

# OUTPUT FACT SHEET

## Pilot actions (including investment, if applicable)

Version 2

Project index number and acronym	CE1324 CerDee
Lead partner	Porzellanikon - Staatliches Museum für Porzellan in Hohenberg a. d. Eger / Selb
Output number and title	O.T3.4.Establishment of exemplary co-working spaces for the education and training of entrepreneurs in ceramics
Investment number and title (if applicable)	
Responsible partner (PP name and number)	1 - Porzellanikon - Staatliches Museum für Porzellan Hohenberg a.d. Eger/Selb
Project website	<a href="https://www.interreg-central.eu/Content.Node/CerDee.html">https://www.interreg-central.eu/Content.Node/CerDee.html</a>
Delivery date	03.2022

Summary description of the pilot action (including investment, if applicable) explaining its experimental nature and demonstration character

#### **Establishment of Maker Space in Porzellanikon**

The Porzellanikon in Selb can turn an entire floor of around 250 m<sup>2</sup> in one of the historic buildings of the former Rosenthal porcelain factory into a workshop. It should contain modelling workstations so that people can create their own designs. Foot- or electrically-operated turntables enable freely shaped work. There should be tables for working with glazes or masses, for processing and finishing, as well as shelves for drying plaster moulds or cast and turned pieces. There is a 3D printer with which a new design technique can be used and experienced experimentally. Hardware and software for working out the digital designs can be provided. To complete the ceramic shaping process, the piece must be fired twice. A suitable kiln is available for this purpose. Post-processing by glazing or decorating can be carried out at suitable workstations and final firing can also be carried out here.

The equipment is available for individuals and small groups. Advice can be given by competent Porzellanikon staff. Opening hours are in accordance with the museum's opening hours. The additional benefit is that users can also draw on the extensive examples in design and technique found in the exhibitions and depots, as well as the extensive literature in the specialist library and archives, if required. In consultation with the museum management, exhibition opportunities can also be used to a limited extent. The relevant results of the CerDee project will also be made available to users for further training and experience. Porzellanikon has extensive networks and connections with museums and universities in Germany and abroad. Joint projects, the holding of workshops and seminars at national and international level can lead to a fruitful exchange and enable the individual stakeholders to gain advantages in production and sales.

The offer is also open to local and regional people, schools, families or interested individuals who want to learn about the aspects of designing and decorating porcelain or who are simply experimenting. Last but not least, company founders can also use the opportunities offered here for a financially risk-free entry into entrepreneurial activity as a workshop, studio or the like, so that the facility can also be seen as a start-up centre.

Intensive networking with the various institutions in the region is important for this in order to give the founders the necessary know-how. These are the economic development agencies of the city of Selb and the district of Wunsiedel, the chambers of crafts, but also the local companies in the porcelain and technical ceramics sector, the digital start-up centre Einstein 1 in Hof, Freiraum für Macher at the district administration office in Wunsiedel i. F. with its various activities in the area of promoting creative industries, networking in the digital sector, etc. The State Technical School for Product Design is also a competent contact for design.

#### **Establishment of a co-working space in Kranj**

The city of Kranj can establish a space for education and training of entrepreneurs in ceramics. In addition, it is planned to open this space too for non-ceramists and tourists to gain a special experience in staying in the ceramic studio and to evolve in a creative process. A place had already be found in Besnica village, about 7 kilometers outside the city centre of Kranj. The workshop of Živa Slavec could be used as ceramic studio and co-working space. Živa Slavec is an architect, who discovered her passion in ceramic design. She seeks inspirations for her artwork by discovering new artistic and conceptual aspects of design and art. She promotes ceramics in the region, conducts workshops and designs unique ceramic products. Her studio is placed in her home in a separated part of her house, which is enclosed by a big garden with an oven for firing ceramics. On the upper floor she intends to establish a cosy studio apartment for ceramist, pottery enthusiasts and all who wish to gain experiences in the field of ceramics. The near of Ljubljana allows a strong cooperation with the ceramic

workshop of the National Museum of Slovenia, and the University, which could organize additional student workshops. Živa Slavec herself offers her experience as trained ceramist.

### NUTS region(s) concerned by the pilot action (relevant NUTS level)

The first part of the pilot action was developed by Porzellanikon - Staatliches Museum für Porzellan. Its impact extends far beyond the immediate area and is designed to appeal to stakeholders on a national scale as well as to neighboring regions in the Czech Republic and Poland. (NUTS 2)

GERMANY (DE) - Oberfranken (DE24), Thüringen (DEG0), Sachsen (DED), Mittelfranken (DE25), Oberbayern (DE21)

CZECH REPUBLIC (CZ) - Jihozápad (CZ03), Severozápad (CZ04)

POLAND (PL) - Dolnośląskie (PL51)

The second part of the pilot action was developed by the Institute of Culture and Tourism of Kranj (ZTKK). Its impact extends to Kranj and neighboring regions as well as to international ceramists and guests, especially the neighboring regions of Austria.

