

# THE RELEVANCE OF CULTURAL AND CREATIVE INDUSTRIES IN THE TRANSFORMATION OF A TRADITIONALLY INDUSTRIAL REGION: **THE STORY OF NORTHWEST BOHEMIA**

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# Content

- Relevance of CCI in old industrial regions
- Characteristics of Northwest Bohemia
- Selected results of CCI mapping
- Linking the topic of CCI and traditional industries in Northwest Bohemia
- Strategic and institutional anchoring of CCI
- Discussion

# Cultural and creative industries (CCIs)

- **the labour markets** associated with these sectors are extremely **competitive**, with many employees working **part-time** (*Scott, 2006a*) and the workforce (mostly highly skilled) organized in **temporary** projects (*Grabher, 2002*)
- **Key factors for spatial localization (concentration):**
  - **urbanization economies related to the diversity** of sectoral structure, labour market, infrastructure and institutions (*Lorenzen and Frederiksen, 2008*);
  - **location economies resulting from specialization**, which allow for reduced transaction costs and increased productivity (*Brazanti, 2015*);
  - **cultural heritage** (*Lazzeretti et al., 2008*); and **soft factors of development**, such as local atmosphere or amenities (*Escalona-Orcao et al., 2016*)

# Cultural and creative industries (CCIs) – a spatial perspective

- **metropolitan regions** (*Boix et al., 2015; van Winden, Carvalho, 2016*), their centres or inner cities (*Spencer, 2015; Wood, Dovey, 2015*);
- **metropolitan hinterlands** (*Felton et al., 2010; Gregory, Rogerson, 2018*)
- **small and medium-sized cities** with a high concentration of architectural and cultural heritage (*Lazzeretti et al, 2012*)
- **tourist centres** with a wide range of amenities, attractive for mass tourism and/or housing, (*Cruz, Teixeira, 2015; Escalona-Orcao et al., 2016*)

# But what about CCIs in old industrial regions?

- CCIs are among the "fore-runners" of the restructuring of social and economic forms of production (*Krätke, 2002*)

## Key push factors:

- tradition of the industrial production, possibility of **combination of „old and new“**, industrial spillovers, related variety potential
- large cities, **concentration** of actors, institutional density, transport accessibility
- symbolic value and **specific attractiveness** of the environment (see popularity of new-developed lofts in old industrial buildings etc.)

## Some pull factors:

- urbanization and location economies turn into **costs**,
- **limited possibilities to adapt** high tech industries,
- rigid structures, **lock-in** effects and barriers to the innovation process

# Characteristics of Northwest Bohemia

- strong industrial tradition from early stages of industrial revolution, „industrial heart of Austro-Hungarian Empire“ - the **embedding of traditional industries** that can be a source of inspiration and know how for CCIIs - textile industry, glass or ceramics production,...
- after WWII political and industrial preference of **mining, heavy industries** (chemical industry, machinery)
- no reaction to 70s oil economic crises, no investment to new technologies and innovations, employment growth in heavy industry up to end of central planned economy, 90s – absolute **industrial decline** but still relative importance of manufacturing activities, selective trajectories of firms, industries



# Economic transition of Northwest Bohemia – a broader context

- emerging of **dependent market economy** (*Myant, Drahekoupil, 2011*), an important role in this variety of capitalism is played by transnational corporations, which control the dominant part of the key export-oriented production sectors (automotive), based on an **intensive use of the labour force** (*Slach, Ženka, 2017*)
- even though economies are intensively integrated into the global economy – have adopted a specific and **semi-peripheral position in the European economy** based on the low cost of relatively well-trained labour (*Novotný et al., 2016*)
- economies are characterised by the predominance of mostly large series of relatively standardised products (economies of scale) with **lower value added and low design intensity** (*Slach, Ženka, 2017*)

# Selected results of CCI mapping

- the most represented sectors include **advertising agencies, translators and interpreters, and architects**
- the data reflects the **diversity and economic relevance** of creative sectors in the region
- the structure highlights both **artistic and commercial dimensions** of the CCI ecosystem

## Top 10 sectors in the CCIs by number of entities

Sector	Number of entities	Sector	Number of entities
Advertising agencies	741	Photographers	349
Translators & interpreters	522	Performing arts	183
Architects	521	Designers	180
Clothing	502	Outerwear	38
Second-hand shops	519	Music production	38
Total			1940

