

PILOT ACTION REPORT FOR INTEGRATION OF CREATIVE SCENE KOMLÓ MUNICIPALITY

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1. Introduction

1.1 Project index number and acronym	CE1013 REFREsh
1.2 Name and number of responsible partner	PP4 Komló Municipality
1.3 Number of deliverable and title of the pilot action	Report of Pilot action for integration of creative scene Komlo: Cultural centre
1.4 Investment location (country, region, town, municipality)	Hungary, Baranya county, Komló, Komló Municipality
1.5 Period of testing	June 2020 - September 2020
1.6 Delivery date	09.2020
1.7 Project website	https://www.interreg-central.eu/Content.Node/REFREsh.html

2. Description of the pilot action

The Pilot action was outsourced by the Municipality of Komló to organize the three Pilot action events namely the international Photo exhibition, craftsmen exhibition and the Film event.

The main objective of the Pilot actions was to prove that the investment and the refurbishing of the former Party headquarter could become a cultural hub, where the local stakeholders and actors of the creative sector could find opportunities to share ideas show their products to the public etc. The other main issue was the accessibility. There is a legal requirement for cultural institutes to be accessibility free. The massive old building couldn't meet the requirement until now.

These pilot actions intended to substantiate the legitimacy of the investment.

A. TRANSNATIONAL PHOTO EXHIBITION

After the strict restriction and lockdown of the COVID pandemic we set the exhibition hall to host the first event - an international photographic exhibition of 30 works from the 5 European partner countries of the project (Italy, Germany, Hungary, Croatia and Slovenia). The original aim of the exhibition, presented in each of the partner countries, is to show visitors abandoned industrial sites old traditional crafts and traditions of work.



Problems and deviations from the AF: According to the restrictions we couldn't receive visitors physically in the exhibition hall as the whole building was closed for visitors. Still, we made a movie as a virtual tour to show the photographs and interviewed the Hungarian photographer about his carrier and aim with the pictures for preserving the old almost extinct skills. As the Transnational Photo Exhibition couldn't be presented to the local community by means of a public event the video was disseminated by means of the social media and the on the webpage of the local television and the institutional website and it is still available.

B. EXHIBITION OF TRADITIONAL LOCAL ARTS/CRAFTS

In the setting of the temporary international photographic exhibition set up in the exhibition hall in July we set up parallel an exhibition of artistic craftsmanship of the region of Komló. There were several craftsmen presented their products in the exhibition furniture, showcases. There were several exhibitors as horsehair jeweler-maker, potter, gingerbread maker, leader-good maker etc. During the exhibition there was also the film making of the craftsmen, with interviews which tried to substitute the hosting of visitors. The video is now available on YouTube and the website of the local television.

Problems/deviations from AF: the only deviation from the AF is the fact that the Craftsmen Exhibition was not open to public according to the governmental restrictions. Nevertheless, a video was made and disseminated by means of social media and the institutional website as well and it is still available.

C. FILM EVENT

The third and final test of the use of the refurbished premises was dedicated to the old traditional crafts as they were shown by various short movies. The average lengths of these movies were around 10 minutes and 10 movies were screened. The film event was held on 4th of September 2020 and once again, the versatility of the premises has shown that the new exhibition hall proved to be multifunctional and could be used for various events. Originally this event was to be connected to the most important event of the town the traditional Komlo's miners' day, but according to the restriction the Mayor decided not to organize this big event in 2020. Still, we organized the third Pilot action the film event hosting the maximum capacity which was allowed around 50 visitors. The local television is also attended the event and made several interviews with the project manager and the Mayor and the deputy mayor of the town. Our Hungarian partner the CCIPB provided the catering for the event.



Thanks to the REFREsh project and the organization of the Pilot actions, the new exhibition hall was evaluated for its final use, it is proved to be appropriate for hosting different types of cultural events, and the flexibility and good performances confirmed the destination of cultural hub. Moreover, besides this testing, the requirement of accessibility was also solved. The management of the Library and Museal collection already announced several demands for the usage of the new hall and during the autumn period up until the very strict restrictions announced on the 11th of November, they could host several cultural events. Now it is closed again but hopefully soon will be able to function as the focus point of the creative and cultural life of Komló.

3. Costs of the pilot action

In the AF the realization of the Pilot Action foresaw a budget of 6.300,00 euros. We outsourced this activity and made a tendering process for external experts. The best offer was submitted by the Baranya television which was 5466 euros. Unfortunately, after the successful tender the COVID restrictions were introduced and the Mayor decided not to sign the contract until we could see the possibility how to manage these pilot actions. As the most severe restrictions were lifted in June and the JS made possible to carry out the first two events digitally the contract was signed and the Baranya television executed the three pilot actions on the required level organizing the third one the film event on the original way. Still the FLC hasn't approved the cost as according to the regulation we were supposed to start a new tender. This was impossible unfortunately according to the strict deadlines so this cost won't be approved.