SLOVENIA (SVN) - Gorenjska (SIO42)

AUSTRIA (AT) - Südösterreich (AT2)

### Investment costs (EUR), if applicable

n.a.

### Expected impact and benefits of the pilot action for the concerned territory and target groups and leverage of additional funds (if applicable)

There is no co-working space in Germany and the CE region that provides ceramists with technical equipment for their first work. This offers an opportunity to try out the first steps towards self-employment and to build up a customer base without a large financial investment. In addition, the Maker Space at Porzellanikon is designed to offer regular workshops on important and interesting topics ranging from technical innovations to design and marketing issues. Here too, the existing network of stakeholders, schools and universities is an important prerequisite. In the final stage, the Maker Space can encompass the entire production and design process of ceramics, so that many aspects can be dealt with practically and in further training.

The same goes for Slovenia. The planned co-working space would be the first in the region and would provide the opportunity to use a developed workshop as well as the competence of a trained ceramist. This co-working space is meant in first place for young students and interested people to find out, if the profession of a ceramists or an own workshop and a self-employment would be the right decision. Besides, the owner of the facility would offer workshops and assistance related to different topics as basis.

### Sustainability of the pilot action results and transferability to other territories and stakeholders.

The concept was developed in exchange with stakeholders and responsible persons in the region as well as Porzellanikon. The aim was to provide young ceramists, graduates and company founders with an opportunity to produce designs or small series without their own financial outlay. The exchange with other ceramists and technicians from the region and beyond is essential. The development can take place step by step depending on the financial and human resources of the Porzellanikon. The Porzellanikon's existing networks will be used to create and expand opportunities for workshops. This has already been done successfully in the course of the project and will be continued. The newly established porcelain market (D.T4.4.2) also gives ceramists the opportunity to present themselves and their products and to generate sales. CerDee has laid the foundation with its activities, which can be further expanded. Last but not least, a lively exchange with ceramics schools (Landshut, Karlovy Vary) has been achieved, so that graduates can immediately take advantage of the excellent opportunities for improved business start-ups.

In Kraj the concept was developed in cooperation of different ceramists and the Institute of Culture and Tourism (ZTKK). They all are well informed about the needs and wishes of the different target groups in the region. The co-working space can be developed step by step beginning with an extension of workshop offers supported by ZTKK. Therewith the special interest of ceramists and potential users can be found out and the environment/equipment can be adjusted accordingly. The strong connection to other studios as well as the National Museum of Slovenia and the University ensures the adaption of the whole concept as well as of different offers very easily at any time in order to meet the needs and wishes. The concept can be transferred to other regions and other material groups.

### Lessons learned and added value of transnational cooperation of the pilot action implementation (including investment, if applicable)

The original plan was to convert an existing building (Rosenthal Design Studio) into a coworking space. It has become clear that this concrete implementation is fraught with many problems. Above all, questions of financing and operation need to be clarified: How costly is the refurbishment? How can the purchase be realised? Who will be the future sponsor? Since no satisfactory solution was possible, alternatives were discussed and planned. The Porzellanikon as a museum for the production of porcelain offered itself as a suitable location with excellent conditions, which is why the concept is focused on this. Other aspects need to be examined and considered in the future, such as income opportunities, commissioned productions, user fees, workshops etc. A step-by-step realisation is the goal.

Further considerations regarding co-working spaces exist in Karlovy Vary (Czech Republic), where a cooperation is being sought in talks.

Also in Kranj the exchange with other institutions like the National Museum, other ceramists and studios, and the partners of CerDee had been very fruitful. It was possible to build on and learn from the experience of the others when drawing up the concept.

### Contribution to/ compliance with:

- relevant regulatory requirements
- sustainable development - environmental effects. In case of risk of negative effects, mitigation measures introduced
- horizontal principles such as equal opportunities and non-discrimination

The implementation will take into account all legal requirements at national and EU level.

References to relevant deliverables (e.g. pilot action report, studies), investment factsheet and web-links  
If applicable, additional documentation, pictures or images to be provided as annex

CerDee webpage - <https://www.interreg-central.eu/Content.Node/CerDee.html>  
Output webpage - <https://www.ceramicsineurope.eu/>  
Esp. videos about techniques <https://www.ceramicsineurope.eu/videogallery>  
O.T2.1, O.T3.2, O.T3.3, O.T4.1  
Porzellanikon webpage <https://www.porzellanikon.org>