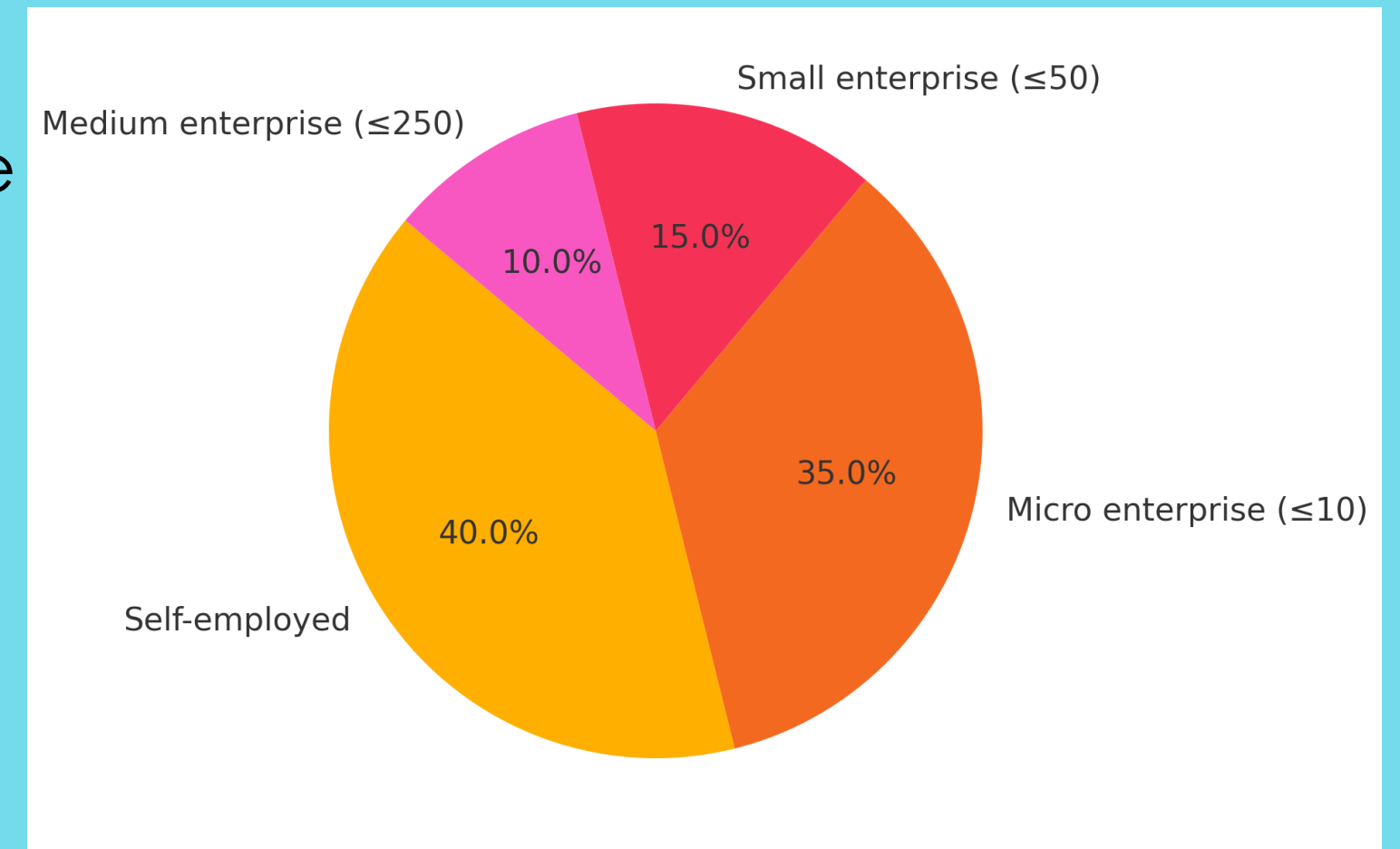
Source: Strategy for the development of CCI in the Ústí Region 2025-2027

The total number of subjects is influenced by the methodology used and may differ from other procedures.