The budget used for the implementation of the Pilot Action contributed to following activities:

- *planning and preparation of the exhibition setting the room according to the experts;*
- *printing of the pictures;*
- *recording, editing and English translation of the subtitles of the interview's contents for the 2 videos;*
- *organizing the film event with obtaining the movies and making all the preparations, sending invitations etc.*

4. Impact and benefits

The Municipality of Komló has 22.635 inhabitants (2019), and has several associations, creative artists, photographers, sculptors, poets and Komló has traditionally an annual film festival as well. The new location could provide a perfect scene for these stakeholders and cultural events. Considering that the building hosts the kids' library as well and organizing various programs for the youngest generation it could enhance further these kind of events for the children as well making this new investment even more popular. Pilot Actions implemented have been disseminated by



means of social media, public events and the Municipality's institutional website. Thanks to this large communication campaign showing the process and the results produced by the whole project implementation and in particular by the refurbishing of the old rooms creating a new exhibition center and consequent Pilot Action realization, the idea and added value of reutilize industrial heritage to promote and support the local cultural life. The pilot actions set a good example of investments with similar intentions that it is worth rethinking, planning and filling old industrial heritage with other activities involving creative industry actors.

5. Sustainability and transferability

The Municipality of Komló provide this new investment for the József Attila library and Museal collection which had previously several activities but the new investment can enhance further the supply of activities.

Just to mention some:

- *workshops for creative stakeholders;*
- *cultural events in general (presentation of books, autographs sessions etc);*
- *exhibitions;*
- *small concerts*
- *film events*
- *lecture nights etc.*

Therefore, such events similar to the pilot action will be organized in the future as soon as the COVID situation allows.

Regarding the financial management: Municipality of Komló supervising and supporting the operation of the József Attila library and museal collection. Traditionally the management of the library participating various tenders very successfully to develop further the premises. Right now, they get governmental support and the as the building has a huge attic there will be soon a visitor center contributing the former mining activities and the unique dinosaur founding in the region. These new resources making this building even more multifunctional solving the problem of sustainability as well.

In order to transfer as much as possible, the successful implementation of the Pilot Action, it would be useful to share this experience regionally nationally as well to disseminate as much as possible communication materials showing project's implementation and results.

The idea itself can be easily adapted elsewhere, revitalizing old industrial buildings and filling them with new content. Virtual exhibition visits can also be interesting, and involve more people, although they are not a substitute for a personal presence.



6. Good practices

The implementation of the Pilot action provided many valuable inputs for the future utilization of the former massive building. Despite the efforts of the extensive tendering activities of the management it wasn't easy to solve the lack of resources and the Municipality supported the library. Still the management has an extensive relations system with the cultural hub of the town and the region attracting more events into the new premises. It was important to check the multifunctional usage of the exhibition hall through the pilot actions and the cooperation with the associations and artists stakeholders through the events. This allows to attract the interest of the general public and also of the surrounding areas promoting the visibility of the project and the potential repeatability in other contexts. The exchange of experiences with the project partners allowed to better understand the importance of sharing the project implementation on regional and national level in order to increase its potential and results. It was outstanding the good example seen by our Italian and Croatian partners community collaboration, involvement of local NGOs was an excellent example for better use of facilities and sustainability.

7. Legislation and regulation

The Pilot Action was carried out with the aspect of respecting the actual governmental restrictions not to attract more than 50 visitors.

8. Contribution to equal opportunities and non-discrimination

In terms of equal opportunities, the most important issue was accessibility, both for wheelchairs and for the blind and visually impaired. The library has a separate children's library and hosts events for schools, involving the entire youth of the city in a variety of activities regardless of gender or cultural and ethnical background. In the case of exhibitions, we also paid attention to the fact that everyone, regardless of age, gender or origin, gets the chance to present their products or participate in the film event.

9. Conclusions and further suggestions

Overall, along with the leadership of the city, we believe that the project has made the city richer in value thanks to the investment that the Pilot action was a test case for. These pilot activities also demonstrated that the investment has made the venue suitable for holding events similar to the Pilot action and that serious results can be achieved through international partnerships.

10. Photos and references



pic.1. Picture of the film event (Pilot action 3.)



pic.2. Picture of the film event (Pilot action 3.)



pic.3. Picture of the crafts exhibition (Pilot action 2.)



pic.4. Picture of the crafts exhibition (Pilot action 2.)



pic.5. Picture of the crafts exhibition (Pilot action 2.)

Video about the Pilot Action 1. photo exhibition:

<https://www.youtube.com/watch?v=sPgcTEXvYJ8>

Video about the Pilot Action 2. Craftsmen exhibition:

<https://www.youtube.com/watch?v=H-4-UzpmzQw>

Video about the Pilot Action 3. Film event:

<https://www.youtube.com/watch?v=RIkBQ8cQuRs>

Pictures about the Pilot Action 3. Film event:

<http://komlomeia.hu/interreg-refresh2020>