and grew in Stuttgart, now based in LA. One of largest FX firms with 700+ employees





Second City: Stuttgart

Creative Industries-Stuttgart

Veit Haug, Director Creative Industries at the Stuttgart Region Economic Development Corporation

Approximately 10,000 creative companies and a turnover of € 7 billion, the Stuttgart region boasts a vibrant creative industries scene. Besides film, design and music, the region also hosts the highest amount of architecture firms in Europe.

Also includes publishing, value-added design (auto), spatial design, and other industries.

Third City: Heilbronn

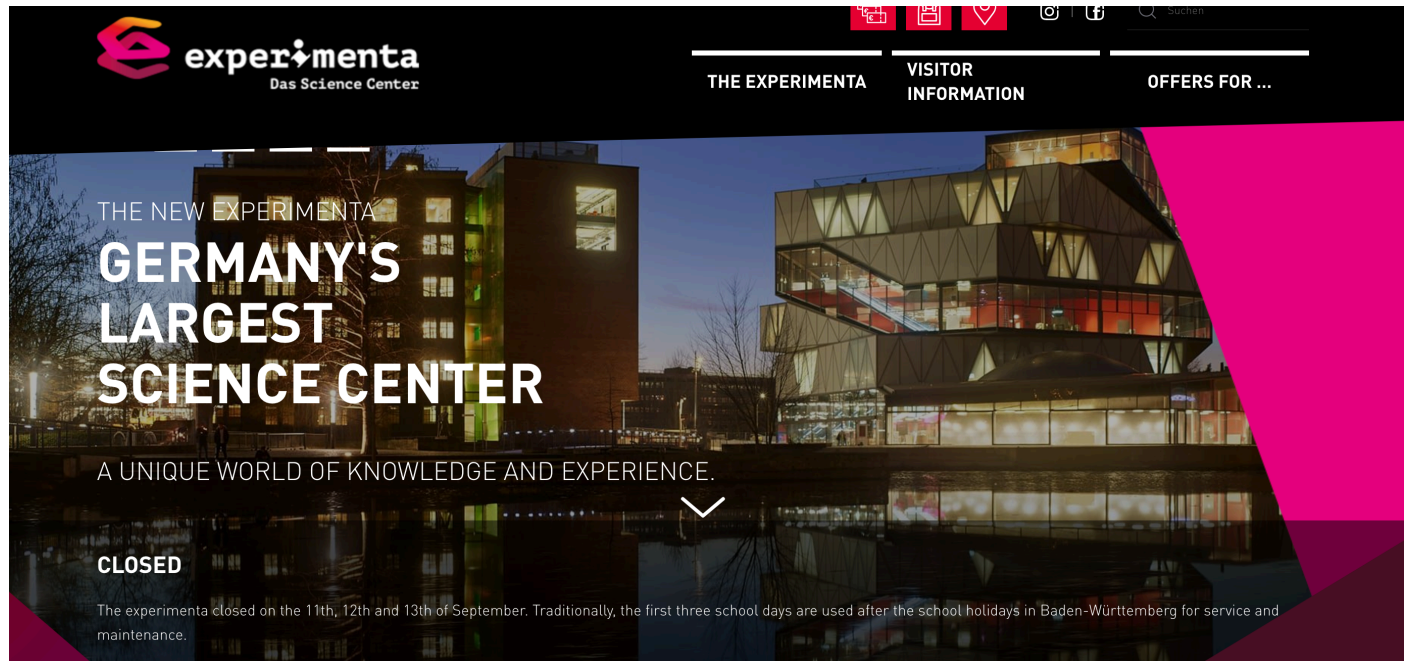
Creative Industries-Stuttgart

Was a city known for its stagnant growth and little culture. Through strategic investment and focus in innovation and creativity, has driven 35% growth in jobs since 2000, compared to the state of Baden-Württemberg growth of 23%.

- Experimenta Science Center
- Technology
- Lifelong Learning Campus – 10k students by 2020
- Business Park for venture companies
- Federal Garden Exhibition – remake industrial area near downtown

Experimenta Science Center

Multiple floors of immersive, educational experiences that bring thousands of people here every year



Federal Garden Show

- Created with money from the federal, state and city levels
- Transformed 100 acres of industrial area near downtown Heilbronn on the river
- Extraordinary gardens with highlights from art, music, dance, sports; offers public programming on topics around garden, health, city, mobility
- Also a diverse housing component





Creative Oklahoma & The International Districts of Creativity

-Creative Oklahoma founded 12 years ago with seed money from the State. S. McCalmont & Burns Hargis

-Pursued a variety of initiatives

Creativity Ambassadors

Innovation Speaker Series

Hosted World Creativity Forum – 2 times


Brought participants to Reverse Missions and WCF

Oklahoma Entrepreneur Mentoring Program

Creative Communities

cSchool

Fashion Foundry



Fashion Foundry provides business support for fashion and accessory designers in Scotland. Fashion Foundry was founded and established in 2012 as a sector specific fashion and textiles business incubator and talent hub to support the creative and commercial development of the fashion sector in Scotland.

Supported by Creative Scotland, the program focuses on accelerating the growth of talent in fashion and textiles for the apparel sector in Scotland, with a specific focus on the international luxury goods market.

Fashion Foundry-Oklahoma Version

Oklahoma Fashion Initiative – 501(c)3


-Behind Runway Tulsa

-Goal to be an incubator in design and small-batch manufacturing for the fashion industry

-Partnering with Creative Scotland to be Fashion Foundry US based here with affiliates across the country

OKEMP-Launched Feb. 28

- Working with MIT Venture Mentoring Service
- Have 5 entrepreneurs paired with mentoring teams
- Goal is to fill a void in the entrepreneurial continuum
 - compliment not duplicate
 - i2E
 - accelerators such as Thunder Launch Pad



OKCREA
LAHTIVI
OMATY



OKLAHOMA
ENTREPRENEUR
MENTORING
PROGRAM

CREATIVITY WORLD FORUM

2019 BRABANT

CHANGE

THE INEVITABLE

21-22-23 OCTOBER 2019

BRABANT, THE NETHERLANDS
WWW.CWF2019.COM

**PRACTICAL INFO
FOR THE DC REGIONS**

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CREATIVITY WORLD FORUM

2019 BRABANT

DCLIVINGLAB

FROM 20 TO 25 OCTOBER 2019
YOUNG PEOPLE FROM ALL OVER THE WORLD
GATHER IN BRABANT FOR THE 4TH EDITION OF
THE DCLIVINGLAB. A UNIQUE INTERNATIONAL
PROGRAMME ON CREATIVITY
AND INNOVATION

REGISTRATION OPENS ON JUNE 1

BRABANT, THE NETHERLANDS

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CREATIVE OKLAHOMA