# Selected results of CCI mapping

- **self-employed individuals and micro enterprises** make up a significant part of the CCI sector
- CCI such as design, art, culture, and media have a **high proportion of independent entrepreneurs and smaller entities**
- these actors are **flexible** in responding to market changes and trends
- medium and large enterprises represent a smaller share of the CCI
- the CCI sector in North Bohemia tends to have a **local and community-based character**



Source: Strategy for the development of CCI in the Ústí Region 2025-2027

**Categorization:**

Medium enterprise: up to 250 employees

Small enterprise: up to 50 employees

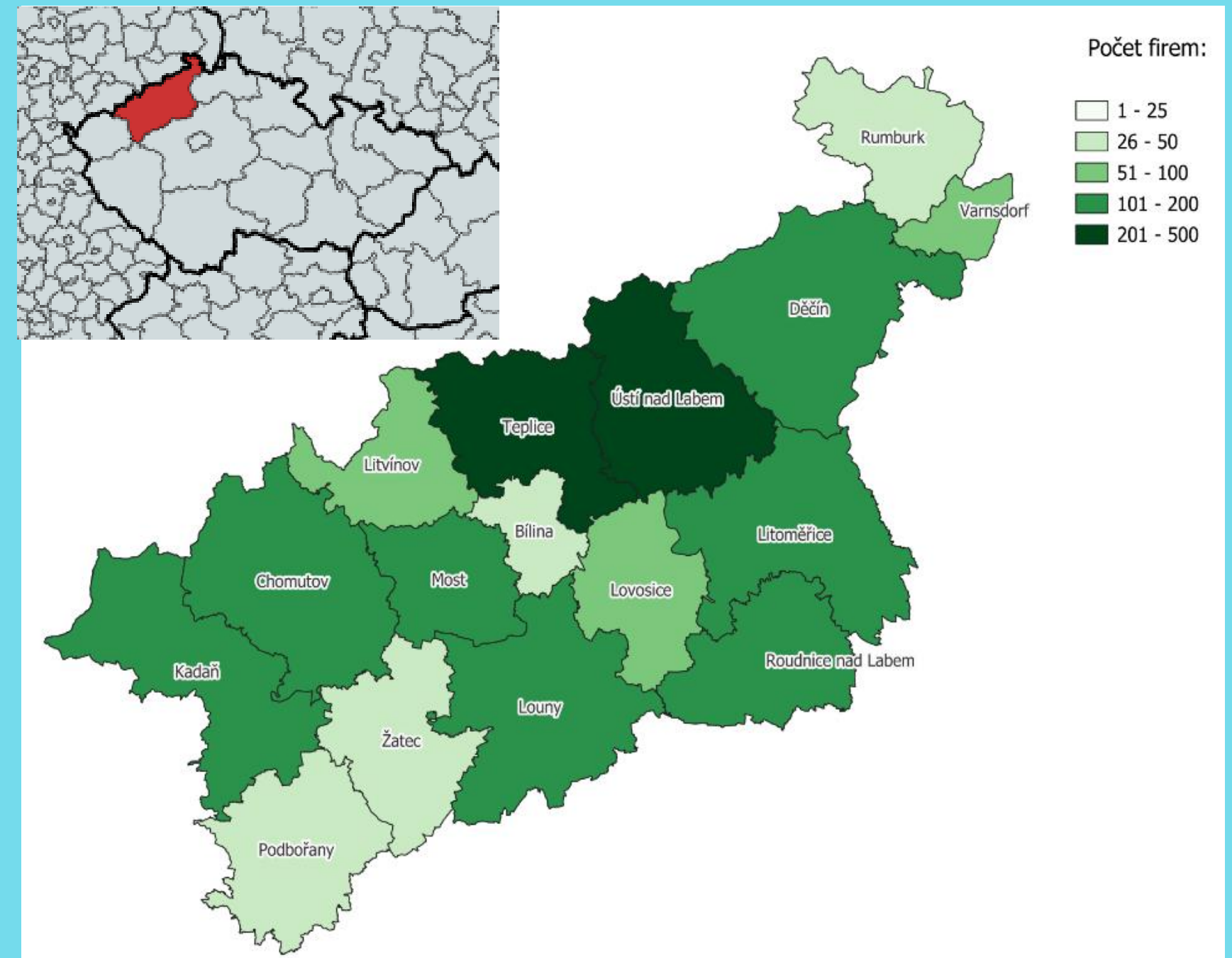
Micro enterprise: up to 10 employees

Self-employed individual

# Selected results of CCI mapping

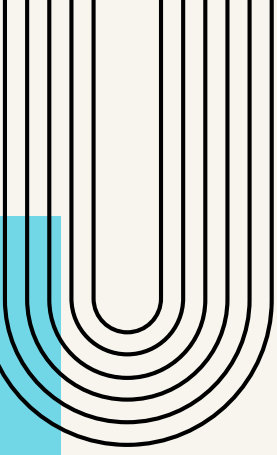
## Number of CCI entities per 10,000 inhabitants in Northwest Bohemia

- the highest CCI concentrations are found **in larger cities**
- sectoral focus (industrial vs. agricultural) has only a little impact
- peripheral regions usually show lower CCI density
- higher concentrations indicate **more dynamic conditions** for CCI development
- low values suggest a **need for support** (infrastructure, funding, local talent)



Source: Strategy for the development of CCI in the Ústí Region 2025-2027





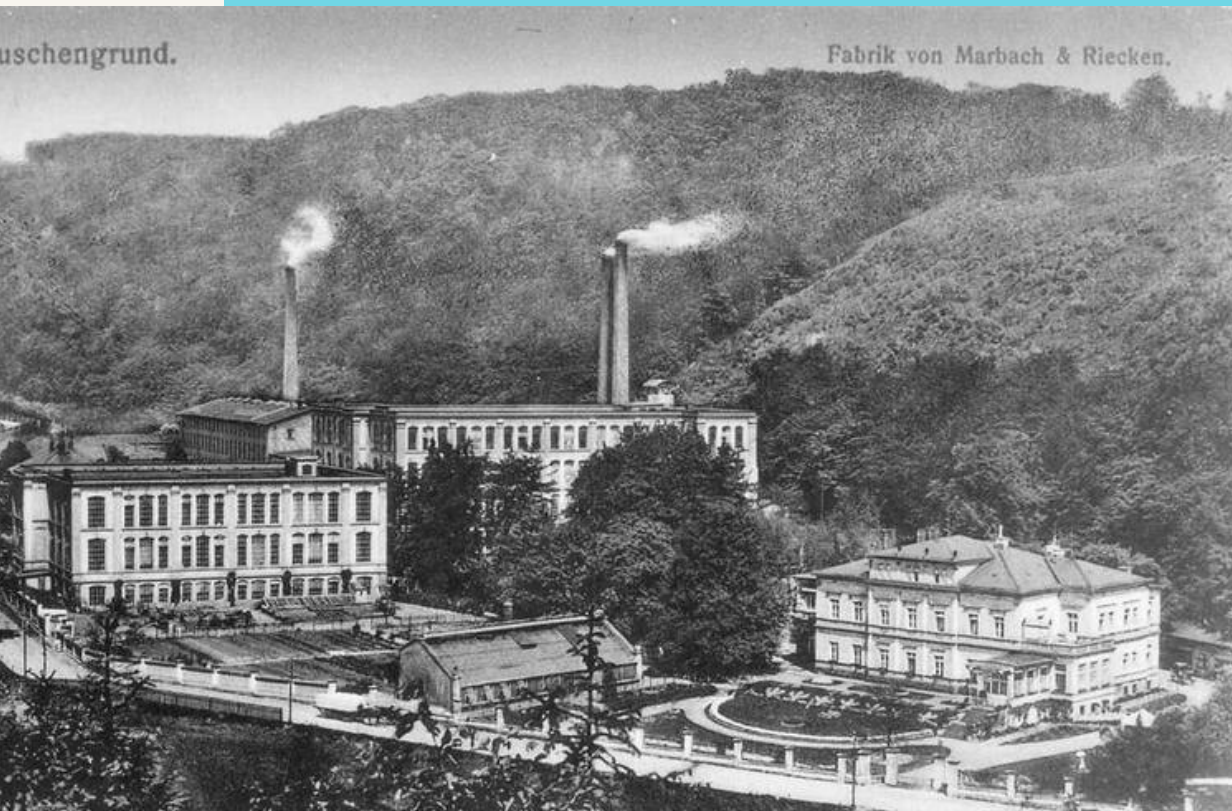
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# Linking of CCI to traditional industries

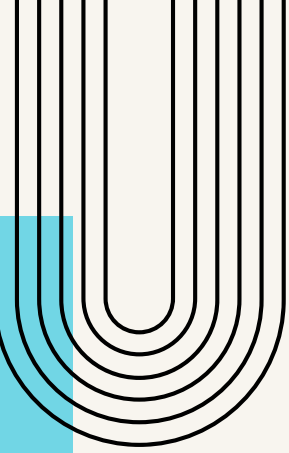
## Re-use of industrial sites for craft and cultural purposes

Revitalizing former factory halls as spaces for cultural events, studios, or creative hubs.

*Example: textil factory in Litvínov - adaptations for craft workshops, recording studios, incoming travel agencies etc.*





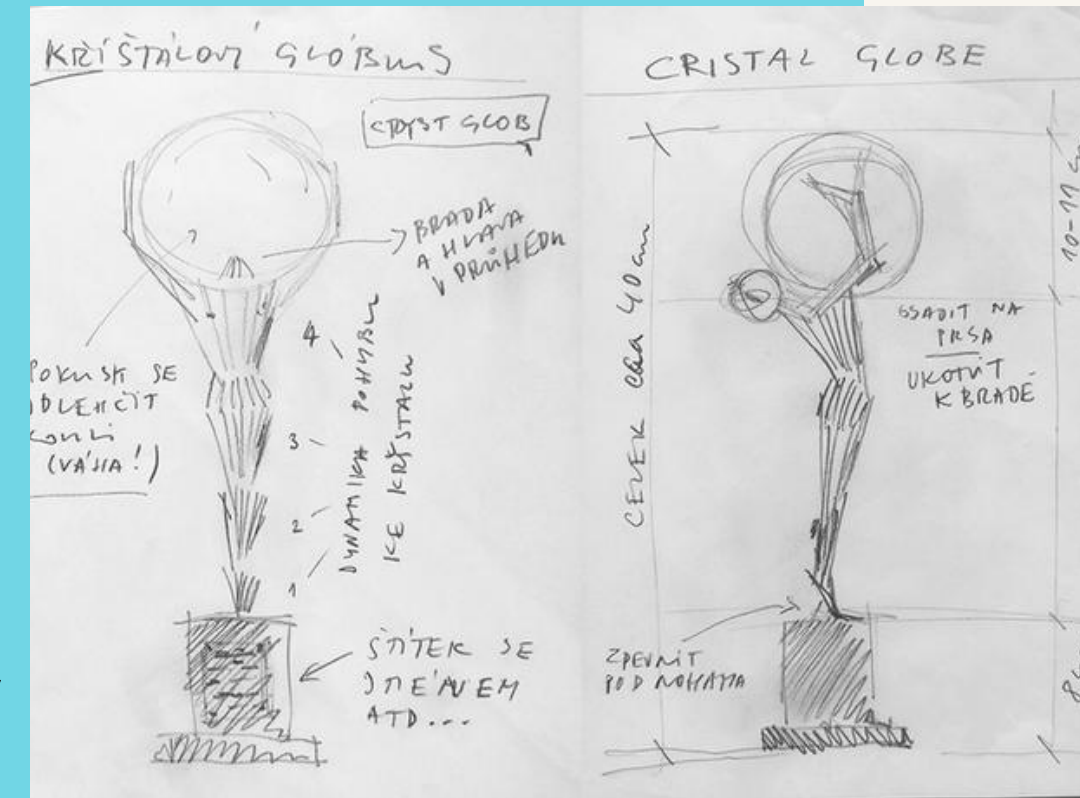


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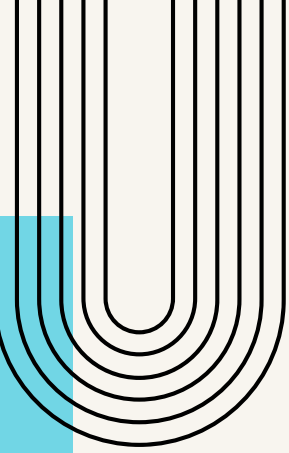
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**Collaboration between traditional industrial enterprises and creatives**

*Example: Traditional glass manufacturer Moser (handmade Czech lead-free crystal - glasses, vases and artistic artifacts) cooperates with the most appreciated designers (e.g. the Crystal Globe Award of the Karlovy Vary International Film Festival)*







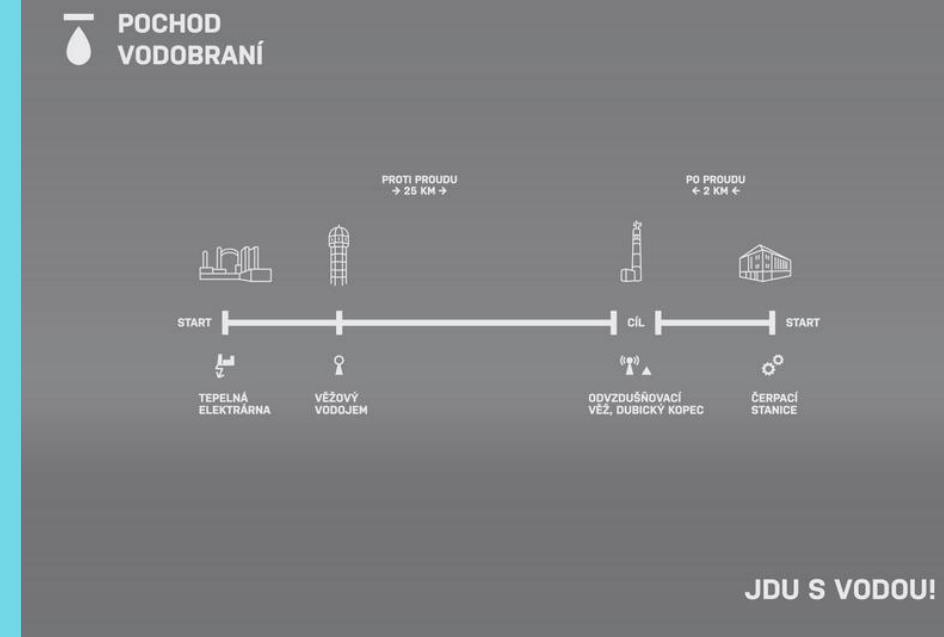
# Linking of CCI to traditional industries

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## Festivals and cultural events focused on industrial heritage

Promoting industrial history through cultural festivals, exhibitions, or performances in industrial locations.

*Example: the creation of a 29 km long hiking trail along the unique industrial water pipeline and an annual mass march*



# Potential topic for CCI in Northwest Bohemia

- **design and artistic production** – collaboration with traditional industries such as glassmaking, textile manufacturing, or the chemical industry
- **cultural tourism** – developing tourism based on industrial heritage with modern means (VR, interactive exhibitions)
- **architectural interventions and urbanism** – innovative use of brownfields for cultural and creative purposes
- **digital creative industries** – gaming, multimedia, visual effects, the potential of the unique natural, cultural and industrial heritage for the film industry
- creativity even in seemingly **disparate sectors** (education, governance...)



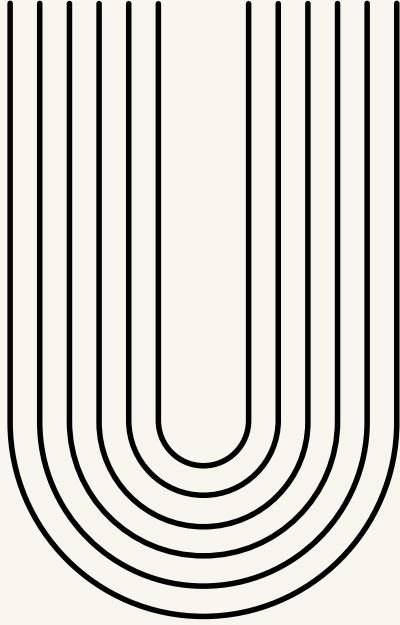
# Strategic and institutional anchoring of CCI

- **regional development strategies** – linking CCI with regional strategies like the Restart Program, Just Transition Plan, local strategies etc.
- **financial support** through EU and other funds – Just Transition Fund, National Recovery Plan etc.
- **major projects** – development of creative centers, cultural incubators, and support programs for entrepreneurs in CCI
- **education and research** – new study programmes, analysis, development projects etc. (the role of regional university)
- **initiatives for cooperation** – building networks between creative businesses and traditional industries, university, public and civil sector

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